



## Downtown Boulder, Incorporated

is a non-profit organization dedicated to the promotion and preservation of Downtown as the heart of the community. We work to maintain Downtown as the center of commerce, government, culture and leisure. With one of the most successful pedestrian malls in the country, historic Downtown Boulder is a state-wide treasure. Like all treasures, however, Downtown Boulder requires constant care and protection.

Our Downtown is historic, inviting, eclectic and vibrant. We strive to build upon these unique qualities that make this area such an important factor in Boulder's quality of life.

Our over 300 DBI members support the overall vitality of Downtown through public advocacy, political involvement and community events that enhance the Boulder experience for residents and visitors. Members of Downtown Boulder, Incorporated (DBI) are dedicated to the continued preservation and enhancement of Downtown Boulder as the heart of the greater Boulder community. We urge you to join us.

## DBI is guided by our dedicated Board of Directors, who represent the following local businesses:

AIP Commercial Real Estate	PEH Architects
A-List Interviews	Pedestrian Shops
Art Source International	P.N. Eklund Interests, Inc.
Communication Arts	Richard Pendleton & Associates
Creative Growth Seminars	Rock Bottom Breweries
8 Days a Week	RRC Associates
James TravelPoints	Savvy
JVA Incorporated	Studio 1 Dental
Nature Conservancy	Vectra Bank
Om Time	Waters Read
Law Office of Mary Nagle Street	Wells Fargo Bank
Liquor Mart	



DBI members are part of an organization dedicated to Downtown advocacy; providing access to networking opportunities; producing top notch, community focused events; and developing & delivering effective communications / messaging.

Membership in Downtown Boulder, Incorporated is voluntary and open to any interested person or organization. Our current membership of over 300 reflects a wide variety of property owners, business professionals, retailers and restaurateurs.

## Benefits of Membership

- Parking Validation Program Assistance
- Advertising and Promotional Opportunities
- Educational Workshops and Mailings
- Free Yearly Downtown Mailing Labels
- Current Information on Downtown Events and Issues
- Bi-monthly Newsletter
- Participation in Downtown Boulder Gift Card Program
- Assistance and Consulting from Experienced Downtown Businesses
- Networking and Social Events
- Downtown Directory and Decal
- Access to Reports, Surveys, Event Demographics and Sales Tax Figures
- Forum for a Unified "Voice" in Downtown Boulder

To promote Boulder's sustainability and leadership as a contemporary city, DBI uses various criteria to shape its initiatives. DBI pledges the following in guiding its actions:

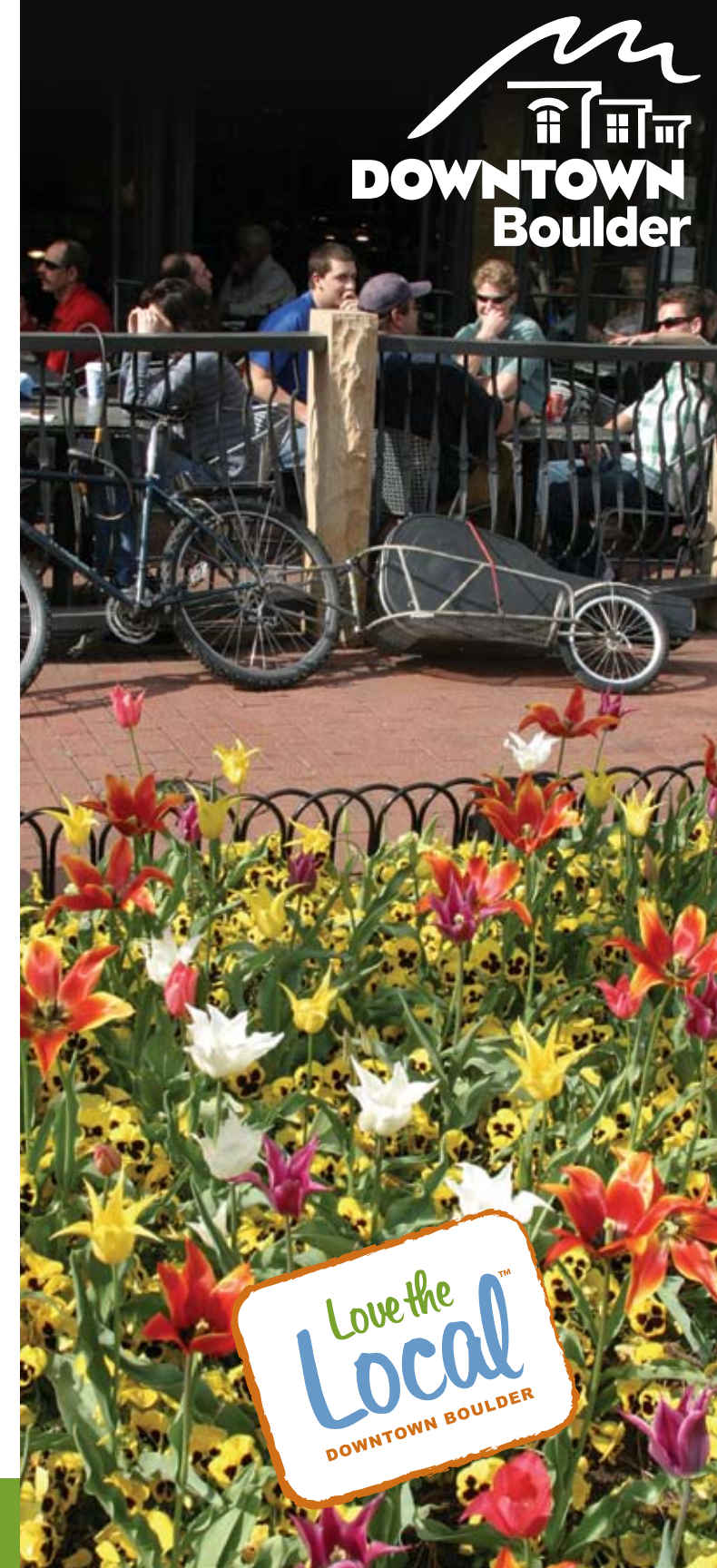
- To further the continued economic health of Boulder by providing a unique context for diverse and creative businesses to grow and thrive.
- To preserve the rich architectural and social history of the Downtown area, while welcoming and positively affecting inevitable changes.
- To build positive relationships with the immediate neighbors of Downtown and expand connections to include all of the city's distinctive neighborhoods.
- To offer innovative solutions to the challenges faced by the various groups which comprise the vibrant and energetic population of Boulder.
- To conserve the singular natural beauty of Boulder's urban, rural and mountain environment.



## Downtown Boulder, Inc.

1942 Broadway Suite 301 | Boulder, CO 80302  
303.449.3774 | info@dbi.org

[www.boulderdowntown.com](http://www.boulderdowntown.com)



# DBI Membership registration form



Register below or on line at [BoulderDowntown.com](http://BoulderDowntown.com). Click on: 'About Us' and look for the 'Membership Application' hotlink.

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

Please write or attach a 40 word description of your business for the membership directory and Downtown Boulder Web site.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Include my business in the gift card program. \_\_\_\_\_

Type of Membership (please check one):

Business Member: \$149

Individual Member: \$100  
(Name only, no business name or description)

501(c)3 Member: Complimentary

**Please fill out form, tear off and send with payment to:**

Downtown Boulder, Inc. | 1942 Broadway, Suite 301 | Boulder, CO 80302  
303.449.3774 | [info@dbi.org](mailto:info@dbi.org) | [www.boulderdowntown.com](http://www.boulderdowntown.com)

## DBI Supports the vitality of downtown boulder

### DBI Successes

- DBI facilitated the approval to create 1300 new public parking spaces in building the 15th & Pearl and St. Julien parking structures.
- DBI spearheaded the Downtown Boulder Parking Initiative, resulting in the replacement of parking meters with visitor friendly Parking Pay Stations.
- DBI initiated the Downtown Bus Pass, which grew into the ECO-Pass program and current RTD shuttles in Boulder.
- DBI worked exhaustively to pass the Downtown Boulder Business Improvement District which launched marketing campaigns to promote shopping, dining and leasing, as well as funds for security, maintenance, improvements and economic development.
- DBI continues to partner with the City of Boulder Downtown Management Commission and Downtown Boulder Business Improvement District to provide input and support for physical improvements to the Pearl Street Mall and surrounding business neighborhoods.
- DBI coordinated the development of wireless internet connections for the Pearl Street Mall.
- DBI advocated for Downtown issues such as the aggressive panhandling ordinance, for retaining Downtown neighborhood schools, Downtown convention center, and support of pro-business candidates in city government.
- DBI lobbied aggressively to build a new Downtown hotel, which resulted in the approval and construction of the St. Julien Hotel at 9th and Canyon.
- DBI closely monitored construction during the renovation of Broadway and encouraged the city of Boulder to offer incentives to the contractor so that the work was finished on a timely basis.
- DBI worked very closely with the developers and owners of 29th Street to ensure the two shopping districts would complement each other's offerings and experiences.
- DBI strongly encouraged the opening of a year round Downtown Visitor Information Center which served over 14,000 visitors in the first year of operation.

## DBI Enhances the downtown experience

### DBI Special Events

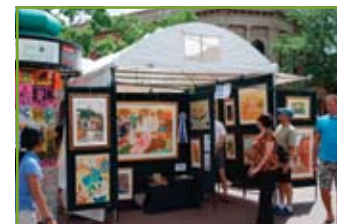
**ArtFair:** For over 30 years, Downtown's oldest and most prestigious event draws 150,000 people the third weekend in July. The event attracts talent locally as well as artists from around the world.

**Bands on the Bricks:** The region's most popular summer concert series happens Wednesday nights in June, July and August with the area's hottest bands performing in front of the Boulder County Courthouse.

**Munchkin Masquerade:** Every Halloween, Pearl Street is invaded by tiny ghosts & goblins, dinosaurs & dragons, fairies & princes and animals of every kind. Over 1,500 children dress up and head Downtown for tricks and treats.

**Lights of December Parade:** A hometown community celebration complete with "lighted floats," marching bands, horse-drawn carriages, carolers, children dressed as reindeer, and the arrival of Santa Claus.

**Other DBI Sponsored Activities:** Noon Tunes; Endless Summer Music Celebration; Tulip Fairy & Elf Parade; St. Nicks on the Bricks; President Day Sales; August Sidewalk Sale; Annual Downtown Awards Luncheon; monthly Downtown Community Exchanges; and a golf tournament benefiting Boulder Community Hospital's KidLinks program.



## DBI Helps downtown businesses' bottom lines

### Downtown Boulder Gift Cards

Downtown Boulder Gift Cards are currently accepted at over 160 Downtown businesses. Patrons may purchase the cards on DBI's Web site: [BoulderDowntown.com](http://BoulderDowntown.com); in person at the Downtown Boulder Visitor Information Center (13th and Pearl Streets) or at the DBI office (located in the Broadway Suites building).

The cards make wonderful gifts and employee incentives. They are a great way to bring more customers into Downtown establishments.

### DBI Gift Card Facts:

- No cost to participating businesses
- Cards interface with any credit card processing terminal
- Treated just like a credit card transaction
- Over \$150,000 in DBI Gift Cards are sold annually
- A quarter of a million dollars in cards have been sold since March '07
- More than 6,000 cards sold to date

**MAKE SURE YOUR BUSINESS IS NOT LEFT OUT.**

"DBI gift cards stand for 'Driving Business In.' They bring in incremental revenue at zero cost and virtually no effort on our part. This is a great way to introduce new customers to your business."

**-Jack Stoakes, General Manager, Liquor Mart**

