

Fruitport HS (MI) SBE Best Practice
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An annual tradition of the Fruitport “Marketplace” is to hold an end of the year sidewalk sale. We bring our store outside in front of the school for increased roadside visibility. We advertise for the event in our local newspapers, and send around flyers and e-mails to help increase foot traffic. Our annual sidewalk sale is a great way to “clean house” for next year and the sale still makes a profit!