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**This holiday season  
be of good cheer...  
SHOP LOCAL...  
GIVE LOCAL  
for a prosperous new  
year!**



**Download Downtown Boulder's LOVE THE LOCAL logo** to promote the Buy/Shop/Give Local message on your marketing materials

**Downtown Boulder Retailers,**

With input from fellow merchants, we have devised several grassroots marketing tactics driving home the "Shop local...Give local" holiday marketing message. PLEASE read through this update carefully and respond as soon as possible to the elements that interest you.

All Downtown Boulder merchants who email us back by November 29 with the word containing a dollar sign within this update will be entered to win (via random drawing) a 100 dollar Downtown Boulder gift card. The first 10 who respond will automatically win a 'Love the Local' drawstring cinchpack. When you find the word containing the dollar sign, send an email to: [info@dbi.org](mailto:info@dbi.org). We will contact the winner on December 1!

If you have questions or need any additional assistance, please feel free to contact us at 303.449.3774.

**Deck Your Sidewalks This Holiday Season**

Display gifts & stocking stuffers (or any other items you'd like) OUTSIDE your stores between Friday - Sunday for the next month leading up to December 25:

- Friday - Sunday:
- November 28 - 30
- December 5 - 7
- December 12 - 14
- December 19 - 21

[More information](#)

## Holiday Garage Parking Validation Program

Courtesy of [Downtown Boulder](#), starting November 28 - December 24, shoppers spending 100 dollars or more during a same day shopping /dining trip to Downtown Boulder will receive two hours (maximum allowed) worth of GARAGE parking validations by showing their receipt(s) at the Visitor Information Center at 1303 Pearl St. between the hours of 11 a.m. and 6 p.m. Monday through Friday - weather permitting.

Garage (parking structure) parking is always FREE on Saturdays and Sundays.

*Please encourage your customers to take advantage of this offer!*

[More information about parking Downtown](#)

## Gift Card Cross-Promotion Opportunity

Anyone purchasing fifty dollars or more worth of Downtown Boulder Gift Cards between now and December 31 will be able to choose a special offer / discount from select Downtown Boulder merchants (e.g. five dollar store specific gift card, 15% off coupon, free cookie, etc.).

Downtown Boulder merchants wishing to participate in this cross promotional opportunity should contact our office by December 6 at 303.449.3774 or via [email](#).

## We Will Advertise Your Promotions for FREE

Offering any in-store specials? Let us help you get the word out. Downtown Boulder has an email database of 1000 people who have opted-in to receive updates about special offers and promotions. Send us your information (on an ongoing basis) and we will help you get the word out! Email details to [info@dbi.org](mailto:info@dbi.org).

## Holiday Gift Guide Blogs

Send us gift ideas from your store by December 6 and we will include your information in weekly 'Top 10' Gift Guides on our [Downtown Boulder blog](#) and on a link on our [home page](#) (1,400 unique sessions *daily*). Provide a detailed product description as well as pricing details and a photo if available. Include information

on holiday hours and anything else you want our readers to know!  
(Our blog automatically feeds into our [Facebook page](#).)

[Email us now](#)

## Incentives for Downtown Boulder Employees?

Do you offer a discount to Downtown Boulder employees? If so, please give us the details so we can share this information in an effort to encourage those who work Downtown to also shop Downtown.

Send us an email to [info@dbi.org](mailto:info@dbi.org) with your discount offer and what identification you require to receive it. We will compile the information and share it with all Downtown Boulder businesses!

Check your email often for additional tips and resources to help you make the most of the holiday shopping season. If you have any questions or ideas, please don't hesitate to contact us. Don't forget to find the dollar sign within this update for a chance to win a 100 dollar Downtown Boulder Gift Card...GOOD LUCK!

Sincerely,

Downtown Boulder

[terri@dbi.org](mailto:terri@dbi.org) | 303.449.3774 | [BoulderDowntown.com](http://BoulderDowntown.com)

### **Increase Holiday Revenue with the Downtown Boulder Gift Card**

Benefit from the Downtown Boulder Gift Card this Holiday Season...

For businesses who are not members of Downtown Boulder, Inc. (DBI), consider joining TODAY to take advantage of the gift card program during the holiday season (we expect to sell more than a hundred thousand dollars over the next two months). The gift card feature is provided at no additional charge to DBI members. Join now to receive a special rate of 149 dollars for the remainder of 2008 and all of 2009!

[Downtown Boulder Membership Brochure](#)

Join today to take advantage of the Gift Card program this holiday season!

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