

Volume 12, Number 2

Aug-Sept 2007

FBID News

The Newsletter of the Fortuna Business Improvement District

On the back:

Downtown Fortuna adds "Clean Team"

Apple Harvest Fest

Property lookup on FBID site

IDEAS? Customer Appreciation facelift? Replacement?

Also:
AEDC runs property loan class Sept 12

Check out
FortunaBusiness.com

Board hopes to clarify planning, permit process for businesses

You are ready to renovate your building. You think you've dotted your "i"s and crossed your "t"s, then the call comes that you failed to get a permit for one part of the job. You've just lost money.

That time to backtrack will push back your open date. The above scenario can be repeated for a number of business projects as simple as a new sign or a complicated as a new building. Each time, our community's productivity goes down.

While working on business recruitment strategies, the FBID Board has spent considerable time on incentives for new businesses to locate here and incentives to keep growing businesses in the community.

This work, together with an increase in calls from businesses about per-

mitting, reviews, county and state regulatory agencies, and the FBID Board's latest project came clear.

FBID can't erase red tape, but as a body that represents the interests of Fortuna's businesses and



recruits new ones, making it easier to grow business in Fortuna is our duty.

We are now working with the City of Fortuna on a "roadmap" or flowchart of the permits and processes for common project types. FBID's goal is to have businesses that start projects with as much knowledge as possible and,

hopefully, an easier road to completion.

We are gathering information from the City now. Next, we will survey recent project proponents on what problems you encountered, what you knew at the end of your project that you wish you knew when you started.

When we're done, we'll have a guide to give businesses when they expand, build new or just improve their business.

In the end, Fortuna will be easier to do business in and businesses will be better informed when they work with the City and other government agencies.

And that's an incentive for any business either already here or thinking about it.

Comments can be sent to fbid@sunnyfortuna.com

B.O.S.S. Group has openings, scholarships available

FBID teamed up in June with **Master Mind Alliance** business coach Richard Borough, PhD to offer a different kind of business seminar series.

Fortuna B.O.S.S. was the result: a small-group business coaching series that goes deeper into how to make your business suc-

cessful, and personally grow as a business person.

There are three positions open for the last four months of the BOSS series.

Session topics still to cover include: Referral Generation, Sensible Business Planning and Goal Setting, Time Management,

Communication, Hiring and Supervision.

The topics are important but the group problem solving and personal follow-up on your goals by Borough is what sets BOSS apart.

Sessions are just once a month for an hour-and-a-half on the fourth Tuesday

of the month.

Two scholarships are available that will reduce the cost by for the remaining sessions.

For more information see the news item on the FortunaBusiness.com website or call David at the FBID office at 725-9261.

“Clean Team” picking up Downtown Fortuna

Project brings businesses, developmentally disabled together for community

On any Monday or Wednesday you'll see the “Downtown Clean Team” out on the street: Bright yellow vests, litter pickers and sweepers in hand, making Downtown Fortuna a little brighter.

The “Clean Team” are all clients of Fortuna’s Reaching for Independence, Inc., a group that helps developmentally disabled adults learn job skills and helps them find work. RFI job coaches stay on the job with clients and help as needed.

Fortuna’s Downtown Business Association members came up for the

idea of the “Clean Team” during promotional meetings and approached RFI’s Bob Frawley about partnering on the project. RFI members and their coaches will pick up litter and recyclables regularly in the 12 square blocks of Downtown Fortuna. Clean Team members are paid for their time working for the business community.

For information on Reaching for Independence Inc, call Bob Frawley 768-9465. For information on the Downtown Clean Team call Glenn Reeves 725-7400 or David Reed 725-9261.



Two RFI clients, Harriet Cooney and Chris Hurdal and their coach Terri Skinner working on Main Street.



Re-Envisioning Fortuna’s Customer Appreciation Day

What would you do?

We’re looking for a promotion that can include as many Fortuna businesses as possible, be viable in any area of town and attract new customers to Fortuna while making existing customers come back more often.

The “Customer Appreciation Day” of 2005 and 2006 did a pretty good job on most accounts, but it ran out of steam and pulled-in less and less new

customers.

So far, ideas to replace the “yellow flag day” have ranged from a citywide coupon guide to a kiosk featuring a trio of businesses weekly.

So, here’s your last chance. Give us your version of the promotion that follows the above rules (inclusive, attractive to new and existing customers) and email it to: fbid@sunnyfortuna.com



Apple Harvest Fest Oct 6: 23 years of celebrations

Apple Harvest Festival is less than a month away, on Saturday October 6.

Wagons full of visitors to Fortuna and residents will be touring around the City. Venues Downtown, at Redwood Village, in Rohner Park, South Fortuna Elementary and Clendenen’s Cider Works will be bustling with activity.

If your business would like to be part of the group of sponsors for this year’s festival, there are t-shirt

sponsorships available for \$75. A very limited number of hay wagon “festival supporter” sponsors are also available for \$250.

Sponsors receive recognition on t-shirts, and for supporters, on wagons and in festival ads.

There is also time for a information or retail booth Downtown. For information on being part of the Downtown street fair call 725-9261 or leave a message at 407-9494.

Biz Loan talk at River Lodge: SBA 504

Are you thinking of buying property to expand your business? Are you in Real Estate? Lending? Finance? A seminar on September 12 in Fortuna will explain how SBA 504 loans can help fund commercial property projects.

SBA 504 loans offer money saving benefits and low cash injection requirements for the purchase, improvement or expansion of a business. Arcata Economic Development Corporation will host Michael

Elkin, assistant director of entrepreneurial development and Steve Bangs, Chief Financial Officer from the San Francisco SBA office as well as Loan Manager Kelli Denney and a panel of SBA 504 borrowers and lenders at the event.

Attendees who plan to build, buy or renovate a business (and their financial advisors) will learn how the loans are structured, the loan’s cash flow benefits and what sort of

projects qualify. There will be ample time for questions about your project.

FBID has co-sponsored the event to bring the cost of tickets down for Fortuna businesses.

Seats are \$25, which includes materials and lunch. The seminar will be held from noon to 2:30 p.m. at the River Lodge in Fortuna. Call Susan at AEDC, 822-4616 ext 12, to reserve your seat or for further information.

Help with the '07 Goods & Services Guide

If your business does data entry or typesetting, we may be able to use your services on the next Goods and Services guide.

If your business can help format, categorize and call businesses for the list, give the office a call.

Call Dave 725-9261.

Property look-up now on FortunaBusiness.com

A new commercial property database has been added to the FortunaBusiness.com site. The enhanced capability is part of FBID’s goals to grow existing Fortuna businesses and attract new ones.

The new database makes it easier to add properties, gives more information to site visitors and has photos of sites.

Listings include zoning and parcel information, more room for detailed de-

scriptions and better contact information. Properties with websites are automatically linked from the listing.

If you are a commercial property owner, check to make sure your available

property is listed. If you are looking for a new home for your business, please check the property page on FortunaBusiness.com.

For information email fbid@sunnyfortuna.com or call 725-9261.