

## Final Report

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Special Topics in Mass Communication

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17 April 2021

## I. Idea Summary

While watching the Superbowl, one message was loud and clear: “support local businesses.” Yet this message was being preached by corporations that would benefit from the loss of small businesses. Our group wanted to select a local company to truly support such businesses during a global pandemic. We also wanted to work with a company that had lots of personality and preferably somewhere located in Pittsburgh. The company our group selected was Grandpa Joe’s Candy Store in the Strip District.

Our event will focus on Pittsburgh with a “Legends of Pittsburgh Night.” This event will be a drive-in movie where all things Pittsburgh will be celebrated. The event would be sponsored by local Pittsburgh businesses such as Grandpa Joe’s and Pittsburgh Popcorn among others. A movie often played at Grandpa Joe’s, *Charlie and the Chocolate Factory*, will be featured, while families sit in their cars and enjoy the show, food, and fun. The goal of this campaign is to get more attention to Grandpa Joe’s and help them become more popular in the media. This will be accomplished through the event and tactics leading up to the events. The tactics include creating new content for the website and social media presence, a raffle event, and the chance to vote on the event’s limited-edition candy.

Based on each team member’s skills, we assigned our roles. Abby was chosen as the Director of Media Relations to oversee the creation of the press release and create the media list. Dana was chosen as the Director of Finance to manage budgets as well as create the Gantt chart. Lizzie was chosen as the Director of Social Media and will focus on revamping Grandpa Joe’s website and social media presence. Alexis was chosen as the Event Coordinator to email the press and create the media list. Overall, as a team, we will be able to oversee this event and support Grandpa Joe's.

The target audience for this event covers a variety of age groups. While candy stores are appealing to children with vibrant and sugary treats, Grandpa Joe's specifically has an element of nostalgia and classicality that appeals to older generations. We declared the target age demographic to be anywhere from 5–70 years old. Within this age range, we intend to reach families, especially parents with young children, college students, the elderly, and native Pittsburghers who would appreciate a night of Pittsburgh pride. Ideally, the event-goers would be either employed or retired with some level of disposable income and enjoy spending time in the Strip District. Because Pittsburgh is so large, the advertising for this event should be widespread and in areas that get a lot of foot traffic. We would post our ads in newspapers, such as the *Pittsburgh Post-Gazette*, as well as have fliers in popular and convenient areas such as parks, schools, bus stops, and stores (especially in the Strip District). We also plan on revamping Grandpa Joe's digital presence to reach the younger audience by improving the website content and social media accounts for the store.

With candy lovers everywhere, it is no surprise that there is competition for Grandpa Joe's everywhere. Convenience stores and gas stations, such as 7/11, Rite Aid, Sunoco, among many others, offer easy access to many candies at a cheap price. Most candy cravers will stop at convenience stores or gas stations to purchase these sweets. While these shops are easily accessible, Grandpa Joe's customers most likely have to drive to buy their favorite candy from the store. There are also other candy locations native to Pittsburgh that create competition for Grandpa Joe's. These include The Milkshake Factory, which makes their own premium chocolates, S&S Candy & Cigar Co, which gives off 1950's nostalgia, and Katie's Kandy, another candy shop that fuels one's inner child.

In order to get Grandpa Joe's name out in the media, we plan to reach out to several Pittsburgh newspapers and stations. The *Pittsburgh Post Gazette*, The *Pittsburgh Business Times*, and Pittsburgh's local universities newspapers will be the main paper sources we utilize. These newspapers will help us reach a larger audience that may not be on social media. Pittsburgh's college newspapers will help get the attention of students who can undoubtedly disseminate a message quickly. Local Pittsburgh news stations, such as WPXI and WTAE, will be helpful to reiterate our messages in the newspaper to those who get their news from the television. They will also help with on-the-spot coverage of our planned events prior, during, and after the event.

Additionally, this event will require support from not only the media and customers but from the Pittsburgh community as a whole. For our raffle basket event, we want to create different Pittsburgh-themed baskets and hope our local sports teams, museums, restaurants, and schools will help us with donations and event promotion. We would like to have specific baskets for these organizations which include the Steelers, Pirates, Penguins, University of Pittsburgh, Heinz, and Primanti Brothers. Flyers and social media posts from the Pittsburgh community will also help spread the message.

Through our advertisements and connection with the media, our goal is that many families from all over the Pittsburgh area will hear about our event and keep spreading the word to others. Our main hope is that this event will raise awareness and emphasize the importance of supporting small businesses.

## II. Media Plan Summary

Our campaign for Grandpa Joe's is designed to meet two goals: to bring more attention to Pittsburgh's small businesses (specifically Grandpa Joe's) and to gain attention in the media about Grandpa Joe's. We believe that supporting small businesses is important because that will resonate with many individuals in the Pittsburgh area due to the pride Pittsburghers have for their city and the ongoing pandemic. The pandemic has created more of an awareness for the importance of supporting small businesses, which provides this campaign with the perfect timing to shed a spotlight on Grandpa Joe's.

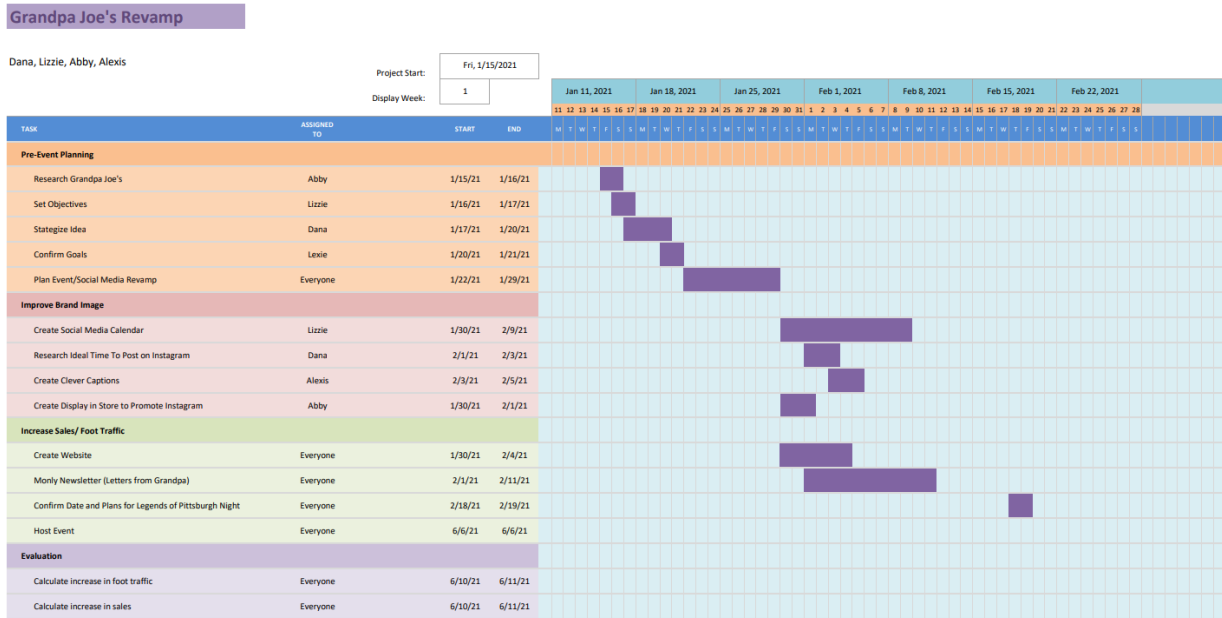
When designing this campaign, we recognized the importance of measuring our success through numbers. Our two main objectives for this campaign include improving the image of the brand and increasing sales/foot traffic for Grandpa Joe's. Considering that a large part of our target audience included college students, we believe it would be important to have a strong social media presence that is representative of what the store has to offer and serve as a tool for advertising the store. By having a strong presence on platforms, such as Instagram, we will create a bond between the brand and its customers, which will increase brand loyalty and form a sense of community. We aim to increase the audience of Grandpa Joe's Instagram account by 200 followers. This will be done by creating a scheduled content calendar detailing what images should be posted during the upcoming months, the ideal time to post these images, and the captions for said images. We also will encourage visitors at the store to follow our page by offering a discount to those who can show proof that they have followed. Encouraging visitors to virtually "check-in" to our location through an Instagram story using our tagged location or Instagram handle will also result in an increase of followers.

To ensure that our online presence is thorough and reaching a wide audience, we also wanted to add new content on the website. By revamping the content of the website, it will be more visually appealing to customers of all ages. Through the website, Grandpa Joe's will be able to give their customers an overview of who they are as a brand, how they came to be, and update their customers about any promotions, events, and other important details regarding the store. Our intention with the website is to increase web traffic by 30%. Offering an online-only selection of candy and other merchandise will work hand-in-hand with our goal of increasing sales. Another tactic that goes in hand with the new website content is the Grandpa Joe's newsletter. When a new user visits the website, they will be prompted to join the monthly newsletter from Grandpa Joe's titled "Letters from Grandpa." This newsletter will include a special "Candy of the Month" promotion, details about monthly events that will begin at the store, "Words of Wisdom" from Grandpa Joe himself, as well as a "Pittsburgh Fun-Fact" to emphasize Grandpa Joe's brand based on nostalgia and Pittsburgh pride.

The large-scale tactic that we believe will ultimately be the most effective is the "Legends of Pittsburgh Night" event. This event will highlight a variety of different small businesses in Pittsburgh including Grandpa Joe's, Pittsburgh Popcorn, and Primanti Brothers. While we want all of the small businesses included in our event to gain attention, however, our focus is creating more media attention for Grandpa Joe's. To advertise this event, we plan on having fliers posted across popular locations in Pittsburgh, including bus stops, grocery stores, museums, and offices in the area. Additionally, we plan on reaching out to the Pittsburgh District Office for Small Businesses, whose website has a section devoted to promoting small-business events happening in the area. In order to gain media coverage, we plan on reaching out to several

media outlets such as the *Pittsburgh Post-Gazette*, *Pittsburgh Business Times*, *Pitt News*, and *Pittsburgh Press*.

### III. Gantt Chart



When creating the Gantt Chart, we wanted to have all our information presented in an easy-to-read way. To ensure all our tasks were completed in a timely manner, we assigned each task with a date to be completed by. We also found it to be helpful by creating subsections for the tasks as well. We included pre-event planning, improving brand image, increasing sales / foot traffic, and evaluation. The evaluation subsection was important to our group because it is always helpful to have numbers to show if the event was successful or not.



#### IV. Three Key Messages

When someone thinks of a candy store, we want Grandpa Joe's to come to mind. The candy shop is located in the heart of the Strip District, and the electric blue building with red and white stripes stands out among the other shops. Grandpa Joe's is not your average candy shop and our goal is to make customers feel like they are kids again in their favorite candy shop. We strive to be one of the many successful small businesses in Pittsburgh, and we want all our customers to feel that the connection to the story and that they will always be welcome at Grandpa Joe's.

*You can always count on Grandpa Joe's to have a variety of unusual products and a timeless feel.*

Grandpa Joe's is not the average candy stop at a pharmacy. Be prepared for a store that takes you back to being a kid in a candy store. Since 2012, we have fulfilled our customers desires with more than 10,000 bulk candies and ice cream treats. There will always be something new and exciting awaiting every visitor. As you walk through the store, you'll find the original *Charlie and the Chocolate Factory* playing with a spot to sit and watch. In addition, Grandpa Joe's has an assortment of novelty gifts, funny socks, and special soda. This timeless shop features an old-fashioned ice cream parlor too. Grandpa Joe's is committed to serving its customers a diverse selection of products that brings them back to the simpler times.

*As a small business, Grandpa Joe's believes supporting small businesses is essential to the Pittsburgh community.*

Grandpa Joe's provides the Pittsburgh community with a playful and inviting location filled with sweet treats and happy memories in a time when the world can appear bleak and gloomy. Supporting small businesses shows your appreciation for the business owners, as well as supports the character of the community and neighborhoods. Small businesses and shops give a community its identity and originality. Without these pieces of personality, Pittsburgh would lack individuality, innovation, and intimacy. Grandpa Joe's invites you to celebrate these values by stopping in and getting your sugar fix.

*As a business in the heart of Pittsburgh, Grandpa Joe's embraces and is proud of its Pittsburgh roots.*

Located in the heart of the Strip District, Grandpa Joe's is proud of its Pittsburgh roots. Whenever you walk into Grandpa Joe's, you will be greeted with a smile and a "how yinz doing?" Among the selection of amazing treats, Grandpa Joe's has a variety of products for fellow Yinzers such as "Jagoff" BBQ sauce, Steelers gear, Clark bars, and Ketchup Soda. Grandpa Joe's is one of the most famous candy shops in the Pittsburgh area and is proud to be serving customers for more than ten years.

Grandpa Joe's wants to continue serving our valued customers and increase our following. We want Grandpa Joe's to be a must-stop location for people visiting Pittsburgh and the Strip District. We plan to do this by continuing to promote our business and be the number one supplier for everyone's sweet tooth.

V. Media List

[Link to Media List](#) (see below)

Publication	Journalist/blogger	Designation	Email	Recent article
Pittsburgh Magazine	Richard Cook	Digital Editor	Richinpg@gmail.com	<a href="https://www.pittsburghmagazine.com/limited-in-person-events-returning-to-pittsburghs-three-rivers-arts-festival/">https://www.pittsburghmagazine.com/limited-in-person-events-returning-to-pittsburghs-three-rivers-arts-festival/</a>
Pittsburgh Business Times	Nate Doughty	Digital Producer	ndoughty@bizjournals.com	<a href="https://www.bizjournals.com/pittsburgh/news/2021/03/01/pittsburgh-home-and-garden-show-postponed.html">https://www.bizjournals.com/pittsburgh/news/2021/03/01/pittsburgh-home-and-garden-show-postponed.html</a>
Pitt News	Colm Slevin	Staff Writer	Editor@pittnews.com	<a href="https://pittnews.com/article/162800/featured/oakland-businesses-get-creative-to-stay-afloat-amid-pandemic/">https://pittnews.com/article/162800/featured/oakland-businesses-get-creative-to-stay-afloat-amid-pandemic/</a>
KDKA 2	Amy Wadas	Emmy-nominated reporter and fill-in anchor at KDKA-TV	awadas@kdk.com	<a href="https://pittsburgh.cbslocal.com/2021/03/03/strip-district-the-terminal-golf-gardening-shops-open/">https://pittsburgh.cbslocal.com/2021/03/03/strip-district-the-terminal-golf-gardening-shops-open/</a>
KDKA 2	Jon Delano	Money and politics editor	jdelano@kdk.com	<a href="https://pittsburgh.cbslocal.com/2021/04/07/millions-of-stimulus-checks-going-out-this-week-with-a-final-batch-of/">https://pittsburgh.cbslocal.com/2021/04/07/millions-of-stimulus-checks-going-out-this-week-with-a-final-batch-of/</a>
Sosland Publishing	John Unrein	Editor at Sosland Publishing	<a href="https://www.bakemag.com/contact-us">https://www.bakemag.com/contact-us</a>	<a href="https://www.bakemag.com/articles/14451-response-strategies-to-covids-impact-on-the-industry">https://www.bakemag.com/articles/14451-response-strategies-to-covids-impact-on-the-industry</a>
Chaton's World	Chaton T. Turner	Founder, Writer	chatont@gmail.com	<a href="http://www.chatonsworld.com/2021/02/five-tips-to-surviving-covid19-with.html">http://www.chatonsworld.com/2021/02/five-tips-to-surviving-covid19-with.html</a>
Pittsburgh Mom Collective	Brittany Allen	Writer	<a href="https://www.facebook.com/brittany.allen.562">https://www.facebook.com/brittany.allen.562</a>	<a href="https://pittsburgh.momcollective.com/parenting-perspectives/sit-down-and-eat-mom-you-deserve-it/">https://pittsburgh.momcollective.com/parenting-perspectives/sit-down-and-eat-mom-you-deserve-it/</a>
The Globe (Point Park Newspaper)	Jordyn Hronec	Editor-in-Chief	jthrone@pointpark.edu	<a href="http://ppuglobe.com/2021/03/the-problem-with-girl-bosses/">http://ppuglobe.com/2021/03/the-problem-with-girl-bosses/</a>
The Tartan (CMU Newspaper)	Likhitha Chintareddy	Publisher	Ichintar@thetartan.org	<a href="https://thetartan.org/2019/9/30/pillbox/thisiscmu">https://thetartan.org/2019/9/30/pillbox/thisiscmu</a>
Pittsburgh Post-Gazette	Stan J. Wischnowski	Executive Editor and Vice President	swischnowski@post-gazette.com	<a href="https://www.post-gazette.com/local/city/2021/02/21/COVID-19-surges-Pennsylvania-personal-care-homes-pandemic/">https://www.post-gazette.com/local/city/2021/02/21/COVID-19-surges-Pennsylvania-personal-care-homes-pandemic/</a>

How article ties in	Reporters profiles	Conversation starter
This article brings attention to the Three Rivers Art Festival happening in Pittsburgh. This is the same attention Grandpa Joe wants when our event is happening.	<a href="http://linkedin.com/in/richard-cook-b916a130">http://linkedin.com/in/richard-cook-b916a130</a>	Grandpa Joe's, Pittsburgh's local candy shop, is hosting a "Legends of Pittsburgh Night" which is aimed at supporting small local businesses. We would love to invite you to our event, especially because you are a Pittsburgh native!
Doughty writes on many events happening around the city. This article is about the home and garden show being postponed due to COVID-19. Doughty could write a piece on Grandpa Joe's event and when to expect it.	<a href="https://www.linkedin.com/in/nathan-doughty">https://www.linkedin.com/in/nathan-doughty</a>	Pittsburgh's local candy shop, Grandpa Joe's is hosting an event and want the community to show support for local Pittsburgh businesses. Grandpa Joe's "Legend of Pittsburgh Night" is the perfect event for family members of any age.
Grandpa Joe's is getting creative due to pandemic	<a href="https://pittnews.com/article/staff_name/colm-slevin/">https://pittnews.com/article/staff_name/colm-slevin/</a>	We've seen your past articles about small businesses and we'd love if you could cover our "Legends of Pittsburgh" event presented by Grandpa Joe's candy shop.
About the Strip District reopening which is where Grandpa Joe's is located	<a href="https://pittsburgh.cbslocal.com/personality/amy-wadas/">https://pittsburgh.cbslocal.com/personality/amy-wadas/</a>	Pittsburgh's local candy shop, Grandpa Joe's is hosting a "Legends of Pittsburgh Night" and as a Pittsburgh native we would like you to come and cover our event.
Can discuss the financials of the event and how we were able to support local businesses with the money raised	<a href="https://pittsburgh.cbslocal.com/personality/jon-delano/">https://pittsburgh.cbslocal.com/personality/jon-delano/</a>	Speaking with you would help us with the financial aspects for our event and Grandpa Joe's business in general
John will be able to help us with publishing and has written articles about COVID-19	<a href="https://www.bakemag.com/authors/2-john-unrein">https://www.bakemag.com/authors/2-john-unrein</a>	We would love it for you to write an editorial of our Legends of Pittsburgh night
Her article discusses tips on living in a COVID-19 pandemic with children	<a href="https://www.linkedin.com/in/chatonturner/">https://www.linkedin.com/in/chatonturner/</a>	We loved your article about tips for living during the COVID-19 pandemic with kids and we have an event that you and your family may like.
Her article discusses how it's important to enjoy yourself as a mom which could tie in well with an event that is fun and will allow parents to unwind to spend time with their family	<a href="https://www.linkedin.com/in/brittanyrosewellness/">https://www.linkedin.com/in/brittanyrosewellness/</a>	Moms are looking for family-friendly events to take their children to. This blogspace is dedicated to sharing helpful advice, tips, and events for other parents to do with their children.
The Globe writes about a wide variety of topics, including events that are happening around the Pittsburgh area.	<a href="http://ppuglobe.com/staff_name/jordyn-hronec/">http://ppuglobe.com/staff_name/jordyn-hronec/</a>	College students are always looking for a fun event to go to, whether it be for entertainment or simply for Instagram photos. We have an event that would likely appeal to students at Point Park University.
College students are a part of our out reach.	<a href="https://www.linkedin.com/in/likhithachintareddy">https://www.linkedin.com/in/likhithachintareddy</a>	I have seen your recent articles on local business we would love if you looked more into grandpa joes history for us
Because one of our target audiences is Elders/Grandparents	<a href="https://www.linkedin.com/in/stan-wischnowski-74864b12">https://www.linkedin.com/in/stan-wischnowski-74864b12</a>	Grandparents are always looking for events to bring their grandchildren to. Grandpa Joe's "Legends of Pittsburgh Night" is a perfect opportunity to start.

VI. Email Pitches

To: Nate Doughty ([ndoughty@bizjournals.com](mailto:ndoughty@bizjournals.com))

Subject: Candy 🍬, Movie 🎬, & Pittsburgh 📍: An Unforgettable Night

Hi Nate,

Pittsburgh's local candy shop, Grandpa Joe's, is hosting a "Legends of Pittsburgh Night" on June 6, 2021. This event welcomes all Pittsburgh community members and will include a drive-in movie theater set in the Stage AE Parking Lot, Pittsburgh-themed raffle baskets, and lots of candy supplied by Grandpa Joe's with the purchase of admission.

I've been loving the articles you've written in the *Pittsburgh Business Times* about different Pittsburgh businesses and events. This event would make the perfect addition to your publications and your coverage is exactly what Grandpa Joe's is looking for. The "Legends of Pittsburgh Night" aims to celebrate and support local businesses amidst the economic hardship that has been caused by the pandemic. What better way to celebrate than candy and a movie?

Grandpa Joe's would love to welcome you to our event. For more information, please feel free to contact me directly.

Thank you!

Alexis Henning  
Grandpa Joe's Media Relations Team  
412-555-2237  
[mrteam@grandpa.joes](mailto:mrteam@grandpa.joes)

**GRANDPA JOE'S**

To: Colm Slevin ([Editor@pittnews.com](mailto:Editor@pittnews.com))

Subject: Small business to host BIG event

Hi Colm,

I am reaching out on behalf of the Pittsburgh-based Candy Shop, known locally as Grandpa Joe's. As a Pitt alumni myself, I've been keeping up with, and thoroughly interested in, your articles from *Pitt News*. Your most recent article "Oakland businesses get creative to stay afloat amid pandemic" brought me to believe your vision would work perfectly for our upcoming event "Legends of Pittsburgh Night."

Our event is focused on raising support for Pittsburgh local businesses as a whole and bringing our community together, especially after the economic hardship caused by the pandemic. This event will attract many yinzers of all ages with the drive-in movie, raffle baskets, and treats supplied by Grandpa Joe's and other local businesses.

I would love for you to cover this event. Please reach out to me directly for any additional questions.

Thank you,

Alexis Henning  
Grandpa Joe's Media Relations Team  
412-555-2237  
[mrteam@grandpa.joes](mailto:mrteam@grandpa.joes)

**GRANDPA JOE'S**

To: John Unrein (<https://www.bakemag.com/contact-us>)

Subject: Grandpa Joe's Candy Shop to host an unforgettable night in Pittsburgh

Hello John,

I am reaching out on behalf of Grandpa Joe's Candy Shop. After reading numerous articles of yours from *Bake Magazine* over the past year, I knew that you would be the perfect addition to our "Legends of Pittsburgh Night," which we are hosting at the Stage AE Parking Lot on June 6<sup>th</sup>. Your writing skills are exactly what we need to cover this event.

We will be hosting "Legends of Pittsburgh Night" to increase traffic at our candy shop. At this event, we are expecting members of the Pittsburgh community to enjoy a night out with tasty treats provided by Grandpa Joe's and other local businesses.

I would love for you to cover the event. If this interests you, please reply to this email directly.

Dana Frey  
Grandpa Joe's Media Relations Team  
412-555-2237  
mrteam@grandpa.joes

**GRANDPA JOE'S**



VII. Press Release

# GRANDPA JOE'S CANDY SHOP

## For Immediate Release

Contact: Grandpa Joe's Media Relations Team

Grandpa Joe's

412-555-2237

412-555-5555

mrteam@grandpa.joes

@GrandpaJoes on Twitter

## Grandpa Joe's Celebrates Pittsburgh

*This Pittsburgh-based candy shop is bringing families and small businesses together for an unforgettable night*

(Pittsburgh, PA) April 11, 2021 – Grandpa Joe's Candy Shop will be hosting a "Legends of Pittsburgh Night:" an event designed to celebrate and showcase the businesses that make Pittsburgh such a diverse and lively community. The event will be taking place on National Drive-In Movie Day, Sunday, June 6, at 4 pm, in the Stage AE Parking Lot. "Legends of Pittsburgh Night" will feature vendor booths from a variety of Pittsburgh-based businesses, including Grandpa Joe's, Primanti Brothers, and Pittsburgh Popcorn. There will also be a raffle for baskets donated by the event sponsors.

Grandpa Joe's love of Pittsburgh inspired this event to support businesses and the community that has supported them. Christopher Beers, a co-founder of Grandpa Joe's Candy Shop, says, "This city has been so kind to us throughout the years and will always be our home. Now is the time for everyone to support local Pittsburgh businesses and share the love!"

"Legends of Pittsburgh Night" will create an evening full of Pittsburgh pride to celebrate all of the different neighborhoods and cultures the city has to offer. The main event of the evening is a classic drive-in screening of *Charlie & The Chocolate Factory*, a long-time favorite film that Grandpa Joe's Candy Shop frequently has playing in the shop. With the purchase of a ticket, each guest will receive a voucher for one large popcorn, a bag of specialty candy, and snacks galore courtesy of Pittsburgh businesses.

-more-

## **Grandpa Joe's/Add 1**

Partners for this event include Heinz, Giant Eagle, the University of Pittsburgh (Pitt), Primanti's Sandwiches, the Carnegie Museums of Pittsburgh, the Pittsburgh Steelers, the Pittsburgh Pirates, and the Pittsburgh Penguins to support their organization's hometown. As partners of the events, each organization has donated prize baskets for the raffle including tickets to support Pittsburgh teams, Pitt apparel, Giant Eagle gift cards, Carnegie Museums memberships, and Heinz Ketchup.

Further details regarding the event:

- Tickets will be sold on Grandpa Joe's website and at the event.
- The admission price is \$15 for adults and \$10 for students (over 13 years) and seniors. Admission for children (12 years and under) is free.
- Parking is included with ticket admission.
- Event parking is first-come, first-serve. Guests can arrive up to thirty minutes before the event.

Grandpa Joe's mission is to give their customers an experience filled with fun, candy, and great customer service. This candy shop is located in Pittsburgh's Strip District, with nine other locations including Mt. Lebanon, PA, and Middletown, OH. Each store offers products including bulk candy, old-fashioned sodas, gifts, and ice cream. Grandpa Joe's has been featured on the Today Show, NBC News, and Good Morning America. For more information about Grandpa Joe's, visit [grandpajoes.com](http://grandpajoes.com).

###

## VIII. Sources

### Annotated Bibliography

Arora, Rohit. "Study Finds Small Business Revenues Dropped 52% And Payrolls Declined 54% Due To COVID Pandemic." *Forbes*, 7 August 2020, <https://www.forbes.com/sites/rohitarora/2020/08/07/study-finds-small-business-revenues-dropped-52-and-payrolls-declined-54-due-to-covid-pandemic/?sh=6e633f4656db>.

This article provided some insight about a study about 300 businesses that received funding from the Paycheck Protection Program (PPP) during the pandemic. It discussed the top takeaways from the study, which will be useful so our group can understand how badly businesses have been affected by the pandemic. There were also some quotes from other business owners, which will be helpful in getting a look at real-life examples.

Barnhart, Brent, "7 Simple Steps to Master Instagram for Business." *Sprout Blog*, Sprout Social, 13 Jan. 2021, [sproutsocial.com/insights/instagram-for-business/](https://sproutsocial.com/insights/instagram-for-business/).

This article discusses helpful tips for using Instagram as a business profile. It covers topics such as how to convert an account into an Instagram Business Profile in order to have access to analytics and to provide customers with more information about our business, such as how to contact us and where we are located. The article also offers additional resources and guides for how to write Instagram captions, plan out a grid-feed, and how to establish a community within the businesses page and between the customers. Because a large part of our goal with this project is to increase the social following for Grandpa Joe's, this website will be helpful in navigating us in the right direction.

Frazier, Liz. "15 Ways To Support Local Business During The Coronavirus Shutdown." *Forbes*, 22 March 2020, <https://www.forbes.com/sites/lizfrazierpeck/2020/03/22/15-ways-to-support-local-business-during-the-coronavirus-shutdown/?sh=5610f1051b8f>.

This article discussed the importance of shopping local and how important it can be during the pandemic. It also outlined the fifteen ways to support local businesses. Such examples included sharing local businesses' information on social media, tipping extra, and buying gift cards. This article will give our group some insight into how people have been supporting local businesses throughout the pandemic, as well as other ideas we can incorporate into the website or social media redesign.

Patel, Neil. "Poor Sales? Maybe You Need a Website Redesign: Here's How." *The Daily Egg*, Crazy Egg, 9 July 2018, <https://www.crazyegg.com/blog/website-redesign-tips/>.

This article broke down some important aspects of rebuilding a website. It discussed how to tell when a website needed a redesign. Utilizing an evolutionary site redesign could be a useful approach for this redesign, as there were several benefits the article outlines.

There were also several examples that we can use to better understand how to redesign Grandpa Joe's website.

"How to Get the Press to Cover Your Event." *Indivisible*, 2021, <https://indivisible.org/resource/press-cover-event>.

This article is helpful in understanding how to reach out to the media and how to get them to cover an event. It mentions that "no coverage is too small." If the media does not end up coming to the planned event, there's still ways to reach out afterwards to make sure the event still has impact. It also lists ways on how to work with the media and maintain a good relationship with them. Since we have a big event planned for Grandpa

Joe's, it is necessary to have media coverage. This article will help us in learning how to plan a media-friendly event, contact the media, and keep in touch with them.

“Permits for Events.” *EVENTAPP*, Pittsburgh PA Gov., [pittsburghpa.gov/events/eventapp](http://pittsburghpa.gov/events/eventapp).

This article from Pittsburgh, Pennsylvania's government website describes the process of retrieving an event permit. It highlights an app titled “EventApp” that allows applicants to apply for permits to host an event. It states that applicants may apply for Special Event Permits, Block Party Permits, and Free Speech Event Permits. This is helpful to us because permits are often required to host larger amounts of people. Because we are hosting this event for business purposes, we would not want to put the company in any type of compromising position that could lead to legal issues.

“Types of Permits.” *Event Permit Experts*, N.D., [www.eventpermitexperts.com/types-of-permits.html](http://www.eventpermitexperts.com/types-of-permits.html).

This website provides information about different types of event permits that are required when hosting an event. Because our event will offer food and beverages, we would need to obtain a Temporary Food Facility Sponsor Permit. We also may need to obtain a Public Assembly Permit, which is required for gatherings of people consisting of forty-nine or more. The site allows a business or individual to contact an expert about the different types of permits that are required for events, which is a great resource for us to use since we are beginners in the field of event planning.

“Venue Rental.” *American Eagle Outfitters Stage AE*, PromoWest North Shore, N.D., <https://promowestlive.com/pittsburgh/venue-rental>.

When organizing the event, it was important to find a place to hold the event. Since there is not much room in the Strip District for an event of this size, we looked at vending

options nearby. This website has information about the Venue Rental at American Eagle Outfitters Stage AE. This would be helpful because it is still a good location in Pittsburgh not far from Grandpa Joe's.

“8 Ways to Grow your Business.” *Small Business*, Small Business Development Corporation, N.D., <https://www.smallbusiness.wa.gov.au/business-advice/marketing/8-ways-to-grow-your-business>.

This article provides eight practical ways to grow a business. Each tactic listed will help us further our social media presence and our foot traffic, along with other ways to become a better-known business in the community. Some tactics they provide that are specific to our needs include hosting events, using social media, measuring what works, and having great customer service.

“25 Ways to Grow Your Brand's Social Media Presence in 2020.” *Grin*, 2020, <https://grin.co/blog/grow-brand-social-media-presence/>.

This article gives twenty-five detailed ways to grow a brand's social media presence. As a small business wanting to expand our social media presence, this article will help in strategically planning out our social media accounts: what and when to post, who to interact with, handling complaints, etc. Knowing how to properly use social media as a (small) business is imperative to growing and maintaining connections with followers / customers.