



Fortuna  
Business  
Improvement  
District

# Newsletter

## November 2011

610 Main Street, Fortuna CA 95540 | 707-725-9261 | www.fortunabusiness.com | fbid@fortunabusiness.com

### Kid's Free Holiday Movies

The Fortuna Business Improvement District is holding its annual Free Holiday Kids Movie on Saturday, December 3rd and Saturday December 10th 2011. Last year, we had 803 kids and adults in attendance over this 2 day event.

The event costs about \$3600 and the City of Fortuna donates back to FBID \$2400 to help fund this event. To cover the \$1200 deficit we are encouraging businesses to become a sponsor. Your sponsorship will help provide free movie, free soda, free popcorn, and a free gift to these kids.

What you get:

**Logo is printed on posters and displayed in theatre.** Your logo will be displayed throughout the theatre: at the entrance, above the popcorn and soda displays, as well as on the theatre doors.

**Banners will be displayed if provided.** They will be displayed in the hallways where kids and their parents can see them as they are getting their soda, popcorn and gift.

**Mention during the event:** We will be thanking our sponsors throughout the event: to those waiting in line, to all of the people in each theatre before the movie starts and after the movie is over.

**Mention in our print advertising.** We will be advertising in the Times Standard, the Humboldt Beacon, Redwood Times and the Tri City Weekly through December 11th.

**Mention after the event.** In the Sponsor Thank You published in the Times-Standard & Beacon.

**How Much?** Free Kids Movies Supporting Sponsorships are \$100

If you would like to be a sponsor or want tickets to give to your customers/family please contact Dianna at 725-9261.

### 2011 Seminar Series:

**The Cycle of Business Successes  
A Series of Discussions Designed To Take Your  
Business To The Next Level  
Upcoming Seminars...**

#### Secrets of Success - Exit Strategies

**Content:** You're starting to think about slowing down. How much is your business worth? How is that measured? Our panel will discuss this and other topics including trusts, estate planning, etc.

**When:** Tuesday, December 6th from 4:00 to 5:30pm, with additional time for Q&A as needed.



TAYLOR MADE ORGANIZING



All seminars will be held at the River Lodge in Fortuna and are free of charge. RSVP by phoning Anderson, Lucas, Somerville & borges at 725-4442 or email [jeanne@alsb.com](mailto:jeanne@alsb.com)

Is there a topic that would benefit your business? Let us know. Contact Dianna Crow at 725-9261 or [fbid@fortunabusiness.com](mailto:fbid@fortunabusiness.com)

### Meeting Times - Core Areas

Downtown Merchant meetings are held the 4th Wednesday every month at 8:30-9:30 am at City Hall.

Strong's Creek Plaza Association meetings are held the last Monday every month at 6 pm at Kidlicious.

FBID Monthly meetings are held first Monday of the month at 8:00am at City Hall.

### Email Addresses

Only one out of 656 businesses emailed FBID about being a part of the email blast we will be sending monthly. Please email me if you want to know what is happening in Fortuna.  
[fbid@fortunabusiness.com](mailto:fbid@fortunabusiness.com)

*Attention Fortuna Business Owners*  
*You're Invited to the*

## FORTUNA BUSINESS IMPROVEMENT DISTRICT ANNUAL MEETING

*View the Work Plan, meet the Board of Directors, and  
Voice your opinion,  
we want your input!*

WEDNESDAY, NOVEMBER 9TH  
6:00 P.M. TO 7:00 P.M. CITY HALL 621 11TH ST. FORTUNA  
REFRESHMENTS PROVIDED!

FOR MORE INFO CALL 707-725-9261 OR EMAIL [fbid@fortunabusiness.com](mailto:fbid@fortunabusiness.com)

**Become a fan of  
Fortuna Business Improvement District (FBID)  
on Facebook to be updated about what is going on!**