

NEIGHBORHOOD BUSINESS DISTRICT

Editorial Calendar

January

Business-related Holidays/Events

- New Year's Resolutions (relevant to fitness, health food, financial advisors)
- Portland Everybody Reads (year long, relevant to book stores)
- Golden Globes (relevant to films and television shows set in Portland)
- National Get to Know Your Customers Day (3rd Thursday/Quarterly)
- Portland ChocolateFest (4th Weekend, relevant to bakeries, candy stores, specialty food, grocery)

Other Holidays/Events

- Martin Luther King Jr. Day (3rd Monday, day of service, relevant to board members, volunteers)
- World Religion Day (3rd Sunday)
- Chinese New Year (varies)

February

Business-related Holidays/Events

- Portland Seafood and Wine Festival (1st Friday/Saturday, relevant to seafood restaurants, wine shops)
- National Pizza Day (2/9, relevant to pizza shops)
- Valentine's Day (2/14, relevant to restaurants, florists, jewelry stores)
- Oregon Zwickelmania (2nd Saturday, relevant to breweries)
- Mardi Gras (3rd Tuesday, relevant to bars, restaurants, grocery stores)
- Portland International Film Festival (varies, relevant to movie theaters, restaurants)
- PDX Jazz Festival (Varies, relevant to record stores and music venues)
- Oscars (Last Sunday, relevant to films set in Portland)

Other Holidays/Events

- Groundhog Day (2/2)
- President's Day (3rd Monday)
- Chinese New Year (varies)
- National Black History Month
- Small Shops Big Hearts
- #pdxLOVESsmallbiz

*Don't forget district events, association activities and member business promotions
Presented by Venture Portland. Strategically Social: Choose Your Own Adventure 6/15/16.

March

Business-related Holidays/Events

- International Women's Day (3/8)
- Pi(e) Day (3/14, relevant to bakeries, pie shops, pizza)
- St. Patrick's Day (3/17, relevant to bars, bottle shops)
- National Mom and Pop Business Owners Day (3/29)
- First Day of Spring (varies, relevant to garden supply, hardware stores)
- Portland Dining Month (restaurants)

Other Holidays/Events

- National Women's History Month
- March Madness

April

Business-related Holidays/Events

- April Fool's Day (4/1)
- Portland Spring Beer & Wine Festival (1st Weekend, relevant to breweries, bottle shops, bars, wine shops)
- Easter (1st Sunday, relevant to district egg hunts, candy stores, craft stores)
- National Volunteer Week (2nd Week, relevant to board members)
- National Pet Day (2nd Monday)
- Get to Know Your Customers Day (3rd Thursday/Quarterly)
- Record Store Day (3rd Saturday, relevant to record stores, music stores)
- Tax Day (4/15, relevant to accountants, tax services)
- Earth Day (4/22, relevant to district clean-ups, green businesses)
- Oregonian's '100 Best Cheap Eats' (varies, relevant to restaurants, food carts)

May

Business-related Holidays/Events

- St. Johns Bizarre (2nd weekend)
- Spring Clean-ups
- National Small Business Week (varies)
- Cinco de Mayo (5/5, relevant to Hispanic-owned businesses)
- Mother's Day (2nd Sunday, relevant to restaurants, florists, jewelry, women's clothing)
- Memorial Day (Last Monday, relevant to VFW halls)
- Rose Festival (varies)
- Portland Business Journal 'Portland's 50 Favorite Restaurants' (varies, relevant to restaurants)
- National Bike Month (relevant to bike shops, business discounts for cyclists)

Other Holidays/Events

- Portland Primary Elections
- National Older Americans Month (relevant to retirement homes, assisted living, Baby Boomer purchasing power)

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June

Business-related Holidays/Events

- Wedding Season (florists, bridal shops, photographers, jewelry stores)
- Portland Rose Festival
- Father's Day (3rd Sunday, relevant to electronics stores, hardware stores, men's clothing, bottle shops)
- Oregonian's Restaurant of the Year (varies, relevant to restaurants)
- National Splurge Day (6/18)
- Portland Business Journal '100 Fastest Growing Oregon Businesses' (varies)
- Portland Beer Week (2nd Week, relevant to bars, breweries, bottle shops)
- First Day of Summer (varies, relevant to hardware stores, outdoor stores, sporting goods, garden supply)

Other Holidays/Events

- End of School Year/Graduation
- Ramadan (varies)
- Longest Day of the Year
- Portland Pride Festival (2nd Week)
- National Gay Pride Month

July

Business-related Holidays/Events

- Willamette Week 'Best of Portland'
- Get to Know Your Customers Day (3rd Thursday/Quarterly)
- Portland Food Cart Festival (3rd Saturday)
- National Independent Retailer Month

Other Holidays/Events

- Independence Day (7/4)

August

Business-related Holidays/Events

- Bite of Oregon (2nd Weekend, relevant to restaurants)
- Bon Appétit's 'Hot 50 Restaurants' (varies, relevant to restaurants)
- National IPA Day (8/6, relevant to bars, breweries, bottle shops)
- PPS First Day of School (varies, relevant to children's clothing stores, stationary stores)

Other Holidays/Events

- National Night Out (1st Tuesday)
- National Senior Citizens Day (8/21)

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September

Business-related Holidays/Events

- Fall Television (relevant to shows set in Portland)
- Labor Day (1st Monday)
- Feast Portland (3rd weekend, relevant to restaurants)
- National Coffee Day (9/29, relevant to coffee shops, roasters)
- First Day of Fall (varies, relevant to hardware stores)

Other Holidays/Events

- Rosh Hashanah/Yom Kippur (varies)
- National Hispanic Heritage Month (9/15-10/15)
- Active Aging Week (Last Week)

October

Business-related Holidays/Events

- National Manufacturing Day (1st Friday, relevant to industrial, makers)
- Portland Fashion Week (1st Week, relevant to clothing stores)
- National Get to Know Your Customers Day (3rd Thursday/Quarterly)
- Halloween (10/31, relevant to thrift, vintage, costume, candy stores)
- Portland Monthly 'Best New Restaurants' (varies, relevant to restaurants)

Other Holidays/Events

- Columbus Day/Indigenous Peoples Day (2nd Monday)
- National Hispanic Heritage Month (9/15-10/15)

November

Business-related Holidays/Events

- Veteran's Day/Singles Day (11/11, relevant to VFW Halls, retailers)
- Thanksgiving (Last Thursday, relevant to restaurants, bakeries, grocery stores)
- Black Friday (Friday After Thanksgiving, relevant to retailers, restaurants)
- Little Boxes (Friday & Saturday After Thanksgiving, relevant to retailers)
- Small Business Saturday (Saturday After Thanksgiving)
- Cyber Monday (Monday After Thanksgiving)

Other Holidays/Events

- Election Day (11/3)
- Localize the Season
- #PledgeLocalPDX

December

Business-related Holidays/Events

- St. Johns Winterfest
- Giving Tuesday (Tuesday After Thanksgiving, relevant businesses that donate to charities, nonprofits)
- Hanukkah (12/7-14, relevant to retailers)
- Christmas (12/25, relevant to retailers)
- Kwanza (12/26-1/1, relevant to retailers)
- New Year's Eve (12/31, relevant to restaurants, bars)
- Oregonian 'Year in Food' (varies, relevant to restaurants)

Other Holidays/Events

- Shortest Day of the Year (12/21)
- #PledgeLocalPDX