

## Create Coupons on our Website

FBID is making positive changes to the Goods and Services Guide online. Our Goods and Services Guide can be found on our website at FortunaBusiness.com. Currently each business in Fortuna is listed on our Guide.

**FortunaBusiness.com**

**Job Listings Page    Events**

**Goods & Services Guide**

We believe that there is always room for improvement. To make our Guide even better, we've switched to a new content management platform known as Drupal. Drupal will be easier to use for business owners who want to edit their own information. We will set up a username and password of your choice so that only you or your employees will be able to edit your page.

Our new Goods and Services Guide will allow you to:



- **Add a logo**
- **Link to your website**
- **Create custom coupons**
- **Choose which categories best fit**
- **Show a map to your business location**
- **Post your physical and/or mailing address**
- **Write a detailed description of your business**



## ¿Se Habla Español?

We at FBID understand that the Fortuna business community and the Eel River Valley have a large population of Mexican, Central American, Latin American and other Spanish speaking individuals & businesses. We see the positive impact that businesses with specific ties to these individuals have on our economy and in our community.

If you or your employees speak Spanish and would like to put up a sign in your business saying "Se Habla Español" please let FBID know and we will provide you with a sign. It is important to expand our outreach for new customers and if you offer a service as valuable as Spanish as a second or first language you should market it!

## Open FBID Board Positions

There will be three FBID board seats up for reappointment in June 2010. If you are interested, or for more information, please print off an application from FortunaBusiness.com and mail it to:

FBID/ Board Director Position  
PO BOX 1000  
Fortuna, Ca 95540

The FBID Board meets the second and third Wednesday of every month at 8:00 am at City Hall throughout the year. The FBID Board discusses various events, promotions and other items of business.

## Home Based Business Outreach

Did you know that there are more than 200 home-based businesses in Fortuna? That is almost a quarter of Fortuna's business community! As part of FBID's plans for the future, we are making a concerted effort to reach out to home-based businesses, so if you fit into this category, we need your input.



If you haven't had a chance to look at our website, please do. Our website is always changing in an effort to better market Fortuna. If you have a business based in Fortuna, then you are already on our Goods and Services Guide! Go to FortunaBusiness.com to take a look. We will set you up with a username so that you can create coupons and market your business for FREE.

FBID's services expand beyond our website. If you have other business-related questions or concerns, please contact the FBID office so we can help you find a solution. Give us the opportunity to promote you and remember that our services are free!

## Citywide Ad Campaign

### "Fortuna, the Business Friendly City"

There is a new TV and Radio ad campaign that recently started. You may be wondering how your business can be featured, what the cost might be, and why FBID is doing it.

This is free to Fortuna business owners. To get on the list for upcoming Radio or TV ads please call the FBID office and leave a message. Be sure to include your business name and contact information on the message.

With this advertising campaign we hope to accomplish many things. First, we want to bring a positive awareness to the businesses in Fortuna that have longevity. Next, we hope to show our neighboring counties that Fortuna has thriving businesses and, even in this tough economy, new business start ups are possible. Lastly, we want businesses in other areas to consider Fortuna as an option for relocation or expansion.



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## FBID Mission & Vision

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The Board and Staff of the Fortuna Business Improvement District recently had their annual board retreat for the 2009-2010 fiscal year. This year, we decided it was time to work together and come up with a Vision Statement.

FBID already has a Mission Statement. You might be wondering what the difference is between a Mission and Vision Statement. A Mission Statement explains an organization's purpose while a Vision Statement describes where the organization would like to be in the future.

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### **FBID Mission Statement**

*The goal of the Board of Directors and Staff of the Fortuna Business Improvement District is to work together with Fortuna's diverse business community to effect positive economic change.*

*We plan to achieve this by presenting a proactive, cohesive image of integrity, value and service through promotion of community events, the retention and recruitment of businesses and provision of effective public relations, advertising and information services.*

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The meeting facilitator, Lisa Fryrear of Taylor Made Organizing, took the ideas from our six hours of being huddled together in a conference room and created a draft Vision Statement.



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### **Draft FBID Vision Statement:**

*A business community that provides an attractive and unique atmosphere that supplies an abundance of shopping opportunities for residents and guests in addition to outdoor activities and night time entertainment that is safe, friendly and inviting to all generations.*

*A business environment that welcomes new business industries and cultivates innovation and forward thinking. The business community is well informed, supported, and has easy access to updated information that provides strength and encourages new ideas and positive change.*

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This Vision Statement is still in the works, but the Board has high hopes for the future of the Fortuna Business community! The Board and Staff of the Fortuna Business Improvement District understands the challenges of this economy and recognizes the need to adopt with the times.

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# FBID News

The Newsletter of the Fortuna Business Improvement District

January/February/March 2010

FORTUNA BUSINESS  
IMPROVEMENT DISTRICT  
P.O. BOX 1000  
FORTUNA, CA 95540



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## In This Newsletter

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### **ABOUT FBID**

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### **BOARD OF DIRECTORS**

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