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Downtown Boulder

February 20, 2009

Business Tips

Dear Downtown Boulder Businesses,

On Wednesday, [RRC Associates](#) presented the [2008 Downtown Boulder Intercept Survey](#). If you would like to review the findings, please check out our [Downtown Research page](#).

Please take a few minutes to peruse this update and contact us if you have any questions or need any additional information!

Sincerely,

Downtown Boulder
303.449.3774

In This Issue

[KBCO On Air Giveaways](#)

[1,000 families in Downtown on April 24](#)

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Find Downtown Boulder
on



KBCO Promotions Opportunity



Downtown Boulder is looking for **SIX** retailers and/or restaurants who are interested in **trading out** (5) five \$50 gift certificates from your establishment (for a total of \$250) in exchange for one week worth of on air mentions (2x daily) valued at an estimated \$1350. [Learn more](#)

New Businesses

Downtown Boulder welcomes:
[Happy Noodle House](#) &
[Boulder Drafthouse](#)
to our vibrant community!

CO Children's Day at Boulder



[Colorado Children's Day at Boulder](#) is an afternoon of FREE activities for children through elementary school age and their guardians designed to celebrate children and engage them in age appropriate activities. Planned activities include exploration of emergency vehicles, interactive live music, face painting, games with Colorado University student athletes, dancing in a water fountain and more. This will also be an opportunity for parents to learn about the many services available to them in Boulder. (Last year, over 1,000 children & their families attended.)

This year, the event will take place **April 24** (rain day: April 27) from **noon to 4 p.m.** on the **1300 block of Pearl Street.**

Downtown businesses are encouraged to participate by offering kid friendly activities at your establishment and/or by donating to the goody bags. This event draws a huge crowd right into the heart of the city...let's give them some reasons to stay and LOVE THE LOCAL!

To learn more, please click the links below:

[Participation](#)

[Donations](#)

Articles & Resources

- [GroundFloor Social Media](#) division is offering a **Social Media 101 program**, on Wednesday, Feb. 25 | 2 - 5 p.m. | Boulder Outlook Hotel | cost: \$45. Attendees will learn how to confidently develop and execute a strategic social media campaign across a variety of Internet mediums. [More](#)
- [Boulder Digital Arts](#) doesn't want you to be left in

the dark! If you've been hearing a lot about social media (sites like Wikipedia, Twitter, Digg or Facebook), and you want to understand more about it before diving in deeper, **Marketing with Social Media** is a perfect introduction. The class will cover the basics of social media from business / marketing perspective - and it will leave you inspired and confident in how to better use social media to promote your own brand or organization. (Wednesday, March 11 | 6 - 9 p.m. | Boulder Digital Arts Studio| cost: \$70 non BDA members /\$50 members. [More](#)

- Check out [BoulderDowntown.com's Marketing Resource page](#) for useful articles, reports and research!

Contact Us

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