

MONTHLY NEWSLETTER



HISTORIC DOWNTOWN GRESHAM

Stroll • Shop • Dine • Enjoy

Historic Downtown
Gresham Business Assoc.
P.O. Box 2312
Gresham, OR 97030
(503) 665-5990

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December 2011

Message from the President

Dear Members ,

It is hard to believe that we are saying goodbye to another year and hello to a new one. As we end this year I am stepping down as President of the Downtown Business Association. It has been an honor to be part of such a great organization, I am proud of the progress that we have all seen taking place in our area and I am excited to see what the future will bring for everybody.

The last two years have flown by and I am grateful for all of the support that I have received throughout my presidency. Nothing worth doing is done well without the help of the people that are around you. We have seen a lot of changes in the last couple of years and most of them can be attributed to an outstanding executive board as well as a great membership base. This organization plays a vital part in the success of our downtown businesses and I hope that you will all continue to support it in the future.

I am pleased to have Michael Gonzales coming in as your new President. Most of you will know Michael from all of his (very) hard work throughout the years working on our website, newsletter and various events and promotions regarding Historic Downtown. I am optimistic about the future for downtown Gresham and I wish you all much success in your business ventures.

Sincerely,

Cari D. Floyd

PS – Attached to this newsletter is the application for 2012 membership drive. Thank you for your support this past year and we hope to carry over the momentum this upcoming year with your continued support.



Calendar of Events

Business Assoc. Meeting

Tue, Dec 6th 8:00am
Sunny Hans Restaurant
Corner of 3rd & Main Ave.

Photos with Santa

Sat, Dec 10th noon-3pm
Gresham History Museum
Cost: \$12

Christmas Eve

Sat, December 24th

Christmas

Sun, December 25th

New Year's Eve

Sat, December 31st

New Year's Day

Sun, January 1st 2012!!

Downtown Crimes

There has been some talk going around of recent break-ins to local area businesses in which the individual(s) have been targeting computers, electronics and other easily accessible things to grab and run off with. While not sure of all the details, it appears as though these break-ins have taken place after hours in the evening and weekend when no one was around. It's unfortunate that this negative activity has taken to our community, but something we should all be aware of to prevent and ultimately catch the individual(s) responsible for these crimes. Consider what security measures you have in place at your place of business as well as insurance to cover your assets should your business get affected. We will try and get a police officer to come speak to our group at the next meeting or at least get some insight on the situation so that we can be aware of how to best protect our assets.

This is also a good reminder for retail merchants to be aware of counterfeit money during the holiday shopping season. Big bills should always be checked closely before you accept it or change someone out. These, and other types of scams, seem to become more popular as we enter into the busy holiday season.



Merry Christmas!

The month of December is great for getting together with family, friends and colleagues to celebrate the holidays and end the year with a bang. Please remember to continue to think locally when you book and celebrate your holiday events to support our community. We hope that everyone enjoys themselves safely and the spirit of Christmas brings peace and good will to all of us. Merry Christmas and Happy New Year. See you all in January!



SMALL BUSINESS
DEVELOPMENT CENTER

Weekly Connections

Small Business Management Program

Date: Dec 13th 11:45- 12:45

Cost: Free – Must RSVP

Where: Online Webinar

You need to register for this information meeting about the program.

The PDC Small Business Management (SBM) program is a 10 session business training program which combines 30 hours of training with 20 hours of business advising.

Upcoming Training

12/6 How to get a Business Loan

12/7 Buying a Small Business

12/7 Going into Business: Start Smart!

*Pre-registration is required.

For additional classes, visit www.mhcc.edu/pages/1097.asp

For more information or to register:
Call (503)491-7658

Email: bizcntr@mhcc.edu



Join the Historic Downtown Gresham Business Association

The Historic Downtown Gresham Business Association (HDGBA) is entering its 7th year as a membership organization. Over 79 businesses or individuals joined in support of the HDGBA in 2011. If you were one of those members, we thank you for your support! If you are new to the area or have never joined the HDGBA, we'd like to tell you about the organization.

The HDGBA's goal is to promote business success and community pride in Historic Downtown Gresham. Over the past six years the HDGBA has been working to promote local businesses in the community by producing a Walking Map and Business Directory, creating a website where members can display their information (www.exploregrsham.com), communicating among business owners and the community via a monthly newsletter, sponsoring the My Mom's a Winner coloring contest, hosting the Third Thursday and Safe Trick or Treat events, and supporting other events taking place in our downtown community such as Farmer's Market, Music Mondays, Gresham Art Walk, Rockin' Round the Block Car Show, Teddy Bear Parade and the Spirit of Christmas, as well as the events held at the Center for the Arts Plaza. All of the above bring recognition and many visitors to the area. By supporting the HDGBA with your dues, we can continue to promote business success and community pride.

We received positive feedback from our members this past year as well as some suggestions for things you would like us to do to strengthen our downtown core. You spoke and we listened. In 2011, we planned to focus on marketing and promoting our downtown area, shopping local and supporting our local merchants. The HDGBA worked together with the Try Local First committee of the Gresham Area Chamber of Commerce to design and place six billboards in our area to promote shopping local. The billboards were displayed prominently in our community during the summer months. The design focus was to bring business to our downtown core area and to provide a reminder to shop local. We also participated in some public service announcements which aired on East Metro Community Television to inform the public about how spending locally improves our community. These, along with future promotions for our Historic Downtown area, were made possible through your membership with the HDGBA.

All Inclusive Membership \$150.00

Available for Downtown Businesses or Associate Businesses (outside the downtown core)

- Receive Monthly Business Association Newsletter & Email Updates
- Walking Map & Downtown Business Directory listing in **BOLD** with Descriptive Text on 7,500 walking maps – sets your business apart from the competition. (For those businesses interested in advertising on the walking map, you must be a member and located in the downtown core. Cost for these ads is \$100).
- Business listing on www.exploregrsham.com as well as a rotating banner ad spot on the homepage.
- HDGBA LOGO Window Sticker – displays your community support to the public.
- Opportunity to participate in “Third Thursday” and other HDGBA related advertising and events.

Friends of Downtown Gresham - Your Contribution is Greatly Appreciated!

- Receive Monthly Business Association Newsletter & Email Updates
- Stroll...Shop...Dine...Enjoy! Tote Bag

Attached is the “Historic Downtown Gresham Business Association Membership Application”. To ensure your business is listed on the Walking Map, please **submit** your Membership Application form and dues by **Friday, February 24, 2012**.

Thank you for your support as we continue to promote business success and community pride!

PO BOX 2312 Gresham, OR 97030 Phone: 503.665.5990 www.exploregrsham.com



Historic Downtown Gresham Business Association Membership Application

Name _____ Business Name _____

Business Address _____
Address City State Zip Code

Phone #(s) _____ Fax # _____

Email _____ Website: _____

Brief Descriptive Text of your Business for Walking Map Listing (Please limit to 4-6 words):

Are you interested in advertising on the walking map? The cost for this is \$100.00 _____

Membership Levels

All Inclusive Membership _____ \$150.00

Friend of Downtown Gresham _____ *Your Generous Contribution is Greatly Appreciated!*

All Inclusive Membership Includes:

- Receive Monthly Business Association Newsletter & Email Updates
- Walking Map & Downtown Business Directory listing in **BOLD** with Descriptive Text on 7,500 walking maps – sets your business apart from the competition. (For those businesses interested in advertising on the walking map, you must be a member and located in the downtown core. Cost for these ads is \$100).
- Business listing on www.exporegresham.com as well as a rotating banner ad spot on the homepage.
- HDGBA LOGO Window Sticker – displays your community support to the public.
- Opportunity to participate in "Third Thursday" and other HDGBA related advertising and events.

Friend of Downtown Membership Includes:

- Monthly Newsletter Delivery via email
- Stroll...Shop...Dine...Enjoy! Tote Bag

Please make checks payable to:

Historic Downtown Gresham Business Association
P.O. Box 2312 Gresham, OR 97030
Voice Mail #: (503) 665-5990 Website: www.exploregrsham.com