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## Downtown Boulder Business Tips



January 9, 2009

Dear Downtown Boulder Businesses,

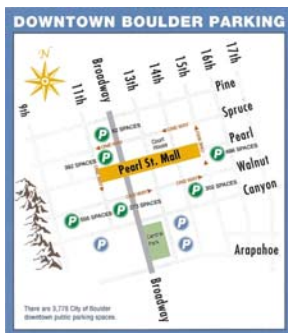
Happy New Year!

Downtown Boulder Gift Card sales in November and December reached close to \$87,000 with gift card redemptions for those two months over \$35,500. [Click here to view our 2009 Gift Card stats](#)  
You must be a member of Downtown Boulder, Inc. to participate in the gift card program.

*Remember, members of Downtown Boulder, Inc. can take advantage of the gift card program at no additional costs. To learn more about membership, [click here](#)*

After an amazing nine years leading Downtown Boulder, Jane Jenkins (Downtown Boulder's Executive Director) announced Tuesday that she has accepted a position as the President & CEO for Downtown Oklahoma City, Inc. [Read the Camera story](#)

### Downtown Parking Garage Renovations & Repairs



CAGID Garage Renovation & Repairs Project Starts Monday (1/12/09). Improvements will be completed in all five Downtown garages. Structural repairs have been identified as a priority to be completed before aesthetic renovation items. The project will start at the 1000 Walnut (St. Julien) parking structure. [READ MORE](#)

### Bring More Customers In & Increase Profits

#### Promotions & Discounts Details



Our Sales and Promotions Web page was well received during the holiday season.

There were over 1,100 page views for the month of December - making it our 15th most requested page.

We would like to continue to highlight any specials / discounts / deals on a regular basis. Please continue to send details to Terri: (terri@dbi.org)



### **Boulder Book Store presents the Independent Business Bookclub**

On Wednesday, Jan. 28 at 5 p.m. in the Book Store's Upper North room, join us to discuss [Why We Buy: The Science of Shopping by Paco Underhill](#). We will talk about the science of shopping-from displays, to store layout, to signage and employee interaction.

The Independent Business Bookclub meets to address the concerns, challenges and needs of independent businesses and is open to all who interested! For more information, contact Mandy King at [mandys@boulderbookstore.com](mailto:mandys@boulderbookstore.com).

### **Articles & Resources**



Downtown Boulder just became a fan of [Social Media For Small Business on Facebook](#).

[Harness The Power of Facebook \(PDF\)](#)

[Start A Blog \(PDF\)](#)

[Measure Your Success Online \(PDF\)](#)

Check out these three (in a series of six) Social Media Guides:

Please join Downtown Boulder on Facebook...

[Become one of our Fans](#) today!

Jane Jenkins, Executive Director  
Dave Adams, Director of Operations & Membership  
Terri Takata-Smith, Director of Marketing & Communications  
Eli Madrone, Communications Coordinator / Web Site Guru  
Lib Ilderton, Special Events Manager

Sue Hempstead, Controller

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