

Enhancing, promoting & advocating for the healthy maintenance, improvement and development of Bellingham's City Center



A MASKED-GALA FESTIVITY
SAT. FEB. 9TH. 7-11PM
 CRYSTAL BALLROOM LEOPOLD, BELLINGHAM
LIVE ZYDECO MUSIC
KING BEES OF THE BAYOU
 WITH DREAM SCIENCE CIRCUS
SILENT & LIVE AUCTIONS
RAFFLE (BEADS! BEADS! BEADS!) NO-HOST BAR
TASTY BITES from CIAO THYME CATERING
 FESTIVE ATTIRE ENCOURAGED! (masks available for purchase)
PURCHASE TICKETS (360)527-8710
www.downtownbellingham.com



BROUGHT TO YOU BY 

Downtown Mardi Gras 2008

The Downtown Mardi Gras 2008 fundraiser promises to be a gala affair! Join us February 9 at the Crystal Ballroom in The Leopold, 1224 Cornwall.

Posters—We'll be distributing posters this week. We'd love it if you'd display yours prominently.

Handouts—We have some great little 3x3" handouts. If you can put them in a convenient spot on your counter to hand out or for customers to pick up, that would be great. If anyone inquires about purchasing tickets, please send them our way (either by phone (527-8710) or at our location (1304 Cornwall, Mon-Sat 9 am to 6 pm)).

Invitations—Watch for your invite in the mail! You can send in your reservation or call to reserve tickets. If you'd like to suggest someone who you know would just love to come, let us know and we'll drop an invitation in the mail. **Limited availability, so call or drop your reservations in the mail today!**

Donations—Our office staff has been contacting downtown businesses about donating items for the silent auction. If you'd like to donate a gift certificate or small item, please call our office: 527-8710. We appreciate your generosity!

www.downtownbellingham.com/mardigras.html

The fundraiser will allow Downtown Renaissance Network to enhance its services to downtown and to its members.

Mardi Gras Volunteer = Ticket Discount

If you would like to assist with set-up the day of the event or help at the Mardi Gras gala that evening, contact Ginger Oppenheimer at ginger@downtownbellingham.com or call 527-8710. We could use your assistance! Receive 10% off your ticket for your volunteer time.

Downtown Dollars Program

We would like to invite you to participate in the Downtown Dollars Program. Downtown Dollars are a great way to **promote your business, attract new customers** and **encourage exploration** downtown.

The Downtown Dollars program offers gift certificates good at all participating downtown businesses. Available in \$5, \$10, and \$20 denominations, Downtown Dollars may be used just like cash by the customer and may be purchased at four convenient downtown locations. **There is no upfront cost for you to join.** Downtown Dollar certificates used at your business may be redeemed at the Downtown Renaissance Network. The Network will reimburse our members for the amount of the certificate minus a 5% fee for printing and promotion, a significant savings from average cost of promotion events.

You receive all of the following benefits by participating in the program.

- Your business listed, with a link to your website, on DowntownBellingham.com (104,898 annual visits)
- Promotion of Downtown Dollars in local media.
- A "We Accept Downtown Dollars" decal for your business window.
- Free use of the "We Accept Downtown Dollars" symbol for your print advertising.
- Downtown Dollars are promoted year-round.

For more information or to take part in this exciting program contact Cassia at cassia@downtownbellingham.com or call 527-8710



DRN Member Advertising Campaigns

One of the advantages of being a member of the Downtown Renaissance Network is that we have the ability to pool advertising dollars to have a bigger impact for downtown businesses. This co-operative ad buying is a powerful tool for you as an individual business and for downtown as a shopping and services destination.

In 2007, our Summer in the City ad campaign was a success: participating businesses were satisfied with great print, TV, and web ads. By the time the holidays rolled around, it was clear that advertising budgets were stretched thin as we didn't get enough participants to conduct a holiday campaign.

To help you plan for the entire year, we've included some estimates here for costs of two advertising campaigns in 2008. These depend on minimum numbers of participating businesses. Don't forget that by working together your ad dollars can purchase a much greater scope and reach.

We'll be working with Jason Lee and Scott Friesen (FLIR Creative) again this year—their goal is to help downtown Bellingham thrive through meeting the needs of Network businesses. We can do that together.

Summer in the City Campaign

\$275 x 3 months = **\$750**

(ability to upgrade participation also).

Holiday Campaign

(6-week campaign) = **\$440/business**

(based on 40 participants)

Total: \$1,190 (These are rough numbers, intended to give you a feel for the campaign costs, which can change based on number of participants).

- Campaigns are optional for members
- Individual business cost goes down with greater participation
- There will be opportunities for businesses to upgrade their involvement
- Program materials will be professionally designed by FLIR Creative (Jason Lee and Scott Friesen).

If you have questions, or want to participate, we'd be happy to work out a payment plan for you. Call Ginger at 527-8710.



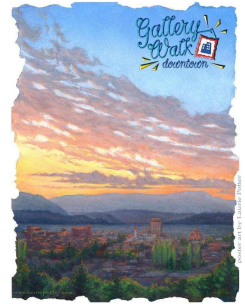
Welcome New Members!

Adventures NW Magazine • Bayou on Bay • Bellingham's Downtown Alliance for Music • Clark Feed & Seed • David Hovde Real Estate • Dyson, Baidarka & Company • Matt McBeath – RE/MAX Realtor • Meredith Ann Murray Realtor • Residents – Harry & Bertha H Stuurmans • Pacific Arts Holiday Market

Thank you for helping us create an effective, dynamic voice for Downtown Bellingham!

March 28 Gallery Walk

Gallery Walks are a festive time when participating business owners keep their doors open from 7 to 10 pm to showcase an array of artwork by local and visiting artists. Art lovers are invited to stroll through the streets of downtown to enjoy art, food and community. To participate in the March 28 Gallery Walk as a venue, artist, or attendee, contact Ginger or Cassia at 527-8710 or visit www.downtownbellingham.com.



Parking Rate Increase

Many of you may already be aware that parking meter rates in Bellingham increased from \$.50 to \$.75 per hour beginning January 1, 2008. Off-street parking rates also increased. The increase will help the parking system become self sustaining and will enable the City to fund new parking facilities to accommodate the growing demand.

For more information on the parking rate increase contact parksmart@cob.org or call 676-6706



Before and after photos of a planter downtown

Maintenance and Streetscape programs

The Network worked this past fall with the city to re-engineer our 2008 streetscape/landscaping and maintenance programs. We'll be working with Moonstone Landscape, owned by Shelley Weisberg, who will be designing our landscape and overseeing the process. Our maintenance program, conducted by clients of Cascade Vocational Services (CVS), will be expanded to include planting, watering, weeding, mulching, and replacing plants as needed (due to unfortunate occurrences of vandalism). The maintenance crew will be working as a team with their job coaches from CVS.

We'd like **block monitors** in the maintenance district to report back to us regularly to let us know if they're doing a good job. This will ensure that the Network, the City, and YOU are receiving the work that we've contracted for. If you'd like to take a look out your door on a regular basis and just give us a call or email a quick report, we'd love to have your regular input. Contact Ginger, ginger@downtownbellingham.com, if you'd like to be a block monitor in the maintenance district.

Downtown Dollars

Perfect for

Holidays • Special Events • Corporate Gifts • Students • Employee Recognition • Weddings • Thank You



Downtown Dollars are accepted at over 60 Downtown shops, galleries, museums, restaurants, theatres, spas, and much more!

www.DowntownBellingham.com or call 527-8710

New Map and Business Directories Available Soon

The 2008 Downtown Bellingham Map and Business Directory is nearing completion. This year's edition will feature new items such as Downtown Bellingham history, a lodging directory, and information about hiking trails. The 2007 publication was quite popular and nearly 10,000 maps were distributed. The number of maps printed will dramatically increase from last year and new distribution points include Seattle, Vancouver, and the Washington State Ferry System. Increased map circulation will potentially market Downtown Bellingham to 2.5 million tourists.

Behind the Construction

Street and sidewalk improvements on Champion Street, which will enhance that block and benefit businesses and customers alike, are still ongoing.

Please be sure to support your fellow DRN members such as **The Black Drop Coffeehouse** and **Temple Bar** who are "behind the construction zone."

Outdoor Cigarette Butt Receptacles

There are some possible monies available for a few permanent outdoor cigarette butt receptacles to be placed strategically downtown. DRN has been talking with the city about installing them, but we'd like feedback from appropriate venues: would your place of business be willing to regularly empty the butt receptacles if we and the city placed one in front of or near your business? Please let us know what you think! Call 527-8710 with your input or email ginger@downtownbellingham.com

Bite of Bellingham

The Downtown Renaissance Network has partnered with Allied Arts of Whatcom County to pair the Bite of Bellingham with La Bella Strada Arts Festival. The Bite of Bellingham will feature delicious fare from local restaurants and attendees can vote for their favorite "Bite." Last year's winners, Giuseppe's and Nimbus, dazzled the public with their gorgonzola tortellini and vegetarian BLT, respectively. A crowd of 2,200 turned out despite inclement weather during 2007's Bite of Bellingham and nearly 5,000 attended last year's La Bella Strada. The combined events will take place on August 9th and 10th and will feature juried artwork of over 50 local and regional professional artisans, community sidewalk chalk art, a wide variety of music, and the culinary delights of the Bite of Bellingham. If you would like to sponsor the Bite of Bellingham, please contact Nicole at nicole@downtownbellingham.com



Downtown Renaissance Network Staff

Acting Executive Director – Ginger Oppenheimer
Member Services – Cassia Parsons
Event and Visitor Services – Nicole Hagerman

Interns – Becky, Brittany, Carolyn, and Kelsey

Visitor Info Station update

The Downtown Information Station, on 1304 Cornwall Avenue, continues to be a popular destination for locals and tourists alike. In the 9 months that it has been open, there have been 2,507 visitors. The most frequently requested information is about dining, shopping, events, history, and lodging. With nearly 300 visitors each month, the Information Station is the perfect place to advertise your business. To inquire about rates, please email Nicole at nicole@downtownbellingham.com.

Downtown Community Patrons & Leaders

Champion Street Center; Chmelik, Sitkin & Davis; Comcast; Daylight Properties; Bill & Taimi Gorman; and Port of Bellingham.

THANK YOU!!

Downtown Sounds Alley Concerts 2008

Planning has begun for the 2008 Downtown Sounds. This summer will mark the fourth year of popular alley concert series. Free concerts will be held every Wednesday from July 16 to August 6, from 6:00 to 9:00 pm in the alley between Holly Street and Bay/Champion Streets. Last year's concerts drew approximately 1,800 people per night, providing the community with a unique and family-friendly experience. Sponsorship opportunities are available. Please contact Nicole at nicole@downtownbellingham.com for more information.



Website Advertising

The popular Downtown Renaissance Network website, downtownbellingham.com, now offers advertising space. The website received a facelift in the spring of 2007 and features an interactive map of Downtown Bellingham. In the past year, the website was viewed 104,898 times. Take advantage of this great exposure with a 190 x 300 pixel ad for \$60 each month or \$600 annually with a year contract, for a savings of \$120. Please contact Nicole at nicole@downtownbellingham.com to sign up for this great marketing opportunity.

Downtown Bellingham Merchandise

Downtown Renaissance Network is proud to offer a new line of Downtown Bellingham gifts and accessories. Three different posters, featuring popular downtown landmarks, will be available at the Downtown Visitor Center for \$19 each. Water bottles and baseball caps with the Downtown Bellingham logo will also be available at the end of January.



Please visit downtownbellingham.com/merchandise for more information.