

Don't Miss Our on Fortuna Buck Sales!!

There is over \$7000 in new money waiting to be spent in Fortuna right now. If you and/or your employees don't know how to accept Fortuna Bucks, you may miss out.

Here are the rules on accepting and depositing Fortuna Gift Certificates:

Fortuna Gift Certificates spend (and deposit) just like cash inside the city limits of Fortuna. Fortuna businesses can accept the certificates as they would a \$10 or \$20 bill, give change back, and deposit for the full face value wherever they bank. Treat the certificates just as you would a traveler check, and thank the buyer for doing business in Fortuna!

Take a look below for a voided version of a \$20 certificate. A negotiable certificate will have a stamped signature in the lower left corner and should have the recipient line filled out, the purchaser line, and phone number filled out. Actual certificates also have bank routing numbers just like a check. If you ever have a question about a Fortuna Gift Certificate, call Umpqua Bank Fortuna 707-269-7309. You may also call the FBID office for general questions at 707-725-9261.

Shop Fortuna for the Holidays

The Fortuna Business Improvement District is holding a shop Fortuna contest. Every time you spend \$200 or more in Fortuna between November 26th and December 19th you can enter to win \$200, \$100 or \$50 in Fortuna Bucks. For all contest rules and regulations visit FortunaBusiness.com.

How to enter:

Spend \$200 or more in Fortuna between November 26th and December 20th 2010

Include all of your receipts (or a copy/reprint of your receipts), totaling \$200 or more, in a sealed envelope. Write your name, address and phone number on the front of the envelope.

Place the envelope in the entry box located at Fortuna City Hall by 5:00 p.m. on Monday, December 19th.

Holiday Events

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| November 9 | FBID Annual Meeting |
| November 12 | Fortuna Concert Series |
| November 16 | Fortuna Chamber of Commerce Mixer Fortuna Feed & Garden Center |
| November 19 & 20 | Fortuna River Lodge Craft Faire |
| December 1 | Strong's Creek Plaza Open House |
| December 1 | Fortuna Chamber of Commerce Mixer Hosted by Redwood Capital Bank |
| December 3 | Kids Free Movie |
| December 6 | The Cycle of Business Success Free Business Seminar |
| December 8 | Mid Towne Plaza Open House |
| December 8 | Redwood Village Open House |
| December 9 | Downtown Merchants Open House |
| December 9 | Electric Lighted Truck Parade |
| December 10 | Kids Free Movie |
| December 10 -23 | Holiday Light Show |
| December 11 | Christmas Music Festival |
| December 14 | Fortuna Garden Club Christmas Home Tour & Holiday Tea |

FBID has four main functions:

1. Promoting Fortuna's businesses and business community through public relations and advertising.
2. Promoting Fortuna and Fortuna's businesses through community events.
3. Providing information and education to Fortuna businesses.
4. Assisting new and existing businesses in locating in Fortuna.

FBID BENEFITS ... BENEFITS TO BUSINESSES

FBID benefits businesses both as a group and individually. FBID's chief goal is to create top of mind awareness for Fortuna as a business community. Advertising that promotes Fortuna as a place to do business; public relations that places Fortuna's business community in the news and using community events as a way of leveraging promotional funds all go to this end goal.

Individual businesses can benefit from many of the programs FBID has launched in the last few years. The Fortuna Gift Certificate brings employee bonuses and holiday sales to Fortuna cash registers. Seminars on business promotion and other topics help strengthen established businesses. The Business Goods and Services Directory gives businesses, government and organizations a resource for picking Fortuna businesses first. FBID's Member Benefit Committee is continually developing perks for businesses such as bulk mailing discounts.

Board Seats Opening in June 2012

Please let us know if you are interested in serving a 2 year term on the FBID Board. Contact 725-9261.

Fourth - Quarter Magic?

Turn your last quarter into dollars! There's no magic involved -- just solid planning, smart buying, clever displaying and savvy promoting. With so many holidays looming, you'll need to plan your space carefully to accommodate Halloween, Thanksgiving, Hanukkah, Christmas and New Year's.

- * How will you create impact at your entrance?
- * How will you change your merchandisers for each holiday?
- * How will you change your windows for each holiday?
- * How will you change your floor displays for each holiday?
- * What promotions have you planned?
- * and when will they begin?
- * How will you get rid of leftover merchandise?
- * Will you mark it down and sell it out?
- * Where will you stock leftovers?

It's not too early to answer these questions.

That's what it takes to end the year with a bang!

-Barbara Wold

Old News

If you would like to sit on the 2012 Apple Harvest committee please contact the Chamber of Commerce at 707-725-3959

Grave Matters was a huge success, with over 300 more visitors than last year, 500 people enjoyed the stories of Fortuna's past residents buried at Sunrise Cemetery. Call 707-725-3959 for more info.

The witches, goblins and ghouls haunted businesses of Fortuna for Trick or Treat. It was fun for all. If you would like to participate next year please contact FBID at 725-9261.