



# SALMON RUN MALL CARES

## 2019 YEAR IN REVIEW



# SALMON RUN MALL SNAP SHOT

YOUR SHOPPING, DINING, AND ENTERTAINMENT DESTINATION

**850**

**JOBS BROUGHT TO  
JEFFERSON COUNTY**

**1<sup>ST</sup>**

**ONLY SHOPPING, DINING,  
AND ENTERTAINMENT  
DESTINATION IN NORTHERN NY**

**75**

**BUSINESSES**



# SEPTEMBER 14, 1986

Salmon Run Mall opened its doors to the public.



# TO OUR FRIENDS, PARTNERS, NEIGHBORS AND GUESTS:

Salmon Run Mall experienced another successful year with the non-profit groups of Jefferson County! Salmon Run Mall donated space to 111 not-for-profits and collaborated with them to hold 28 events at the center in 2019. Partnering with and giving back to our community is important to us and we believe it is part of what makes the center successful. We are pleased to work with all not-for-profit organizations looking to benefit from the center, whether a tabling opportunity for fundraising and awareness campaigns, a community room for training or a large event in the common area. Our doors are always open! Together, we can make a difference.





## “MALLOWEEN” SPOOKTACULAR

Each year Salmon Run Mall offers a well-lit, climate controlled and safe environment for our littlest customers! Held on Halloween night every year, the evening includes Halloween Family Photo night with proceeds to benefit the Children’s Miracle Network, informational tables from the Town of Watertown Ambulance, Jefferson County Sheriff Department and New York State Police, and of course, tons of candy with mall-wide trick or treat!

Attendance averages 2,500 children and parents each year!





# EASTER EGG HUNT

Salmon Run Mall hosted their first annual Easter Egg Hunt in 2019 and had an overwhelming turnout of families in attendance! The event was sponsored by the Jefferson County SPCA, who brought in gerbils, two ferrets and six bunnies, and all were adopted by the end of the event!

Attendance for this event was approximately 800 kids and parents.



# PINEWOOD DERBY

Each year the Longhouse Council Boy Scouts of America hosts the Tri-Rivers District Pinewood Derby at Salmon Run Mall. The event is for boys in grades 1-4, and each year is very well attended, bringing hundreds of families to the mall.

Average attendance for this event is 500 kids and parents.





# READY, SET, FUN EVENT

For the last two years, Salmon Run Mall teamed up with WPBS and hosted their annual Ready, Set, Fun Sunny Days Festival! Over 40 community exhibitors and local children's authors attend the hands-on, literacy focused event.

Average attendance is 1,500 children and parents.

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*After 20 years of hosting this event around town, we decided to give the mall a try and their Marketing Team exceeded expectations from the planning stages to the day of the event – looking forward to continuing this partnership with Salmon Run Mall.*

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-Kraig Everard, WPBS Director of Advancement

# SALMON RUN MALL IS PROUD TO PARTNER WITH THE FOLLOWING COMMUNITY ORGANIZATIONS





# AWARENESS CAMPAIGNS

Groups using the center for fundraising purposes will not only be in the eyes of 6 million annual visits, but also our social media outreach. Salmon Run Mall is happy to help promote your organization in order to let our guests know about your cause.

Have a question? A campaign? An event? Or looking for more information, please don't hesitate to reach out. We'd love to hear from you!

Salmon Run Mall is a part of a community, just like your organization and we look forward to working with you in 2020 and beyond!



# DONATION REQUESTS

Salmon Run Mall event space, tabling, and community rooms are FREE for non-profit use. Groups are asked to fill out and submit the required paperwork in order to be granted access.

Coupon books and giveaways are available on a first come, first serve basis. Groups are asked to submit a letter of request two (2) months prior to event date.

Many of our stores, restaurants, and entertainment venues will partner and donate to various not-for-profit organizations. Please submit your request to the marketing department at [www.shopsalmonrunmall.com/eventspace](http://www.shopsalmonrunmall.com/eventspace) two (2) months prior to event date and the team will pass along your request.





# FROM OUR FAMILY TO YOURS, THANK YOU!

Salmon Run Mall is the most visited shopping venue in Northern New York and is the premier shopping, dining, and entertainment destination. Salmon Run Mall is a single-level facility with shopping, dining, and entertainment from over 75 brands, 9 restaurants, and more! With its unique and diverse tenant mix, Salmon Run Mall is the go-to place for local shoppers and tourists alike.

**Salmon Run Mall**  
[www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com)

315.788.9210 • Watertown, NY • [facebook.com/salmonrunmall](https://facebook.com/salmonrunmall)