

Partnership News

February 2009

Downtown Bellingham Partnership/ 360-527-8710



New Identity for Network

In order to more accurately reflect our role as the voice for Downtown Bellingham and better communicate our mission, we have changed our name to the Downtown Bellingham Partnership.

Our many member services and programs will continue under the new name. The Partnership will also maintain its position as a liaison between downtown stakeholders and local decision makers as well as continue our well known promotions and public services such as the Maintenance and Beautification Program, the Downtown Information Center, cooperative marketing campaigns and events such as Art Walks, Downtown Sounds, the Bite

of Bellingham and Trick or Treat. Along with the new name comes a new logo. Its fresh design (see example to the left of this article) accurately mirrors downtown Bellingham's vibrant community atmosphere. Updates to the website have also been made at www.downtownbellingham.com

A partnership, as defined by Webster's, is a "cooperative relationship between people or groups of people who agree to share the responsibility of achieving a goal." As always, the Downtown Bellingham Partnership will continue to work with our members to enhance downtown Bellingham for visitors, residents and businesses.

WIN a CHANCE to FEATURE YOUR BUSINESS on our WEBSITE

To celebrate our name change we are holding a raffle! DBP members are automatically entered to win two months of free advertising on the DowntownBellingham.com homepage.

A drawing will be held on Friday, Feb. 27 and the winner will be notified by the end of the day.

Our website attracts thousands of visitors each year who shop, dine and recreate downtown. A featured position on the site is a valuable opportunity to increase awareness and visibility for your business

The winner will be featured for two months (a \$90 value). For more advertising info visit the Advertising link on our website.

Downtown Sounds Summer Concerts 2009 5th Anniversary!



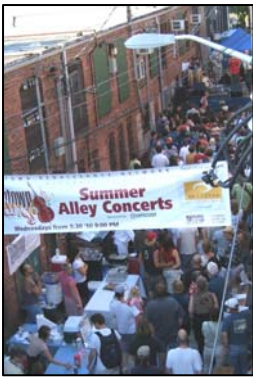
The Downtown Renaissance Network presents Downtown Sounds, a series of live concerts for the entire family. We will celebrate the fifth anniversary of this award-winning event with a fresh location, in the new gateway to the Arts District on Bay Street between Holly and Champion Streets.

Downtown Sounds on Bay Street will highlight this area's function as a community gathering place and source of community cultural identity. The events will take place every Wednesday from 6:00 to 9:00 pm, starting on July 15th and will run until August 12th.

Each night will include performances by popular bands, free of charge. The Downtown Bellingham Partnership projects a weekly turnout of approximately 1,000 people.

Special events are vital to a vibrant downtown, as they attract visitors and economic returns while helping develop a community identity and sense of place. They provide an ideal venue for community members and visitors to explore and enjoy downtown Bellingham.

Sponsorships are still available for this popular event. If you are interested, contact Lindsey Payne at 527-8710 or Lindsey@downtownbellingham.com



Mark Your Calendars for Bite of Bellingham August 1



The Downtown Bellingham Partnership presents the 4th Annual *Bite of Bellingham*, the premium summer restaurant tasting event in Bellingham. Over 2,500 community members participated in the 2008 event where over 20 Bellingham restaurants tempted the crowd with favorites from their menus.

The Bite of Bellingham is a fun and delicious family event that features delicious fare from local restaurants. Attendees can vote for their favorite "bite." Last year's winners, Giuseppe's, Mount Bakery, and Tivoli, dazzled the public with their Ravioli della Nonna, Crème Brulee, and Green Apple Lemonade respectively.

Applications will be available in mid-March for restaurants interested in participating as vendors in the 2009 Bite. Some sponsorship levels are also still available. To participate in the Bite as a vendor or sponsor, contact Lindsey Payne, DBP Event Coordinator, at 527-8710 or Lindsey@downtownbellingham.com.



Event Information

When: Saturday, August 1, 2009, 12 to 4pm

Where: 1200 Block of Cornwall Avenue

Who: Bellingham community, families are encouraged to attend

What: Sample delicious selections from Bellingham's favorite restaurants while visiting with neighbors

Cost: Free admission, \$1 per ticket for tastings



Business Wellness Check Series Begins March 19

We're hearing a lot of bad news in the national media.... Do you know how you're doing? Join us for free monthly morning Q&A sessions to keep your business strong!

Session One: March 19, 8-9:30am

Mount Baker Theatre's Walton Theatre Room, downtown Bellingham

- Early warning signs that allow you to make course corrections
- Things your banker wishes you knew!

Presenters include:

- George Bowen of People's Bank
- Tom Dorr of the Center for Economic Vitality (CEV)

Bonus: The CEV will provide free, personal and confidential wellness audits for any interested attendees.

Presented by The City of Bellingham, Center for Economic Vitality (formerly SBDC), Downtown Bellingham Partnership, Economic Development Council, Sustainable Connections, and Technology Alliance Group.

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 our website (over 300,000 visits per year).

Map & Business Directory:

We publish this popular publication annually. Watch for the 2009 Directory available very soon.

Cooperative Marketing Campaigns:

The Network organizes cooperate

advertising campaigns to help leverage your advertising dollars. 2009 campaigns will include the culture and arts marketing campaign and the holiday campaign, which will include *Shop Where Your Heart Is*.

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 when Dollars are spent 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 Art Walks, Downtown Sounds, the Bite of Bellingham and Trick or Treat. Sponsorship of these events is a great way to promote your business. We also welcome volunteers.

Stay tuned for upcoming wellness check sessions:

3rd Thursdays | 8 - 9:30am

March - August

- Increasing sales in a down economy
- How to budget in uncertain times
- Stress management
- Cash flow
- Staffing changes, hard choices
- Marketing and communications: Positioning yourself for the times

Visit the websites of any participating organization for future workshop agendas and for more information on additional resources.

RSVP to jkeller@cob.org

1304 Cornwall Ave.
Bellingham, WA 98225

Phone:
360-527-8710

Fax:
360-527-8709

E-Mail:
kirsten@downtownbellingham.com

For more info visit:

DowntownBellingham.com

Downtown
Bellingham
Partnership

