



BuyBOTHELL Newsletter

February 2010

WELCOME NEW MEMBERS

Joe Chong-Gerbracht, JCG Home Services
Megan Plummer, Defined By Eye

NEW CO-CHAIR FOR 2010

We have a new co-chair for the BuyBOTHELL Committee for 2010. Danielle Titland with the Bothell/Kenmore Reporter will be co-chairing the committee along with myself, Leeann Tesorieri.

Monthly meetings will be held the fourth Tuesday of the month at 9:30 am, at the Bothell Police Department. We guarantee the meeting will last only one hour but we pack a lot into that hour. Our mission is to encourage residents, employees, and business owners to shop locally with the ultimate goal being to increase sales for all businesses in Bothell, including yours. We'd love your input and ideas.

PROMOTE YOUR BUSINESS

You can sign up to be at the BuyBOTHELL booth at any of the events listed in the next article and promote your business for FREE. We know that as a small business owner you may not have the time to do this but you can still take this opportunity to promote your business by supplying small give-a-ways or prizes to use at the booth. BECU generously donates a lotto wheel – festival goers can spin to win a BuyBOTHELL shopping bag, candy or prizes from BuyBOTHELL businesses. You can drop your items off at the Chamber. Thank you!

WE'RE FOCUSED FOR 2010

We'll be concentrating on three major areas for 2010:

- **PRODUCING AND DISTRIBUTING THE 4TH ANNUAL GUIDE TO GOODS AND SERVICES**
- **CONSISTANTLY MAINTAINING A PRESENCE AT LOCAL EVENTS:** Spring Garden Fair (April 24th), LiveArts (June), 4th of July Parade, Music in the Park (July & August), RiverFest (August), Harvest Festival (October) and possibly more depending on staff
- **REFINING OUR WEBSITE BY:** Publishing the Guide on the site with a searchable directory and links to all BuyBOTHELL members' websites; hire a word smith to write a description for each of the different Bothell areas with photos; include a featured business of the month article on the home page using one of our sponsors; update the 101 great shopping ideas; and finally, develop social networking with a BuyBOTHELL Facebook page to promote the website, the events we're participating in, and give tips about local businesses.

These three areas all feed off of each other. The guide promotes our website and reaches out to residents. 17,000 copies are distributed through the Bothell/Kenmore Reporter. The events also reach out to residents by distributing more guides, flyers promoting the website and the buy local concept, and knowledgeable staff to answer questions. In April, the BuyBOTHELL website will include the guide with a search feature so residents will be able to find local businesses. Each BuyBOTHELL member business will have a link to their website. We'll also be on Facebook where we will promote the website, talk about the events we'll be at and also make announcements about our BuyBOTHELL businesses – a great opportunity to advertise your in-house events, celebrations, sales, etc. We'll keep you posted as to how you can take advantage of this as we move forward.

Thank you to our Gold and Silver Sponsors



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