

Press Release

Seattle Events Company Pivots Their Team To Keep Them Employed And Help Other Struggling Businesses

In less than a week, The SnapBar put together a new project to sell city-specific gift boxes to help struggling businesses stay afloat.

Seattle, WA - March 19, 2020 - In the wake of government mandates to cancel or postpone events, The SnapBar, a national photo booth rental company, experienced a previously unthinkable dilemma: 3 months of revenue vanishing within a week. The large-scale event cancellations threatened the viability of the business which just last year landed a spot on the Inc. 5000 as one of the fastest growing companies in America. The founders, brothers Sam and Joe Eitzen, realized they had to make some quick decisions. Either shore up expenses by downsizing their team, or try to pivot into something new and outlast the situation. They decided on the latter and on Monday, the 16th of March, they announced plans for a new project. In 4 days, they mobilized their 18-person team and today launched a new project called 'Keep Your City Smiling.'

"The events industry is experiencing what feels like an overnight apocalypse," says Sam Eitzen. "Some event professionals are already throwing in the towel for lack of cashflow. They're simply unable to work." As Seattle area locals, The SnapBar founders quickly saw that the events industry wasn't alone in experiencing such a devastating decline in business in such a short period of time. "We started reading about so many other local vendors who were shutting their doors for good after only a couple of weeks. It gutted us. We love being entrepreneurs and can't imagine losing our business that fast."

The pressing need of supporting their own team and their desire to help others led The SnapBar team to a simple idea: take pre-orders for curated gift boxes, use the proceeds to pay cash for inventory from struggling small businesses, then handle all logistics and distribution of the local, high-quality items to buyers. The SnapBar team is well positioned to move fast as they have experience in e-commerce and shipping logistics, a warehouse, a customer service team, web developers, and a creative department. Today, you can make pre-orders of the 'Keep Seattle Smiling' box. Many local vendors have already agreed signed on and have expressed gratitude for the opportunity to be part of any initiative that helps get their products moving again.

Sam explains: "We love our core business, we want to keep our focus on target, but it's just so slow right now. We love the idea we've come up with and its potential to help out our fellow entrepreneurs, we hope people can see this even beyond a typical e-commerce purchase and more as an incentivized, feel-good way to help local businesses stay above water in this unstable time." The SnapBar team has rallied around the new initiative and is working hard to get traction. They hope to expand the idea to more cities as local vendors everywhere are struggling with the lack of foot traffic to their retail establishments. "Some small businesses aren't setup to switch to e-commerce solutions overnight. We are equipped and we think we can help."

Sam is optimistic the idea will gain traction. While anyone purchasing a box or two would be a good thing, he also plans to use his company's many connections in the world of tech and business to encourage HR teams, managers, and business leaders to purchase Keep Your City Smiling boxes in bulk for their current remote teams as a thank you for their hard work and flexibility. Sam continues: "regardless of the reach of this project, it has brought our team closer together. We've been so encouraged to see our little SnapBar family come together and try really hard to create momentum. We're really proud of our team, regardless of what happens."