

Chamber CHATTER



MECHANICSBURG
CHAMBER OF COMMERCE
The Strength of One. The Power of Many.™

12.28.23

6 West Strawberry Avenue, Mechanicsburg, PA 17055 (717) 796-0811 www.mechanicsburgchamber.org

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News, Events & more!

Mechanicsburg Chamber Will Hold Election for Board of Directors at January Meeting



If you are interested in serving on the Board of Directors for the Mechanicsburg Chamber of Commerce, [click here](#) to review job description, nomination policies, procedures and application.

We are accepting applications!

CHAMBER EVENTS

Watch for Weekly Updates!!

January

1- Happy New Year - Office Closed

9 - Business Women's Networking Luncheon - Virtual Edition. 11:30am - 12:45pm. FREE member event.

17 - Annual Dinner & General Membership Meeting - Penn Harris Hotel, Camp Hill. 6:00 - 9:00pm

RSVP to info@mechanicsburgchamber.org

For a full calendar of chamber and member events, visit www.mechanicsburgchamber.org/events

Thank You For Renewing Your Membership!

Carlisle Bowen Works
Cumberland Area Economic Development Corporation/Cumberland Valley Visitors Bureau
LifeGuide Financial Advisors
Negley's Water

Business Women's Networking Luncheon VIRTUAL EVENT

**Tuesday, January 9
11:30am - 12:45pm**

Join the Mechanicsburg Chamber and other Chamber members for an organic group conversation this month. Come out to introduce your business to familiar faces and hopefully some new ones too.

RSVP to info@mechanicsburgchamber.org or call 796-0811.

Upon registering, Zoom login credentials will be provided.

Seeking HOSTS for 2024 EVENTS

- Business Women's Networking Luncheon
 - After Hours Mixer
- Business Leaders Discussion Group

BE A HOST and showcase your business, service and more...

For more information - on **HOSTING AN EVENT**
contact the Chamber office at 717-796-0811 or email - info@mechanicsburgchamber.org.

Chamber Annual Meeting at

Penn Harris Hotel, Trademark Collection by Wyndham
1150 Camp Hill Bypass, Camp Hill

January 17, 2024
6 - 9 p.m.



Mechanicsburg Chamber of Commerce invites all members to join us for the Annual General Membership Meeting

Our annual meeting brings members together to network
in celebration of business, community and the
achievements made.

New this year - dinner will be a table served meal!

The special guest speaker for this year's event will be George Shea, CEO of Shea Communications, LLC of New York City, a leading business-to-business and consumer public relations firm. However, he may be better known as the face and emcee of the Nathan's Famous Fourth of July Hot Dog Eating Contest. Come learn how he was able to take an absurd idea and make it mainstream.

Tickets are \$45.00 per person.
To purchase please contact the Chamber at 717-796-0811

Sponsored by:



Mechanicsburg Chamber Will Hold Election for Board of Directors at January Meeting

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More information or questions call 717-796-0811

GFWC (General Federation of Women's Clubs) Mechanicsburg

The next meeting will be on Tuesday, January 9, 2024 at 7:00 PM at
Buhrig's Gathering Place, 25 East Main Street, Mechanicsburg.

The program will be presented by member Barb Chilcotte about "living off the grid".

Would you like to know more about how we serve the community while helping
Veterans, libraries and schools? Come for a visit to find out.

For more information, contact Sue at 717.243.9872
visit our website at <http://gfwcmech.tripod.com/>



The Tide®  Your Soles ~ Their Souls
Shoe Drive Fundraiser

3RD ANNUAL SHOE DRIVE
Kicks off January 1st!



CONTACT US!

717-264-7288

events@thetide.org

thetide.org/shoes

GET INVOLVED!

- **BECOME A COMMUNITY DROPOFF LOCATION**
- **PROMOTE SHOE DRIVE AND COLLECT SHOES**
- **DONATE YOUR NEW/GENTLY USED SHOES**

New HOPE Ministries

Sharing Christ's love by meeting human needs

MLK Day of Service

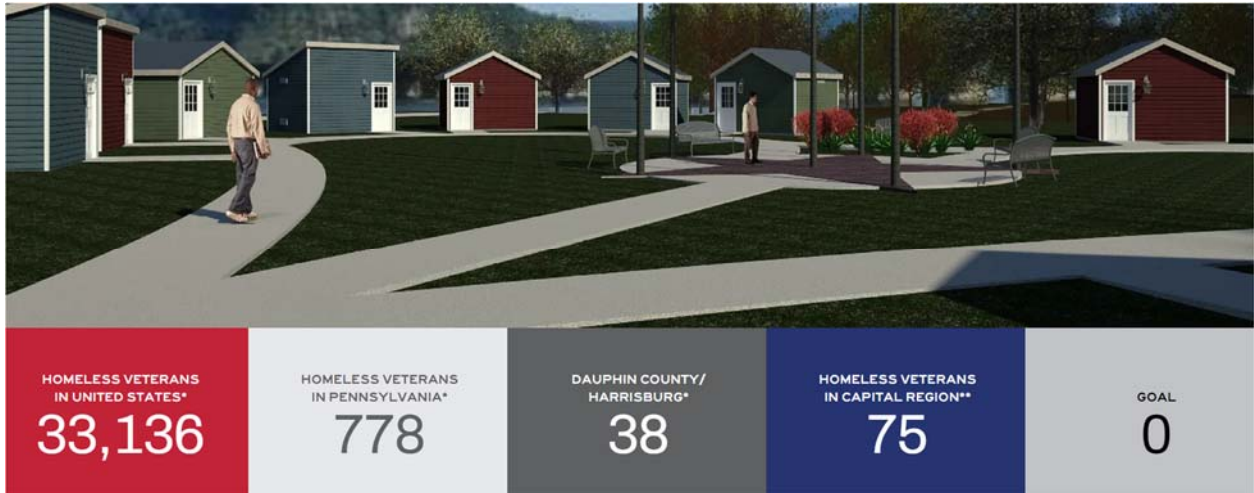


"The greatest birthday gift my husband could receive is if people of all racial and ethnic backgrounds celebrated the holiday by performing individual acts of kindness through service to others." - Coretta Scott King

We invite you to serve with us on **Monday, January 15, 2024** in honor of MLK Day!



SIGN UP TODAY
nhm-pa.org



As many of you know, Veterans Outreach of PA is working on a tiny homes project to help homeless veterans with short-term housing needs. Earlier this year, General Federation of Women's Club-Mechanicsburg (GFWC) held a fundraiser to help fund the project with linens for each home. As a member of that club, I am putting together an AVON fundraiser to help supply Veterans with basic items such as hand lotion, lip balms, foot cream, socks and other small hygiene items offered by AVON. A basic hygiene pack starts at just \$12, and a full back can be sponsored for \$18. If you would like to contribute to these products, please contact me at (717) 919-5460 or email mahiler@comcast.net. Contributions in any amounts are welcome via cash, check, PayPal or VENMO.

2023 Small Business Advantage Grant Application Period Now Open!

The 2023-2024 Small Business Advantage Grant Program are open for applications on. Project work completed on or after July 1, 2023 will be considered for funding. The application period will close when funding is exhausted or March 22, 2024, whichever occurs first.

Small Business Advantage Grant

The Small Business Advantage Grant provides reimbursement grants ranging from 50% to 80% of eligible project costs to Pennsylvania small businesses to improve energy efficiency or reduce pollution or waste by: upgrading or replacing equipment or supplies; improving processes; or reducing runoff into affected waterways. Maximum grant award amounts will vary from up to \$5,000 to up to \$8,000, based on the environmental impact of the project and whether the project location is in an Environmental Justice Area in Pennsylvania.

Click [here](#) to visit the website for more information.

JAZZ ME BAND

KIRK WISE UPCOMING
SOLO, DUO & BAND
PUBLIC DATES

Fri. 12/29 – The Gettysburger Company
Restaurant & Bar...Kirk & Patrick Duo
9-midnight

Sat. 12/30 – Buddy Boy Wine,
Duncannon...Kirk & Dave Duo 6-9

Sun. 12/31 – Captain Bob's Steamed Crabs,
Railroad/ Shrewsbury...Kirk solo/duo 4-9

Tue. 1/2/2024 – Greystone Brew House@
Range End , Dillsburg...Kirk solo 6-9

Fri. 1/5 – Hook & Flask, Carlisle...7-10
Kirk solo/duo

Sat. 1/6 – Hemauer Brewing,
Mechanicsburg...Kirk solo 6-9

Tue. 1/9 – Greystone Brew House@
Range End , Dillsburg...Kirk solo 6-9

Fri. 1/12- Grandpa's Love Shack BBQ
Restaurant, Shermansdale...Kirk Duo 6-8

Sat. 1/13 – Spring Gate Estate,
Harrisburg...Kirk Duo 6-8

For complete up-to-date
schedule, information,
and photos go to
www.jazzmeband.com

Bookings: call Kirk at 717-979-0341 or
E-mail wisemotors@aol.com

Tour sponsors:
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CLASSIC DRY CLEANERS, STUDIO D &
LANDON WISE PHOTOGRAPHY

MECHANICSBURG CHAMBER COLLECTING TOYS

*The Mechanicsburg Chamber is committed
to helping the Marines deliver a message
of hope to those less fortunate!*

New, unwrapped toys, as well as
batteries, gift wrap, and contractor grade
trash bags, have been collected for the
annual Toys For Tots toy drive. However,
the need does not end, so if you have any
donations, even after the holidays, they
may be brought to any Chamber function.
If pick-up is preferred, please contact the
office at (717) 796-0811.



Thank you to our 2023 drop off locations!

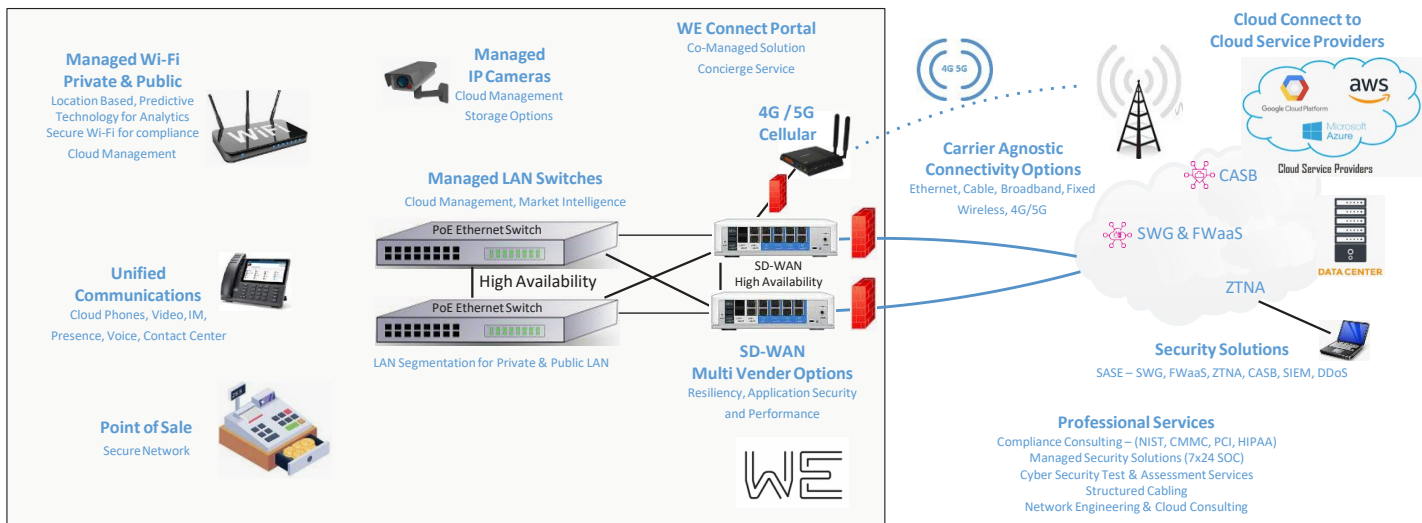
Mechanicsburg Chamber office
A&B Automotive
AAA
American Legion Post 109
Benecard PBF
Best Line Equipment
Callery Dental Care
Drs. Warren and Reese Family Dentistry
GEICO local office - Frank Rossi
Hot Frog Print Media
Lower Allen Township office
Mechanicsburg Kung Fu Center
Mechanicsburg Mystery Bookshop
Orrstown Bank - Camp Hill
Orrstown Bank - Mechanicsburg
Pivot Physical Therapy
Premier Martial Arts
Ritters True Value Hardware
Schneider Electric
State Farm Insurance - Denise Dombach
Trindle Bowl
University of Pittsburgh -
School of Social Work
West Shore Chamber of Commerce office
Zimmerman's Automotive Tire Pros

WINDSTREAM ENTERPRISE



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W: <https://greenstar-us.com>

W: <https://gstarmarketing.com>

15 Small Business Tips for After the Holiday Season

By Annie Pilon - Retail Business

The holiday season usually provides a big sales boost for a lot of small business. But after the presents have been exchanged and the parties have come to an end, those sales often slow down significantly as well.

Still small businesses don't have to just accept that post-holiday slump. There are plenty of ways you can take advantage of that extra time after the holidays have wrapped up to boost your sales throughout the year. Here are 15 tips for boosting your sales after the holiday season.

How to Boost Post Holiday Sales

Include Post-Holiday Coupons

Since more customers make purchases during the holidays, that offers businesses a unique opportunity to get more sales after the holidays as well. To leverage those holiday shoppers, you can include coupons with holiday purchases that people can only use after Christmas or the New Year. And if you didn't start that type of promotion during the holidays, you could potentially send out a coupon or discount code via email.

Be Ready for Returns

The post-holiday season is also usually full of returns or exchanges. And you can potentially turn some of those returns into extra purchases if you handle them correctly. You can offer a discount for customers who make extra purchases when returning or exchanging items. You can arrange your store so that people are likely to come across some potential impulse purchases. And you can also just provide people with a good experience when making returns so that they're more likely to come back throughout the year.

Show Your Appreciation

Since the holidays are so busy for many businesses, you might not have had a chance to properly thank your most loyal customers or clients. But when sales slow down, it can be a perfect time to host a thank you event for loyal customers, offer an exclusive deal via email or do something really special for those who helped your business a lot over the past year.

Follow Up With Holiday Shoppers

You can also simply follow up with anyone who made purchases with you throughout the holidays. Send out an email asking about their experience and then include any new products or promotions as well.

Improve Your Online Reviews

When following up with those holiday shoppers, you could also use it as an opportunity to improve your online reviews on sites like Yelp and Facebook. Simply remind those who shopped with you that they have the opportunity to share their experience, and then provide them with links. Then if you get

more positive reviews from those holiday shoppers, you can potentially benefit from that throughout the rest of the year.

Keep Holiday Campaigns Going

In addition, your actual holiday campaigns don't have to stop just because Christmas is over. There are plenty of people who might have some last-minute purchases to make or who want to spend some of those holiday gift cards. So keeping the holiday promotions going for an extra week or so can potentially help you squeeze even more sales out of the holiday season.

Host a Fun Contest

Your business isn't the only one feeling the post-holiday blues. Consumers could also use a bit of fun after the season. So hosting a fun contest where you ask people to submit holiday photos or plans for the new year could be a great way to increase engagement or even sales.

Put Extra Profits to Good Use

You could also use those extra dollars you made during the holidays to good use. If you have extra money, you could run some advertising campaigns or invest in other marketing activities to keep your sales up throughout the rest of the year.

Start a Retargeting Campaign

For online businesses, one way you can really take advantage of the increased holiday traffic after the fact by launching a remarketing campaign. So you can target those who made purchases or visited your website at some point throughout the holidays.

Stock Up on Content

You can also take the opportunity to simply tackle some marketing activities that you might not have time for throughout the rest of the year. For example, you can spend time creating social media and blog posts that you can stockpile while business is slow so that you don't have to rush to create that content when you're busy later in the year.

Create Unique Visuals

Or you could focus on creating a series of unique visuals for your marketing campaigns throughout the new year. That way you can make sure they're all cohesive and set toward your main business goals for the year.

Start a New Social Media Campaign

The new year is also a perfect time for you to try something new. Since many people see it as a fresh start, it will seem natural for you to introduce new branding or a new style for your social media posts. You could even launch a new campaign aimed at increasing your engagement or followers so you can continually boost your sales throughout the year.

Launch a New Product or Service

It's also the perfect time to work on launching new products or services. Since you're not likely to be as busy during this time, it can be easier to work on new product launches. And those new offerings can also lead to sales increases.

Think About New Year's Resolutions

During this time of year, many individuals also decide to try new things or set new goals. And for some businesses, there's an opportunity to market products or services to those customers who are focused on specific new year's resolutions. For example, if you sell an app or product that could be used for tracking fitness activities, the new year is a perfect time to market to goal setters to increase sales.

Budget for the Year Ahead

You can also use the end of the year as an opportunity to look back at your finances throughout the past year and then make plans for the year ahead. Creating a budget for the year might not increase your sales notably right away. But it's an essential activity that can help you optimize your marketing efforts throughout the whole year.

Harnessing the Power of Collaboration: Partnering with Other Businesses

Collaboration has the potential to significantly amplify your efforts in boosting post-holiday sales. By teaming up with other businesses, you can tap into each other's customer bases, share resources, and create unique experiences that attract a broader audience. Here's how you can make the most of this collaborative approach:

- **Joint Promotions:** Partner with complementary businesses to create joint promotions that offer value to both sets of customers. For instance, if you run a coffee shop, you could collaborate with a local bakery to offer a discounted coffee and pastry combo.
- **Co-Hosted Events:** Plan and host events together that cater to both of your customer demographics. These events could be workshops, classes, or even themed parties that showcase your products or services in a new light.
- **Cross-Promotions:** Cross-promote each other's products or services on your respective platforms. This can include sharing social media posts, sending out co-branded emails, or even featuring each other's offerings in your physical store.
- **Bundle Deals:** Create bundled offerings that feature products or services from multiple businesses at a discounted price. This encourages customers to explore different options while saving money.
- **Loyalty Programs:** Collaborate on loyalty programs where customers can earn rewards from both businesses. This encourages repeat business and customer retention.
- **Charitable Initiatives:** Partner with another business for a charitable cause, such as a fundraising event. Not only does this create a positive image for your businesses, but it also brings the community together.
- **Pop-Up Shops:** Set up temporary pop-up shops in each other's locations. This exposes your products to a new audience while also giving your partner the same opportunity.
- **Shared Resources:** Pool resources for marketing materials, event planning, and other business-related activities. This reduces costs and workload for both parties.

- **Complementary Services:** If your business offers a service, consider partnering with a product-based business that complements yours. For instance, a yoga studio could partner with a skincare brand to offer wellness packages.

Collaboration can breathe new life into your post-holiday efforts and create lasting relationships with other businesses and their customers. By working together, you'll not only expand your reach but also provide a more holistic and memorable experience for your audience.

Conclusion: Navigating Post-Holiday Success

As the holiday season concludes and the whirlwind of festivities subsides, small businesses often face the challenge of a post-holiday sales slump. However, this period doesn't have to be a time of decline; rather, it can serve as a unique opportunity to employ strategic tactics that can propel your sales growth throughout the year. By focusing on innovation, customer engagement, and effective marketing, you can ensure that the energy and momentum generated during the holidays continue well into the future.

The 15 actionable tips outlined in this guide offer a comprehensive toolkit for maximizing post-holiday sales growth. From leveraging post-holiday coupons and transforming returns into additional purchases to showing appreciation to loyal customers and reengaging with holiday shoppers, these strategies empower small businesses to make the most of this transitional period.

Embracing the potential of extended holiday campaigns, hosting engaging contests, utilizing profits for effective advertising, and launching retargeting campaigns allow businesses to stay at the forefront of customer attention. By stocking up on content, creating captivating visuals, and embarking on fresh social media campaigns, you can consistently engage your audience and attract new followers.

Seizing the moment to introduce new products or services that align with customers' New Year's resolutions capitalizes on their motivation, while budgeting for the year ahead ensures optimized marketing efforts for sustained growth.

As you implement these strategies, remember that success lies in your commitment to providing value, fostering connections, and maintaining a forward-thinking approach. The post-holiday period is not a time of rest but a springboard for continued achievement. By embracing innovation, gratitude, and adaptability, you can transform the post-holiday lull into a period of opportunity, setting the stage for ongoing success and growth throughout the year.

