

Marketing & Communications: Abby Powell update for September, 2018 for LDP/DDA/ BA Boards

Social Media:

- Nothing new to report

Website:

- Attended Workstudy job fair at AIMS community college to find a work study
- Hiring a workstudy 10-15 hours a week for short term to work on website- add content, photos, full business directory listing. Clean up site for content, looks.

Newsletters:

- Sept Public Newsletter will go out this week
- New "Business Alliance Brief" going out last week of month- is geared toward business insider type of info and updates on what is taking place downtown.

Print Advertising:

- Decreased our Discover FC Ad to a half page, using that budget to pay to distribute upcoming events posters to Berthoud, Johnstown, Milliken and Loveland (outside of downtown).
- Printing new downtown walking map/guide and added a "Eat Drink Shop Downtown" Passport. Printed- please take and help distribute!!!

Night on the Town

- Five of six Night on the Towns have taken place with good feedback from the Community.
- Will continue to grow and evolve with changes and improvements as we go.
- Working each month to hire, coordinate entertainment.

Alley Lights Concert

- Completed until next year- however sponsor packages include this event and monies collected will go to next year's event.
- Working on new concept for event with Artworks, Alley and one additional space

Festival of Lights

- Moved date to FRIDAY November 30th- 6pm-9pm
- Confirmed with Noble Productions on date and budget- will plan details with him in coming weeks.
- Working with BA event group to determine new footprint and what programming is added.
- Working on Sponsorship Packages to meet sponsorship goals- Currently at \$9500 cash, goal of \$20,000.
- Working with Cindy Mackin on what lights we will install downtown with our budgets and coordinating to have them stay for Valentines Weekend. Will have white lights on every tree on 4th street Thanksgiving through Valentines. Working on power to each tree, and full presentation.

Business Breakfasts

- Was very successful moving to Wednesdays and in particular the lunch hour.
- August meet and greet breakfast was a great success- most people to ever attend one- 55!!
- Next meeting will be lunch at The Foundry for a tour- Weds, Sept 26th.

Business Alliance Retailers:

- Working with a group of retailers to start just a retail group.

- Working to start a monthly retail event or sale with retailers to promote people to come and shop locally each month, not just Small Business Saturday

Artist Connections Group

- Started a group that will meet bi-monthly to connect all the artist organizations in Downtown
- This group will start by working with the City to become a “creative district” for the State

Business Alliance Membership- \$25,000 budgeted

- Still working on renewals and new businesses as they come up, have a total of 66 members signed back up
- We are at 66% of goal membership (had 100 last year).

Sponsorship Sales- \$40,000 budgeted

- Created packages to streamline with membership sales.
- Brought on three Sponsors at Investor Level- Brinkman Partners- The Foundry & First National Bank, Sprouts Farmers Market.
- Currently at \$28,225 total for year. (70% of budget)- focusing on Festival of Lights now

Foundry Plaza:

- Did have meeting with Brinkman to discuss further working together and promotions.
- Will hold a business breakfast there as a tour in September!