

Raymore, MO | Small Business and Restaurant Week

Locally owned businesses are vital to our community. They provide jobs, support local causes near and dear to our hearts, keep money in the community and many of us are fortunate enough to call these business leaders our friends.

In 2021, the City held its inaugural Small Business and Restaurant Week, which featured more than 15 local businesses offering a variety of specials, promotions and raffle prizes. This year, Small Business and Restaurant Week will be held the week of April 28 - May 4, 2024. **Building on America's small business boom!**

Businesses and restaurants are encouraged to promote special dishes, prices, giveaways, loyalty rewards, etc. to help draw in new customers and support the local business community. Partnering with other non-restaurant local businesses is also strongly encouraged! See below for tips and ideas!

To participate, please complete our [Small Business Week Questionnaire](#) by **Monday, April 22, 2024**.

The City will also offer opportunities to win gift cards to participating businesses during the week through its social media channels and random visits. Be sure to follow **@CityofRaymoreMO** on Facebook, Twitter and Instagram to follow along.

Questions? Please contact: Jordan Lea, Economic Development Director, (816) 892.3030; jlea@raymore.com.



Special Suggestions

- Collaborate with another local business to have a special pairing, promotion, product or event.
- Promote the best selling, most popular menu item.
- Loyalty rewards
 - Example: Free coffee with proof of purchase of 3 other coffees throughout the week.
- Potential discount with proof of purchase from another local store.
- Find opportunities to upsell certain menu options.
 - Example: Design a wine or beer pairing for each course of the prix fixe menu and let guests opt in.
- Create a new or unique food dish. Perhaps something you've been wanting to test on the market!
- Create a unique breakfast, lunch, and dinner menu(s), separate from normal menus.
- Encourage patrons to leave a Google/Facebook review in exchange for a small discount.
- Source: [YFS Magazine](#)