

Volume 13, Number 4

December 2008
–January 2009

FBID News

The Newsletter of the Fortuna Business Improvement District

On the back:

Holiday Movies a
Huge Hit

Fortuna Bucks
coming to a cash
register near you

FBID Office closed
Dec 26 to Jan 5

Use the goods &
services guide at:
FortunaBusiness.com

TV Ad Program Comeback? TV ad co-op may re-start with enough response

A program that put television advertising within the reach of almost any business could make a comeback if enough businesses are interested.

Back in 2001, 02 and 03, FBID created and ran a television ad cooperative with the help of several local TV stations and the local cable company.

In the old “TV Buy-In” program businesses got a segment of a TV ad

shared with one or two other businesses. The ads ran on up to four different channels and were all packaged with common opening and close and theme music.

After hearing from several small retailers who want the program back, the FBID Board wants to gauge how many businesses would par-

ticipate before starting a similar program.

Some things would be the same as the old program, some would not:

-Cost would still be lower

Business response required to restart program

than stand alone TV ads, we expect monthly cost to be between \$150 and \$175,

-The ads would still be “video business cards” with 8 or 12 seconds per business depending on the number involved,

-Production would be included but would add cost for the first two months

-Unlike the old program, all billing would be done by the television station or stations,

-Businesses may be asked to prepay or set up automatic payment plans with TV stations,

-A minimum of three months commitment would be required to participate, -At least two television stations or cable stations would be included for the package price.

Could this be right for your business? If you have a professional, service or retail business that couldn't normally afford to do television advertising then it may be. This program could also be a supplement to a business that only does print or radio advertising or who wants to

continued on back

Seminar Series: Customer Service Workshop Next

The second in a series of advanced workshops for Fortuna businesses is coming up in early February.

The workshop will take a closer look at how business owners and managers can bring out good customer service in their employees through the way they structure their workplace.

Tentatively titled: “What does fun look like?” the class, conducted by Julie

Fulkerson, former owner of the Plaza Design stores, will show how the attitude of your business can positively affect your employees and lead to better interactions with customers.

You can reserve your space now by calling the FBID office and leaving a message or emailing

fbid@sunnyfortuna.com.

The workshop will be \$25 per person and includes all class materials and refreshments. A postcard will be sent to all businesses when a date is set.

These workshops are being co-produced with the North Coast Small Business Development Center. Re-

sponse to the first pair of workshops on window and store display was very positive. Businesses reported coming away with great ideas they could use right away and getting a great deal of value for their tuition.

If your business has employees that work with the public please consider coming to the next class.

Call 725-9261 to reserve a seat.



Kids' Holiday Movies Huge Success thanks to business participation

The 2008 edition of the Kids' Holiday movies was a surprise in terms of businesses participating and the number of children and adult chaperones we could fit in the theater.

Almost 100 Fortuna businesses handed out nearly 3000 tickets to customers and their children as well as employees and the general public.

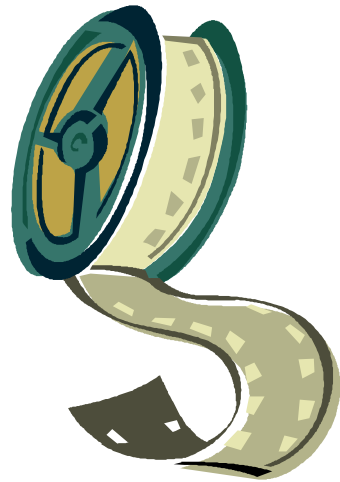
The theater was packed for both December Satur-



days of the event with 390 total attending December 6, and an even 500 on December 13.

607 children got a free movie plus popcorn and a drink, the other 283 were chaperones, parents and grandparents.

FBID thanks the Fortuna Theater, the city of Fortuna and the popcorn sponsors Shelton's Auto Lube, Northern Pacific Mortgage and Wendt Construction for their support for so many years. Also thank you to all of the businesses who handed out tickets and helped out as volunteers.



Fortuna Gift Certs coming your way

A healthy number of "Fortuna buck" sales in November and December means that a larger than usual number of the certificates will be in circulation this month.

Here's another reminder of how to accept the certificates and to tell your employees about them.

The certificates spend just like cash in Fortuna. Your business can deposit them in your bank, just like a check and give cash back just like you would with US currency. The funds are guaranteed by a pre-paid account at Umpqua Bank Fortuna and there is no fee or charge to be part of the program.

The Fortuna Gift Certificates are purchased by a number of school groups, business organizations, service clubs, employers and individuals. Fortuna Bucks send a message that spending money locally is important to the giver and encourage local spending.

If you or your employees don't know how to accept

Fortuna Gift Certificates, please read the checklist below and share it with your staff.

For new counter cards that

say "We accept the Fortuna Gift Certificate" call or email the FBID office 725-9261 or fbid@sunnyfortuna.com

FBID Office closed last week of December

The FBID office will be closed December 26th – January 4th. If you need to contact us you can send an email to fbid@sunnyfortuna.com or call the office and leave a message at 725-9261.

The office will re-open January 5, 2009

Downtown Communication to improve with new e-notification

Distribution of news and notices to the 100 businesses in the downtown core area should get easier and keep more people informed with a new project being worked on by FBID Office Assistant, Rachel Harris.

Harris is calling or visiting downtown businesses over the next two weeks to collect email addresses and ask businesses how to most effectively communicate with them.

Once Harris has email addresses and a list of businesses that would rather receive printed communication, she will begin

working on a regular email notification and an accompanying flyer.

Up till now the 100 or so businesses in the FBID Downtown area have communicated through flyers and minutes distributed by volunteer "Block Captains". The captains will remain, but the e-notices will lighten the load for the volunteer business owners.

Harris will also be working on the downtown website FortunaDowntown.com with business owners' help.

If you'd like to save Harris a call, please email your downtown business' email address to fbid@sunnyfortuna.com.

Future projects will make important information available to all Fortuna businesses who opt in through an email list connected to the FBID website.

Accepting the Fortuna Gift Certificate 4 Easy Steps ...

1. Make sure the "Recipient" line is filled out, there's a signature stamp on the check and there are routing numbers on the bottom.
2. Give change back as needed.
3. Thank the customer for shopping in Fortuna!
4. Fill out or stamp the "Redeemed at" line, stamp the back and deposit just as you would a regular check **no matter where you bank.**

That's it! Thanks for keeping money circulating in Fortuna!

The Fortuna Business Improvement District		99-4181-1211
 Fortuna Gift Certificate Redeemable at all Fortuna Businesses		
Redeemed at: _____		Date: _____
***** Twenty Dollars and no cents *****		
Recipient: _____	Purchaser: _____	
Phone: _____	Phone: _____	
SAMPLE Identification will be required. SAMPLE		
Authorized Signature: _____		
<small>Umpqua Bank of CA Fortuna, CA., Original: Customer / Canary: Customer Receipt / Pink: FBID / Cream Bank</small>		

Group TV Ad Program (continued)

be identified as part of a "shop Fortuna" campaign, but has its own marketing plan.

FBID needs a minimum of 12 businesses to start a new TV ad co-op. If you think this type of advertising would be good for your business please email fbid@sunnyfortuna.com.

If you respond by email we'll keep in touch on progress with other businesses and television stations. Watch the next newsletter or FortunaBusiness.com for updates as well.