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Downtown Boulder

March 10, 2009

Business Tips

Dear Downtown Boulder Businesses,

This week we bid Jane Jenkins a fond farewell as she heads to OKC and we welcome our new director, [Sean Maher!](#)

We hope to see you at our March Downtown Boulder Community Exchange (DCE) this Thursday from 5:30 p.m. to 7 p.m. at [Vectra Bank](#). To learn more, email Lib Ilderton (lib@dbi.org).

Sincerely,

Downtown Boulder
303.449.3774

In This Issue

[Boulder Weekly's Best of Boulder](#)

[4th Annual Sustainable Opps](#)

[Social Networking's New Global Footprint](#)

[Articles & Resources](#)

Advertising & Sponsorship Opportunities

[Downtown Magazine](#)

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[2009 CU Campus Visitor's Guide *](#)

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Downtown Boulder is thrilled to be very well represented in a number of categories for **Boulder Weekly's - Best of Boulder** survey. Help downtown businesses win in their category by filling out a

4th Annual Sustainable Opportunities Summit



Congrats to [T-Bar](#) who received a mention today on [DailyCandy.com](#)'s Daily Candy Deals Page. According to [T-Bar's Twitter](#) account, they are busy packing orders!

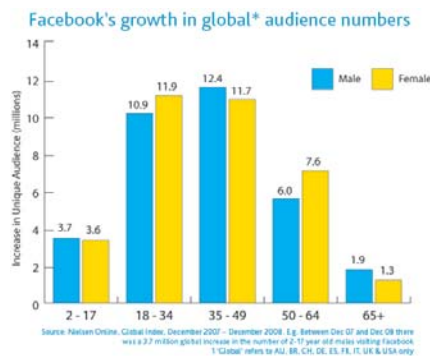
More and more of the world's political and business leaders recognize that there is enormous economic and financial opportunity for those organizations and communities imaginative enough to develop solutions to this global sustainability challenge; and that they must combine their respective leadership talents to create the kind of new, more sustainable economic model the world so desperately needs.



On March 17 - 19, join **Denver Mayor John Hickenlooper**, **Colorado Governor Bill Ritter** and over 60 thought leaders from business, government and academia across the US and elsewhere at the **Colorado Convention Center** as they discuss sustainability topics ranging from job creation, to sustainable business strategies and investment priorities that will create prosperity, preserve our environment and reduce the social inequities associated with the old way of doing things. [Learn more](#)

Social Networking's New Global Footprint

Two-thirds of the world's Internet population visit social networking or blogging sites, accounting for almost 10% of all internet time, according to a new Nielsen report "[Global Faces and Networked Places](#)."



Facts-at-a-glance:

At the end of 2008, **social networking had overtaken email** in terms of worldwide reach.

According to the study, **66.8% of Internet users across the globe accessed "member communities"** last year.

In 2008, users spent **63% more time on member communities** than they did in the previous year.



Create Denver Expo

March 21, 2009

9 a.m. - 4 p.m.

201 W. Colfax Ave. (Denver)

A day-long event that provides creative individuals and businesses a "one-stop" opportunity to learn and gain awareness of the various services and programs that can help them to stabilize their creative businesses and plan for the future. [More](#)



Parking Task Force Members Wanted

The Downtown Boulder Parking Task Force meets the first Wednesday of each month at 10 a.m. at the Parking Services office (15th and Pearl). Members representing the business sector are wanted. Those interested should contact Kurt Matthews (MATTHEWSK@bouldercolorado.gov)

New Businesses



Downtown Boulder welcomes:
[Twig Salon & Spa](#)
to our vibrant community!

However, within member communities, **Facebook saw growth of 566% in time spent on it by users worldwide.**

Facebook's fastest growth demographic is older users - the social network tacked on 12.4 million people between ages 35-49 in 2008.

Globally, **Facebook reaches 29.9% of global Internet users**, versus 22.4% for MySpace.

MySpace remains the most profitable social network, generating an estimated \$1 billion in revenue versus \$300 million for Facebook in 2008.

Facebook is the top social network in all countries except Germany, Brazil, and Japan (Nielsen still has MySpace as tops in US in the report, but as of January '09, that had changed).

[Read the full report here](#)

Articles & Resources



Boulder's Small Business Development Center (SBDC) offers a several of workshops on a variety of topics. Coming up:

- [LEASING COMMERCIAL REAL ESTATE IN TURBULENT TIMES](#) (March 19)
- [SMALL BUSINESS START-UP WORKSHOP](#) (March 25)
- [PR201 IN THE DIGITAL WORLD - ADVANCED SOCIAL MEDIA](#) (March 25)

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

- [Facebook Pages - Insider's Guide](#)
- [Tap Into Twitter](#)

[Social Media for Business: The Do's and Don'ts of Sharing](#)

Contact Us

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