

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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March 2011

Emergency Contact Tree

As merchants, we have a lot to keep an eye on. We also realize that we can't be in all places at all times. Having other merchants and business owners in the area look out for one another has always been the eyes behind the head that many of us rely on for suspicious activity at our locations when we are not around. Some of us have emergency contact information for some merchants and there have been situations where having that info has helped avoid potentially negative impacts to our businesses. We only use your personal contact info for those type of emergencies.

Please be on the lookout for your **2011: Update Emergency Contact Information form** going around to all businesses new and old in downtown Gresham during February and March 2011. These forms will be handed out to your businesses personally by Dr. Tara Tedrick, chiropractor and board member of the HDGBA. If your business is not open, it will be slipped under the door if possible. If not, you can pick up a copy of the form at Tedrick Family Chiropractic. Let's be aware of each other and our business.



Connect with Us!



Have you checked out our new website yet? If you have any feedback, please let us know. We want to make sure everyone is taking advantage of it as a resource for promoting your business and events here in our community.

Also, if you have not already done so, make sure you stay in the loop of all the fun events taking place in Historic Downtown Gresham by following us on our Twitter and Facebook pages!

twitter.com/ExploreGresham

| facebook.com/ExploreGresham

Calendar of Events

Business Assoc. Meeting

Tue, Mar 1st @ 8:00am
SBDC office (3rd & Roberts)

Meet the Media: Working with the Press to Promote your Business

Thu, Mar 3rd 9:00-noon
Gresham City Hall
Cost: Free (Must RSVP)

St. Patrick's Day

Thu, Mar 17th
Check with local merchants
for Valentine's specials!

Try Local First Marketing Seminar: 10 Ways to Engage your Audience & Extend your Public Reach

Tue, Mar 29th 6 – 8 p.m.
Portland Adventist
Elementary
Cost: \$25 (Must RSVP)

HDGBA Membership Meeting Agenda

Tuesday, March 1, 2011
8:00 AM @ MHCC Small Business Development Center
323 NE Roberts Avenue, Gresham

AGENDA

Welcome & Introductions - Cari Floyd

Gresham Police Update

City of Gresham Update – Storefront Improvement Program - Brian Martin

Priorities for Downtown Questions

Emergency Contact Info -Tara Tedrick

Committee Reports

Events – My Mom’s A Winner Coloring Contest

Third Thursday

GDDA - Stacey Warden

Marketing – Billboards for HDGBA – Clear Channel

Banner for Powell

Membership Drive

Open Forum

Next Meeting – April 5, 2011



SMALL BUSINESS
DEVELOPMENT CENTER

Weekly Connections

Business Growth Program

Date: 3/30 -6/8

Time: 4pm-7pm

Cost: \$395 – Must RSVP.

Business Plan Bootcamp

Date: 3/2, 3/9 & 3/16

Time: 6pm – 9pm

Cost: \$135 - Must RSVP

Smart Marketing

Date: 3/3 & 3/10

Time: 6 – 9p.m.

Cost: \$65 - Must RSVP

Upcoming Trainings

3/8 Financial Projections for your Business

3/15 Quick Books Bootcamp

3/15 Access to Capital

3/15 Going into Business: Start Smart

3/17 Business Growth Roundup

3/18 Boosting your Business using Social Media Marketing

*Pre-registration is required.

For additional classes, visit <http://www.mhcc.edu/CommunityConnections.aspx?id=1065>

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 6th year as a membership organization. 78 businesses or individuals joined in support of the HDGBA in 2010. If you were one of those members, we thank you for 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 five years, the HDGBA has been working to promote local businesses in the community by: producing a Walking Map & Business Directory; creating a Website where members can add their information (www.exploregresham.com); communicating among business owners and the community via a monthly Newsletter; sponsoring the "Third Thursday" and "Safe Trick or Treat" Events; supporting other events taking place in our Downtown, i.e. Farmer's Market, Gresham Art Walk, Mt. Hood Jazz Festival, Rockin' Round the Block Car Show, Teddy Bear Parade, The Spirit of Christmas and events at the new 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 got a lot of positive feedback from members this past year as well as suggestions for things you would like to see happen to strengthen our downtown core. You spoke and we listened. This year we are going to be focusing on marketing and promoting our downtown area, shopping locally and supporting our local merchants. Another change that is taking place is in our membership structure. In the past, we offered two levels of membership which we are now consolidating into one standardized membership, offering equality and recognition to all our members! We are confident that all of you will find added value in the new membership structure.

All Inclusive Membership \$150.00

Available for Downtown Businesses or Associate Businesses (outside the DT 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.exploregresham.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 businesses is listed on the Walking Map, please **submit** your Membership Application form and Dues Payment by **5:00 PM on Friday March 18th**.

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



Historic Downtown Gresham Business Association Membership Application

Name _____ Business Name _____

Business Address _____
Address City State Zip Code

Phone #(s) _____ Fax # _____

Email _____

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.exploregrresham.com