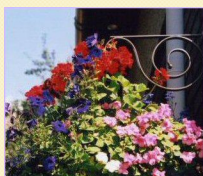


Downtown Renaissance Network/ 360-527-8710



## Beautification & Maintenance



We need your help! We recently reviewed the Downtown Beautification and Maintenance Program. While we are happy with the over 4,000 hours per year of litter pick up, planting and general cleaning that have helped keep downtown a clean and inviting location, we do recognize the need to do more. Thus, we are in the process of trying to improve our beautification and maintenance programs. We need to hear from you on what you would like to see downtown, what you have noticed that is working well and what needs improvement.

As part of this improvement process, we will identify one individual per block to act as a liaison to the beautification and maintenance crew and help guide their work in a direction that helps our members most. This individual will talk with neighbors on the block and be available once per month to report their findings to the crew supervisor. With this increase in communication we hope to assist the crew to better serve the needs of our membership relating to downtown cleaning and beautification. If you are interested in representing your block in this manner, please contact Kirsten.

## Cigarette Litter Prevention Program



The Downtown Renaissance Network was awarded a small grant from Keep America Beautiful to help combat cigarette litter in downtown.

In response, we are assembling a Cigarette Litter Prevention Team to work toward the following four strategies:

1. Review Litter Laws and Ordinances for inclusion of cigarette butt litter. Support enforcement of the ordinances and the use of appropriate fines.

2. Increase Public Awareness that a cigarette butt on the ground is litter too.

3. Place Ash Receptacles at "Transition Points" in the program area to support proper disposal of cigarette butts.

4. Distribute Pocket Ashtrays to adult smokers. Pocket ashtrays give the adult smoker a way to properly dispose of cigarette butts.

If you are interested in participating as a part of this team, please contact Kirsten.



## Summer Events



Downtown Bellingham is full of fun summer events that provide a chance for friends and neighbors to visit, new and old customers to explore downtown and an opportunity to establish a strong sense of place in the city center. This summer, events include the Bellingham Farmer's Market, the Downtown Sidewalk Sale, Downtown Sounds Summer Alley Concerts, La Bella Strada Arts Festival (Allied Arts of Whatcom County) and the Bite of Bellingham. The award-winning Downtown Sounds series, sponsored by Bellingham Arts Commission will run every Wednesday

from July 16 - August 6 and feature popular music by some of the region's top artists. Headliners for this year are Acorn Project, Tiller's Folly, Jason Ricci and New Blood and Lucky Brown and the Funk Revolution. The Bite of Bellingham, which is paired with La Bella Strada Arts Festival this year on August 9 from 12-4pm, has grown to over 20 Bellingham restaurants this year. Attendees can sample bites from the restaurants and vote for Best Bite, Sweetest Sweet and Dreamiest Drink. For more information on events and more, visit [DowntownBellingham.com](http://DowntownBellingham.com).

## Downtown Art (Gallery) Walks Monthly

By popular demand, we've formed a committee to help make Downtown Art Walk (formerly Gallery Walk) a regular, monthly event on the first Friday of every month from 6-10pm. We are currently undergoing some new and exciting changes, including new branding, promotion and use of the name "Art Walk." Our goal is to make it easy for the public to remember when Art Walk is happening, get more people downtown regularly and increase the number of venues that participate in the Art Walk.

That's where you come in! You are encouraged to participate in the upcoming walks. Whether you're a gallery or not, you are a member of our downtown community and – as with the Networks other events - can benefit from

the exposure the Art Walk provides. We would like to broaden the spectrum of what is showcased as art, including more performance, music, design and culinary arts. In addition to this, businesses without art showing can promote a special for the evening for those attending the Art Walk.

The first of the monthly Art Walks will occur from 6-10pm on Friday, September 5th, and continue on the first Friday of each month following with the exception of October, which will occur on October 10 as previously scheduled to accommodate venues who had already planned for that date.

For details on fees, promotional materials or on becoming a member of the Art Walk Committee, please contact Kirsten

## Visitor Information Center

The Downtown Visitor Information Center is now one year old, and what a great first year. In the first twelve months of operations, the center welcomed over 3,000 guests from 16 countries, 34 U.S. states, and from Whatcom County. Local and out of town visitors alike sought directions,

maps, information on shopping, restaurants, entertainment and hotels.

Each DRN member receives a free advertising space in the Center for a brochure, coupon or similar item. If you have not already, please be sure to supply us with your latest information.



## Downtown Transportation

For those of you who could attend, thank you for participating in the DRN Community Transportation Forum on June 4th. This forum marked the first in a series the Network is holding as part of our strategic planning process to address a number of important downtown issues over the next five years.

Input at the forum from over 75 participants helped us identify and prioritize our advocacy efforts and services related to downtown transportation. We invite you to continue this dialogue with us as we refine and take action on these priorities. Based on your input, the Network identified the seven items listed to the

right as having the most immediate potential to improve downtown transportation. Please review these items and let us know what you think. Also, please let us know if you are willing to help take action on one or more of these items. The Network is the voluntary association of downtown residents and business owners. It is through our combined effort that we make a difference!

If you were unable to attend the forum, please visit [DowntownBellingham.com](http://DowntownBellingham.com) for a review from the break out sessions on topics including parking, transit, pedestrians and bicycles.

## Strategic Planning—Then, Now and the Next 5 Years

Over the past five years, the Network has achieved major wins in our efforts to improve downtown for the entire community, including residents, businesses and visitors.

These wins have included

- An improved downtown streetscape, with hanging baskets, new planting and planters.
- Establishment of successful and award-winning events that attract over 10,000 visitors to Downtown Bellingham annually.
- The Downtown Visitor Information Center, which hosts thousands of visitors and Whatcom residents each year with information downtown, including DRN members.
- An improved online presence for downtown with strong exposure for members at popular website [DowntownBellingham.com](http://DowntownBellingham.com), with over 300,000 visits per year.

- A new brand identity and logo that markets downtown as an exciting, friendly and dynamic urban center.
- Summer and holiday cooperative marketing campaigns that leverage member contributions for far-reaching, widely-viewed promotions of the district.
- Successful collaboration with decision makers on issues including parking, public safety, design standards, growth, and the waterfront redevelopment.

The Network Board is currently working on a strategic plan to build on these successes over the next five years. We welcome your input into our strategic plan and our vision for downtown. Please watch for our next forum in the fall on creating a user friendly downtown which will include discussion on public safety, maintenance & beautification and other issues that affect downtown's quality of life.

### What We Can Do Now To Improve Transportation Downtown

*(As identified in the 2008 DRN Transportation Forum)*

*Please note items are not listed in order of priority.*

- \* Educate bikers, car owners and pedestrians on rules of the road and sidewalk
- \* Encourage the police to enforce existing sidewalk and street laws
- \* Install more and better bike racks
- \* Educate about trails and transit connections, including installation of better signage
- \* Encourage people who work downtown to park off street
- \* Maintain clean pathways including sidewalks and streets
- \* Advocate for expanded parking capacity



## Downtown Renaissance Network

1304 Cornwall Ave.  
Bellingham, WA  
98225

Phone:  
360-527-8710

Fax:  
360-527-8709

E-Mail:  
kirsten@downtown  
bellingham.com

---

For more info visit:

[DowntownBellingham.com](http://DowntownBellingham.com)

---

## Network Programs & Deadlines

As a member, you not only support our ongoing advocacy on behalf of downtown, you have the opportunity to benefit from a variety of programs and member discounts the Network offers throughout the year. Please be aware of the following programs and deadlines in order to realize maximum value from your membership.

### Visitor Information Center:

Each member receives a free brochure slot at the center. We accept brochures year round. Also, business advertising is available for a reasonable fee at the Center and on the DowntownBellingham.com website (over 300,000 visits per year).

### Map & Business Directory:

We publish this popular publication annually. We will begin taking business listings and ads for 2009 in October and November this year.

### Cooperative Marketing Campaigns:

The Network organizes cooperative advertising campaigns during the summer and the holiday season. Due to low numbers of participants, we had to cancel the 2008 summer campaign but

will continue with the 2008 holiday campaign if enough businesses are interested. Sign up for the holiday campaign will begin in the fall. If you would like to help plan the holiday promotion, please contact us prior to the first meeting in late August.

### Downtown Dollars:

Downtown Dollars allow recipients to purchase items of their choice at any participating establishment. Participation in the program is free with a small fee taken only when someone spends Dollars in your business. We accept new participants anytime.

### Promotional Events:

The Network organizes events throughout the year that attract thousands of people to downtown. These include the Art Walks, Downtown Sounds, the Bite of Bellingham and Trick or Treat. Sponsorship of any of these events is a great way to promote your business. We also are happy to welcome volunteers to help with all aspects of the events.

For more information on these and other programs, please contact our Member Services Coordinator, Cassia Parsons.

## Vision of Downtown Bellingham

As part of our strategic planning process, the DRN Board of Directors has developed a draft vision of downtown for your consideration and feedback. This vision will guide our strategic planning process and our efforts on behalf of downtown over the next five years. Please review the draft below and let us know what you think.

### VISION OF DOWNTOWN BELLINGHAM

*Presented by the DRN Board as a DRAFT for community consideration*

Vibrant atmosphere and distinctive character.

Downtown is bustling with energy, creativity, and art. It feels emotionally and intellectually nourishing to be here...interesting, fun, and full of life.

Thriving downtown economy, any chain stores downtown have a local identity.

Clean, beautiful, and safe.

Downtown is beautiful and green. It feels well-maintained, comfortable, healthy, and safe to be here. People take care of each other, and take care of this place.

Strong sense of community.

Downtown is a great neighborhood for living, working, and playing. People of all kinds and all ages contribute and feel welcome. It is a place where people smile and look you in the eye.