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**Subject:** Wilton Economic Development Commission Marketing Programs  
**Date:** February 10, 2021 at 8:14 PM  
**To:** prasad.iyer@wiltonct.org  
**Cc:** Wiltonchamber Info info@wiltonchamber.com

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Mr. Iyer,

I wanted to introduce myself, my name is Sarah McCall and I do Marketing for Kimco. I create and implement marketing programs for the Kimco owned complexes in town; Wilton River Park and Wilton Campus but I refer to both at Wilton River Park (WRP). I'm sorry I missed the meeting in January, I had a conflict. But I know that a few of the Kimco tenants were on the call and I listened to the whole thing. Since some of these items involve the Chamber, I'm copying Camille on this email.

I wanted to give you my thoughts and provide any Marketing help moving forward. First of all, I'm not involved in any lease arrangements or rental agreements which I know was brought up on the call. I specifically do Marketing and support the small businesses in Wilton River Park. In the past 2 years, I have set-up Facebook and Instagram accounts for the complex, we have done numerous advertising campaigns, held special events and run promotions and incentive programs. Most of the Marketing Programs we do include the 18+ small businesses in WRP, not including the chain stores like Starbucks or Stop & Shop. Kimco has also been very supportive of Wilton and has sponsored many Wilton Chamber of Commerce events, has sponsored a Wilton Little League team and purchased a banner at the Wilton Football Stadium.

What I have learned in doing Marketing programs for a variety of tenants with a varied clientele is that not all programs work for everyone and it can be very challenging. In general, what the tenants in Wilton River Park are looking for are programs that drive traffic to the center and that don't cost them extra money or are reliant on them offering incentives. However, what typically drives traffic and purchases in the complex are incentives and special events.

There were a few Marketing Programs mentioned on the call and I wanted to give you my thoughts. First of all moving the Chamber Farmer's Market down to Schneck's Island is a great idea but I'm not sure it will drive traffic to the WRP businesses.

As far as the Street Fair, we have run a very successful "Where's Wilton Warrior" Scavenger Hunt program for 2 years (2018 & 2019). I have had many families tell me the only reason they come to the fair is to do the Scavenger Hunt and have searched out the Kimco booth. This program drives customers into each location to find the hidden "Warrior" and then back to the Kimco booth at the fair to receive a \$10 gift certificate good at participating WRP locations. Kimco funds the gift certificates. We also do two grand prize drawings with baskets of goodies for the winners. This program was designed to draw people down to the WRP since the fair is held near the town green. Many of the Chamber events are held in and

around the town green and not near the businesses. I would suggest the event in the future is more spread out with some booths and activities in the town green and some booths and activities in Wilton River Park. This also may help with Covid restrictions and crowds this summer. In addition, many tenants have complained about the closing of the main street for the fair as this restricts car traffic to Wilton River Park. So this idea may help alleviate this issue.

I have also broached the idea of a passport program for local business employees (Blue Buffalo and other business in Wilton Campus, etc) with tenants but the feedback is the tenants don't want to offer an incentive. I think for this program to work there must be an incentive for employees to visit the businesses. If the EDC or Chamber could provide the incentive, this program might be really successful.

Some of the other ideas, like a zoom showcase or Wilton Town Shopping Ap or Online Guide are great but would be hard to produce and would need lots of technical expertise. This might be something a Wilton High School Intern or two could take on but I'm not sure how feasible.

I also like the ideas of themed Festivals; Wine Festivals, Blueberry/Strawberry/Maple Syrup, etc. but I would just want to make sure there are activities and booths in the Wilton River Park area. Maybe a stage set-up with a schedule of performances (street performers, local bands, Theater kids, local dance studio, etc.)

I'm really glad that the EDC has decided to focus on helping the Wilton Businesses. Every business in town is struggling due to the pandemic and I know all help is appreciated. I'm happy to provide my expertise and assistance where it makes sense. I heard today on the meeting that the next meeting is moved to Feb. 18th at 7:15pm. I'm not sure I will be able to make it but I will try. In case I can't make it, I wanted to give you this information because I thought it might be helpful. If I'm unable to make the meeting, I will circle back with you to see what the next steps are with the EDC Marketing Program and how Wilton River Park can participate.

Thanks,

Sarah McCall  
Wilton River Park Marketing  
Kimco