



## 2020 ShopFest Utah June Update

### *Introduction to COVID-19 Alternate Hosting Plan*

#### **To our amazing ShopFest Utah Participants,**

Thank you to the numerous small business owners and others who have reached out expressing interest in the plans for ShopFest Utah this year. The COVID-19 pandemic has created a lot of uncertainty and countless events involving mass gatherings have been cancelled or significantly scaled down. There are numerous economic consequences as a result of these actions that impact nearly everyone in some way. Some of those most hurt are the small business owners who use these events as part of their annual income, to start or grow a business, or further a hobby.

State precautions against COVID-19 are particularly tough for events that involve mass gatherings such as ShopFest Utah. The nature of Street Fairs and ShopFest Utah in particular make social distancing, attendance tracking, and other requirements very difficult to adhere to, especially because the event takes place outdoors in an unconfined area.

We are well aware of the hardship that has come upon small business owners who have limited venues to promote their products and services this year. Rather than go silent, cancel the event, or resort to simply providing links to businesses on a website, we felt that if we have to change the event this year, we're going to do everything we can to maintain, if not exceed, the benefits to small businesses this year. Because of this, and thanks to sponsors, a significant investment of funds and time are going into transforming ShopFest Utah this year into a unique opportunity that has the potential to enhance ShopFest Utah for years to come.

**Sincerely,**

Evan Berrett  
*ShopFest Utah Event Coordinator*  
*Eagle Mountain City*

## ShopFest Utah is going Digital in 2020

Nothing can compare with the experience of walking the rows of tents and seeing all the amazing products and services for sale. But just as our world has innovated and redefined shopping, new methods for creating an enormous online shopping event have emerged.

Thanks to sponsorships from Facebook and The Eagle Mountain Chamber of Commerce, vendors will be showcased digitally on a completely custom-made web interface created by Utah local web development and marketing company, Jibe Media. By going digital this year, we remove the uncertainty around mass gatherings and can more assuredly guarantee that ShopFest Utah will take place this year.

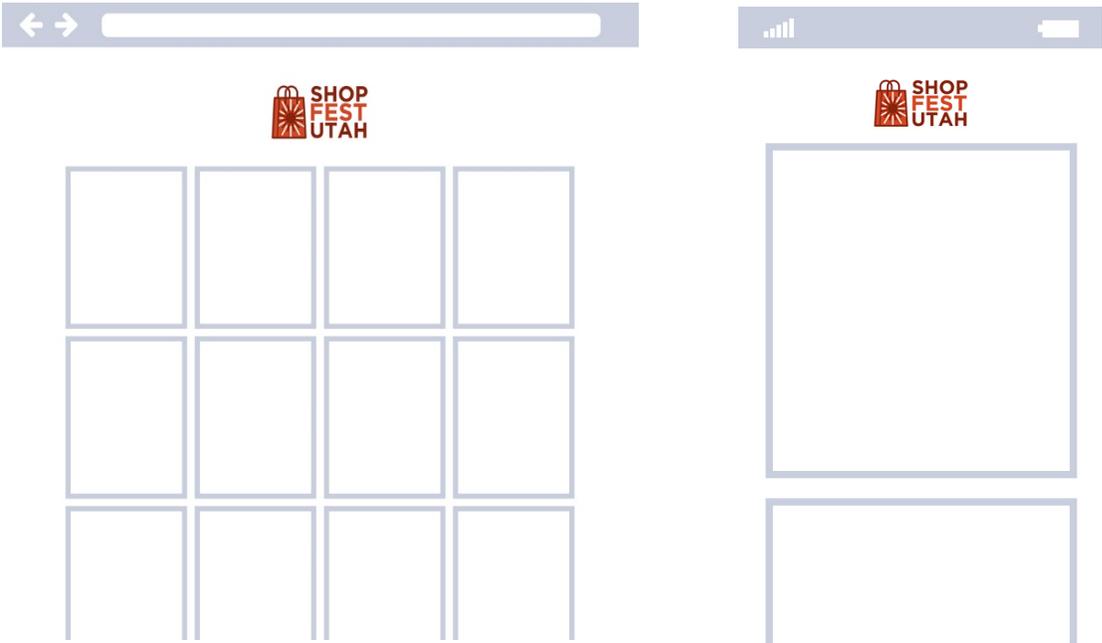
### The Basic Details

- ShopFest Utah will span August 28<sup>th</sup> – August 31<sup>st</sup> instead of a single day. The weekend will be marketed, with your help, as a “Prime Day” sort of shopping event that no one will want to miss.
- A \$25 Vendor registration fee will still apply this year. As with previous years, this fee helps cover basic operations costs and marketing of the event.
- The intent is to recreate the “street fair experience” as closely as possible in a digital format.
- Shoppers will be directed to the custom developed ShopFest Utah web page via desktop or mobile where they will be able to browse vendor “cards”.
- Shoppers can view all cards or sort through categories. Vendors can be listed in multiple categories.
- Shoppers will be directed, via the cards to Facebook Shops, an incredible free new feature of Facebook announced only a couple of weeks ago that allows business owners to list products and sell goods from their Facebook Pages using product listings, selling through live videos, integrating augmented reality, and more.
- Vendors who have no products to sell will have shoppers directed to their Facebook pages where they (the vendors) will be prepared to respond to chats, host live videos, etc.
- Facebook is sponsoring this event and will be boosting our ads for the event to get additional traffic. The Eagle Mountain Chamber of Commerce is also helping to provide additional marketing expertise.
- The tools used to create Digital ShopFest Utah can be re-used and will become part of the ShopFest Utah experience for years to come, allowing those who cannot make the drive to Eagle Mountain, the ability to still shop your business.

# How it Works

Digital ShopFest Utah will rely on two major components to work seamlessly on any device. The market experience (browsing booths from the outside) will exist on a website, viewable via desktop or mobile, and the product shopping experience (entering a booth space) will be hosted on Facebook Shops, a relatively new but phenomenal shopping platform.

The market experience will showcase each business participating in Digital ShopFest Utah on customized “cards”, arranged in a grid with other businesses. Similar to the first impressions shoppers have while walking by vendor booths, the cards are the first impression before browsing products. The market can be manipulated by the visitor or shopper by viewing all businesses or sorting by categories. Your card within the grid will feature your business name, logo, a large space for an image of your own design, space for text to make a pitch, invitation, or otherwise, and buttons for contact information and to take the visitor to your shop. You will provide this information and the images prior to the event.



*Final designs & layouts subject to change*

When a shopper clicks on your “Shop Now” button, they will be taken to your Facebook Shop which exists within your Facebook page for your business, or separately if you desire (assistance can be provided in setting this up, but it’s quite simple). Facebook Shops allows you create a catalogue of products and sell directly

through Facebook. I recommend reading more about Facebook Shops [HERE](#). For service-type businesses, shoppers will be redirected to your Facebook page where they will expect a unique experience for the weekend and the ability to chat with you.

By using Facebook Shops as the backbone of taking ShopFest Utah digital, we also have other options for you to get creative such as holding live videos which can be used to feature and sell products (straight from the video!), demonstrate services, etc. Once a shopper has purchased products or services from you, they will return to the ShopFest page to continue browsing shops.

## Timeline

<b>June 1 - August 1</b>	<b>Digital ShopFest Utah Custom Development Completed</b>
<b>June 1 - July 31</b>	<b>Vendor Application Period</b> Vendors who have previously applied need not reapply
<b>July 1 - August 22</b>	<b>Submission Period of Card Content</b>
<b>July 1 - August 22</b>	<b>Setup of Facebook Shops or Pages</b>
<b>August 22<sup>nd</sup></b>	<b>Deadline for cancellation and refunds</b>
<b>Aug 22 - Aug 27</b>	<b>Final Preparations</b> Every Vendor must confirm readiness. Vendors who do not confirm will have their card removed from the ShopFest Utah page the day prior to the event.

## Summary & Contact Information

We hope that you are pleased to hear about our plans and preparations to ensure ShopFest Utah can go on, and in a way that hopefully brings about similar outcomes to the in-person experience. Please be vigilant in watching for future communications and providing information as needed.

If you have any questions or suggestions, please direct them to the contact information below. We look forward to working together to overcome the challenges of the COVID-19 pandemic and seeing Utahns shop local more than ever.

Direct questions to the contact info below or send a message on the ShopFest Utah Facebook page:

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