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## Help with Free Kids Movies

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FBID is holding its annual Free Holiday Kids Movies on Saturday, December 4<sup>th</sup> and Saturday December 11<sup>th</sup> 2010. Previous years have brought 600-700 kids to this event, accompanied by about 300 adults.

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 a free movie, free soda, free popcorn, and a free gift to these kids. Last year, we even had some kids who had never been to a movie before!



### **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.

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### **Banners will be displayed if provided.**

They will be displayed in the lobby and hallways while kids are getting their soda, popcorn and gift.

### **Mention in our print advertising.**

We will be advertising in the Times Standard, the Humboldt Beacon, Redwood Times and the Tri City through December 11<sup>th</sup>.

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

Free Kids Movies **Supporting Sponsorships** are **\$100**

Call me today to claim your sponsorship. 725-9261

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## **Strongs Creek Plaza Officially a Core Area**

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On November, 18th Strong's Creek Plaza will be an official FBID Core Area. The Strongs Creek Business Association will receive a portion of their FBID assessment to help promote their shopping center, and just in time for their holiday open house, too! If any businesses in the Strongs Creek Plaza have any questions about what it means to be part of a core area, please do not hesitate to call the FBID office.

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## Fortuna Holiday Bonus Bucks

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To drive holiday sales, FBID is holding a shop local contest. Every time a customer spends \$200 in Fortuna between Nov. 26th and Dec. 20th, they can enter to win \$100 in Fortuna Bucks!

### **How to enter:**

- Spend \$200 or more in Fortuna between November 26th and December 20th.
- Include all of your receipts (or a reprint of your receipts), totaling \$200 or more, in a sealed envelope. Write your name 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 20th.

### **Rules and Regulations:**

- The total amount of the receipts must sum to \$200 or more.
  - Receipts must show a date on or between November 26th and December 20th and must be from a Fortuna business.
  - Each receipt can only be used once. You will be disqualified if you turn in multiple copies of the same receipt.
  - There is no limit to the number of entries per person. For example, if you submit \$400 worth of receipts, you will be entered in twice.
  - Winner will be drawn on Tuesday, December 21st and will be contacted on the same day.
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## Announcements!

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### **Open FBID Board Position**

We are accepting applications for a City-wide/At large representative. Our hope is to get a home-based business owner on our board so that we can better serve that business type. Applications are on our website [FortunaBusiness.com](http://FortunaBusiness.com)

### **Attention Real Estate Agents**

We have a commercial properties listing on our website. Please keep us updated about commercial properties for lease or for sale in Fortuna. We get phone calls every week from potential business owners looking for a storefront. We want to help fill these vacancies!

### **FBID on Facebook and Youtube**

Look for us on Facebook. Search 'Fortuna Business Improvement District.' We like to support other business pages in town, and keep people informed about what we are doing, and what's going on in our community.

Want to see our shop Fortuna commercials featuring local business owners? Go to [Youtube.com/FortunaBID](http://Youtube.com/FortunaBID).

### **Stockings to Fill?**

We sell the most Fortuna Bucks during Christmas. They are just like a check that can be redeemed at any business in Fortuna. For more information about Fortuna Bucks, please call 725-9261.

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## Holiday Open Houses

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**Thursday, December 2nd**  
**Strong's Creek Plaza**  
**5:30 - 8:30 p.m.**

**Wednesday, December 8th**  
**Mid Towne Plaza**  
**5:30 - 8:30 p.m.**

**Thursday, December 9th**  
**Redwood Village Shopping Center**  
**5:30 - 8:00 p.m.**

**Friday, December 10th**  
**Downtown**  
**Starts at 5:00**

Enjoy music and refreshments provided by local businesses. Specials make this the ideal time to do some holiday shopping and see what's new in the business community.

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## Christmas Tea & Home Tour

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**Wednesday, December 8th**  
**Three Homes & the Depot Museum**  
**1:00 - 9:00 p.m.**  
**\$10**

Tickets will be available at Green's Pharmacy or at the Monday Club on the day of the event. Money earned goes toward civic beautification and helps with funding for the Daffodil Festival in March. Call 725-5827 for more information.

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## Electric Lighted Parade

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**Friday, December 10th**  
**Starts at 6:30**

The parade starts at the Redwood Village Shopping Center and stops in Downtown Fortuna. Contact the Chamber of Commerce at 725-3959 for more information.

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## Kid's Free Holiday Movies

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**Saturday, December 4th**  
**Saturday, December 11th**  
**Fortuna Theater**  
**10:00 a.m.**

We are in the process of choosing which movies will be playing. If you would like tickets to give away, please call 725-9261.

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## Fortuna Christmas Music Festival

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**Saturday, December 12th**  
**Fortuna River Lodge**  
**Free Admission**  
**12:30 - 6:00 pm**

A day of free music at the Fortuna River Lodge. Come and enjoy a variety of music performed by local musicians. Call 725-9261 for more information.

**FBID NEWS**

*The Newsletter of the Fortuna Business Improvement District*

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



Business Name  
Address  
City/State Zip

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## In This Newsletter

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### December Event Schedule

**Get tickets, become a sponsor for the Free Kids Holiday Movies**

**Strong's Creek Plaza officially a core area**

### Holiday Shop Local Contest

### Announcements

- Open Board Position
- Attn: Real Estate Agents
- FBID on Facebook & Youtube
- Stockings to fill?

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Website: [FortunaBusiness.com](http://FortunaBusiness.com)

**Peter Krueger**

Hospitality Director

Downtown Rep

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