ATTACHMENT E

Small and Sweet passport

Eight local businesses use passports to entice people

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When it came to thinking of ways to help small businesses stay afloat during the pandemic, it didn't take long for the co-owner of a south Osborne shop to think of a passport that would bring customers in for delicious treats.

The Small and Sweet passport not only entices people to purchase at least $5 worth of product at eight locally owned establishments, collecting stamps to make up a full card gets them an entry into a prize draw.

"I saw something similar on social media out of Vancouver, so I thought why not try it in Winnipeg?" Black Market Provisions co-owner Alana Fiks said. "For the owners, who are all women, it brings people into your business, who might now have discovered your store or bakery or restaurant before. Putting the price at a minimum of $5 means customers can easily afford a purchase, and they get to try something new and delicious."

After pondering the idea in mid-September, Fiks moved quickly and got the passport program set up and ready for stamping by mid-October.

"Some of the shops were seeing a reduction in customers during the pandemic. No one wants to leave their home to get a cup of coffee and a cupcake," Fiks said. "The passport encourages people to be safe, but remember there are small businesses out there that need your help."

The shops included on the passport are EADHA Bread bakery, Fête Ice Cream and Coffee, Jenna Rae Cakes, Little Sister Coffee Maker, Oh Donuts, Pinkie's Bakeshop, Roughage Eatery and Black Market Provisions.

"These are all owned by women, including women of colour and women who are on the LGBTQ spectrum," Fiks said. "Everyone in the group loved the idea, and they tell me they're getting good responses from customers asking for the passports and getting those stamped for purchases."

Fiks originally printed 4,000 of the Small and Sweet passports. Each of the shops donated a $50 gift card or the equivalent in products to the draw, which will take place on Nov. 15. Each also contributed toward a $200 charitable donation to the Dream Factory.

"Everyone in the group, and our customers, like the idea of contributing to a charity that helps sick children," she said.

The idea for the shop local passport is going over so well, Fiks said she is considering running a similar passport program again. "I would be flattered if other types of businesses take up the idea as well. Four local booksellers could do something like this, I imagine," she said.

Each of the eight local shops carries the passports.

For more information on the Small and Sweet passport, see www.blackmarketwpg.com



Supplied photo

Black Market Provisions co-owners Alana Fiks *(left)* and Angela Farkas with the Small and Sweet passports.

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