

Downtown Boulder Merchant Tips



Dear Downtown Boulder Businesses,

Our Downtown winter wonderland is the perfect backdrop for spending the holidays shopping, dining and playing in the heart of our beautiful city. With **18 shopping days and counting**, we hope you are enjoying these updates and gathering useful information and tips to end the year as successful as possible. *We hope to see you at our annual Downtown Community Exchange Holiday Party taking place this Thursday (Dec. 11) at One Boulder Plaza starting at 5:30 p.m. [RSVP here!](#)*

Reminders for your valued customers:

- **Skate with Santa at One Boulder Plaza** every Monday in December from 2:30 - 5 p.m. [The Ice Rink at One Boulder Plaza](#) is now open!
- **Santa & the Missus visits Downtown** this Saturday (Dec. 13) from 11 a.m. to 2 p.m. for [St. Nicks on the Bricks](#) at the Downtown Boulder Visitor Information Center (1303 Pearl St.)
- **Saturdays and Sundays, City of Boulder Parking Garages are FREE!** On Saturdays and Sundays, the five Downtown city of Boulder parking structures are FREE! [Click here for more parking information](#)
- **Spend \$100 & Get Two Hours Free Parking!** Mondays - Fridays between 11 a.m. and 6 p.m. (through December 24), visitors spending \$100+ in a same day shopping/dining visit to Downtown Boulder can receive **two hours of complementary city of Boulder parking structure validations** courtesy of Downtown Boulder. [Download an informational flier](#)

Deck The Sidewalks



Display gifts & stocking stuffers (or any other items you'd like) **OUTSIDE** your stores between Fridays - Sundays for the next two weeks leading up to December 25...

Downtown Boulder has secured city permits to allow you 'Deck the Sidewalks' with the same provisions as

Articles & Resources



[Letter to the Editor from Jane Jenkins](#)

PEEL DEAL



Draw in holiday shoppers with seasonal signage!

Peel Vinyl Graphics is offering Downtown Boulder businesses a 20 percent discount on signs, banners & posters.

[City Of Boulder Sign Codes](#)

our annual 'Sidewalk Sales.'

We are not suggesting you use this event to promote discounted items (unless you want to) but rather highlight goods from your store to help drive traffic inside!

[Guidelines](#)

[Small Store
Holiday Survival
Guide](#)

[Ideas to Lure
Holiday Shoppers](#)

Please don't hesitate to call or email us with any questions, ideas or concerns!

Downtown Boulder

[Jane Jenkins](#), Executive Director

[Dave Adams](#), Deputy Director

[Terri Takata-Smith](#), Director of Marketing & Communications

[Eli Madrone](#), Communications Coordinator / Web Site Guru

[Lib Ilderton](#), Special Events Manager

[Sue Hempstead](#), Controller

303.449.3774

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