

Businesses Building Partnerships

The first annual K-Days joined together KU students with the local Kutztown business community. The event was held downtown on August 27th.

The Kutztown Community Partnership sponsored Saturday's event which enticed new and returning students, parents, faculty and locals to walk around downtown to see what Main Street Kutztown has to offer.

Kutztown shop owners opened their doors to KU students. The day was filled with promotions and giveaways, with participating businesses offering samples, coupons and raffles.



Sunday's event was a joint effort by KU SBDC, Kutztown Area Chamber of Commerce, Kutztown Community Partnership, and the Off-Campus Advisory Council Division of Student Services and Campus Life. Working together, more than sixty businesses set up booths in a tent on the KU campus as over 2,000 students walked through learning about the shops and services available in the Kutztown area. The day was filled with music, prizes, fun, and food.



Since the event was so well attended and received such a positive response from local merchants, the it will be expanded next year. The KU SBDC and co-sponsors are pleased with the success of the event.