

# Partnership News

Spring 2009

Downtown Bellingham Partnership/ 360-527-8710



Formerly Downtown Renaissance Network



## WTA News

WTA will offer FREE Rides on Earth Day, April 22. All rides are free except Route 80X.

WTA now provides 75 parking spots at Cordata Station, located across the street from Whatcom Community College. Parking is FREE provided parkers are transferring to a bus, a vanpool or carpool. The GREEN Line (Route 232) departs for downtown every 15 min.

If you or your employees commute from North or East of Bellingham, consider parking at Cordata Station and freeing up a parking space in the downtown core.



## Social Media Marketing for Downtown



Over the past eight years, the Partnership has worked hard to improve downtown as Bellingham's center for business, culture and community identity. As part of our commitment to downtown, we strive to engage a large cross-section of the community. Accordingly, we have published newsletters, hosted networking events and organized community forums to exchange information on downtown events, issues and opportunities.

The Partnership seeks to update our communication channels in order to exchange information, receive input on issues and organize around issues, events and opportunities.

The Partnership was recently awarded a Small and Simple Grant from the City of Bellingham to build a communications

network downtown that allows for timely exchange of information and discussion. We will utilize this network to distribute news that was previously contained in our newsletters and as a tool for downtown community members to contribute directly and constructively to discussions on downtown issues such as noise, parking, public safety, the economy and the waterfront redevelopment.

To get involved in the first steps of this initiative please join the Downtown Bellingham Partnership and Downtown Art Walk Facebook groups and MySpace pages. We will continue to update and change our social media interaction as this initiative progresses in 2009.

## Call for Board of Directors Candidates

Are you interested in helping shape downtown policy and Partnership events and programs while contributing to downtown's success? If so, consider joining the Partnership Board of Directors.

The Partnership Board opens five positions each year; existing members may choose to run for a second term (three years). The Partnership Board Nominations Committee accepts applications from any Partnership member and evaluates the current Board

for stakeholder and issue representation. They then develop a slate of recommended candidates for membership endorsement based on qualifications, interest, and involvement in downtown.

If you are interested in finding out more about Board membership or would like to submit your name as a candidate, please contact Kirsten at [kirsten@downtownbellingham.com](mailto:kirsten@downtownbellingham.com) or 527-8710.

## Spring Downtown Events



Spring has finally arrived in Bellingham, and with it planning for a host of downtown events. First, bring your family down on May 1-3 for three fantastic events: Children's Art Walk on May 1 (presented by Allied Arts Education Project), Procession of the Species on May 2 ([www.bpots.org](http://www.bpots.org)) and the 3<sup>rd</sup> Annual Bellingham Children's Film Festival May 2-3 (presented by the Pickford Film Center).

The Bellingham Children's Film Festival brings creative family fun to downtown with international short films for children and free hands-on arts workshops.

Also, mark your calendars for Ladies' Night Out on Friday, May 29<sup>th</sup>. The event features shopping, sales, and promotions at downtown businesses from 5-8pm, followed by an after party benefiting Womenscare Shelter at the Copper Hog. This is a great way to unite downtown for a good cause.

## Welcome New Partnership Board Members

In 2009, the Partnership Board of Directors established two ex-officio, non-voting seats. One seat is designated for City of Bellingham representation and the other for the Port. The Board enthusiastically welcomed Carolyn Casey from the Port of Bellingham and Terry Bornemann, Bellingham City Council to fill those positions (see bios below). Also, the Board chose Troy Wills to fill a seat vacated mid-term.



### Carolyn Casey

Carolyn Casey is the Port of Bellingham's Corporate Communications Manager. She is part of the Port's staff team working on the Waterfront Redevelopment project. Carolyn also serves on the City's Tourism Commission and the Bellingham Whatcom Tourism Bureau Board. Before joining the Port, she did extensive work for the City of Bellingham on public information projects for downtown redevelopment, downtown parking and general community outreach. Her early career was as a daily newspaper reporter for the Bellingham Herald and Seattle Times. Carolyn is a WWU alum in journalism and a UW alum with a masters in public administration. She has lived in Bellingham since 1980 and considers Downtown one of her favorite places for dining and shopping.



### Terry Bornemann

Bellingham City Council member Terry Bornemann is the current Council President Pro Tempore elected by the Council. He serves as chair of the Planning and Community Development Committee and is a member of the Council's Transportation and Waterfront Development Committees. Bornemann moved to Bellingham in 1986 because of its environmental qualities, great schools, and diversity of active, involved citizens. Bornemann's areas of interest include the protection of the Lake Whatcom Reservoir, the redevelopment of a healthy and vibrant downtown and maintaining and improving civil rights in the community. Preserving the quality of life that is so abundant in Bellingham drives Council member Bornemann's work on these issues.



### Troy Wills

Troy Wills is an Assistant Vice President/Branch Manager for the Downtown Bellingham Office of Peoples Bank. Troy has worked for Peoples Bank since 2005 and has been in the banking industry for 18 years. Troy is very involved in the Bellingham community, serving on the Whatcom Young Professionals Advisory Board as the 2009 Principal. Troy also serves on the Whatcom Community College Foundation Board and the Bellingham Whatcom Chamber Board. Troy and his wife Sarah have lived in the Bellingham community since 1995. They both enjoy spending time on the weekends strolling through the Downtown community visiting with the local merchants and friends.



## Free Business Series Continues April 16

Join us for free monthly morning Q&A sessions to keep your business strong!

Session Two: Marketing Your Business in Challenging Times, Marketing 101  
Marketing basics, including situational review, and competitive advantage

April 16, 8-9:30am

Mount Baker Theatre's Walton Theatre Room

Marketing basics, including situational review, and competitive advantage

Presenters include:

- Tom Dorr of the Center for Economic Vitality (CEV)
- Michelle Long of Sustainable Connections

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

### Map & Business Directory:

We publish this popular publication annually. The 2009 Directory is available now and has been distributed throughout the region from Seattle to Vancouver.

### Cooperative Marketing Campaigns:

The Network organizes cooperative 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:

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 sessions:

3<sup>rd</sup> 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 [tsundin@cob.org](mailto:tsundin@cob.org)

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