

Special points of interest:

- General Meeting Wed., January 18, 2012, Lillian's
- Next Board Meeting is Wednesday., Feb. 1, 2012, Skidmore Colton House, 8:30 am
- Next General Meeting is Wednesday, February 15, 6:30 pm, TBD

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Contact us: 587-8635

General Meeting: Panel Discussion: Business Cycles in downtown Saratoga Springs at Lillian's

The January general meeting is Wednesday, January 18, 6:30 PM, at Lillian's, 408 Broadway.

DBA President Jeff Clark has asked some long-time downtown business owners to share their experience and thoughts on business cycles in downtown Saratoga Springs.

Invitees include Harvey Fox of N. Fox Jewelers, Ray Morris of Lillian's, Linda Ambrosino of G. Willikers, Marianne Barker of Impressions and Cindy Hollowood of the Holiday Inn.

We hope you will come and enjoy a cash bar and complimentary hors d'oeuvres.

2012 DBA Membership Renewals

The Downtown Business Association membership renewal invoices for 2012 will begin to be sent in January for those who joined last year in January and February. Membership renewals are now one year from the month you joined in 2011.

You will receive a discount if you renew within 30 days of receiving the invoice.

We are stronger as a unit than any business is standing alone. We are going to concentrate on getting the "Shop Local" message out and we encourage cross marketing with neighbor, non-competing business partners. Have a spectacular 2012, things are looking up!

General Meeting

Wed., January 18, 2012

6:30 p.m.

Lillian's

Panel Discussion:

Business Cycles

in downtown Saratoga

Springs

Special Guests

Harvey Fox, Ray Morris, Linda
Ambrosino, Marianne Barker and

Cindy Hollowood

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Att: Restaurateurs: Participate and someone ELSE is giving the discount for Saratoga Rotary Home Show

This doesn't cost restaurants ANYTHING! Saratoga Rotary is offering the admission discount Friday only, only \$1 to get in with a receipt from your restaurant.

Susan Farnsworth has been meeting with Charlie Wheeler of Saratoga Rotary and others to work on this great promotion. **Restaurants do not have to pay or donate anything!! Rotary if offering a discount to the Rotary Home Show at the door Friday night with a receipt from your restaurant.** Just say you will participate.

Guests that dine in your restaurant the week of February 27th through Friday evening March 2nd hold on to their meal receipts and then will be able to get into the show for a \$1.00 on Friday evening by simply presenting a receipt from one of the participating businesses.

We simply ask that you promote it as you hosting a "Dinner Show" promotion using point of sale promotional pieces both cardboard and digital that will be provided by

Saratoga Rotary, as well as through your normal advertising efforts. Just add a tag line on your normal promotional pieces.

To participate, please e-mail Susan Farnsworth at slfdesign@aol.com, subject line "Dinner Show."

Saratoga Rotary Home Show will be promoting it as well, ads and 90% of the editorial copy will refer to the "Dinner Show" promotion.

It is also being promoted by the Chamber of Commerce, Convention & Tourism Bureau, the Preservation Foundation.

See page 4 of this newsletter for more details on the Saratoga Rotary Home Show.

President's Message

We hope all our members have a Happy (and profitable) New Year. We'd like to help you with that wish. One of your DBA Board members, John Reardon (Compliments to the Chef) is willing to help you organize with cross marketing efforts. Please call John at 226-4477, Susan Farnsworth at 587-8635 or me at 581-7550 to get assistance.

Later this spring we have training on Social Media for Businesses and another session on marketing. Watch the newsletters for details.

As always, it's a privilege to live and work in this great city.

Cheers,
Jeff



SaratogaArtsFest 2012

The Sixth Annual SaratogaArtsFest is June 7-10, 2012. Join us again and celebrate this great event and reap the benefits of the increased traffic.

We are asking you to get involved! Here are some ways to participate:

1. Provide a discount, i.e. 10% off with the *ARTSPASS*.
2. Become a sponsor of a large performance OR DBA Music Showcase. These performances will be supported by great publicity for you with radio, banners, etc.
3. Self produce an event in your venue (i.e., DBA featured dinner performance).
4. Purchase an ad to be placed in the Festival Book & Events Guide.

5. Plan a give away at your business.
6. Name a dessert/appetizer, product or promotion that celebrates the arts.
7. Sign up as a volunteer.
8. Decorate your store window in a way that celebrates the arts.

We thank you for your support!

The SaratogaArtsFest DBA committee is Christel & Colin MacLean, co-chairs, & Melissa Fantasia, all at Circus Café, 583-1106; Fran Dingeman, Star 101.3 at 899-3000, Tina Mendez at G. Willikers, 587-2143 & Susan Farnsworth, DBA, 587-8635.

Or e-mail circus@circuscafe.com, fran@star1013.com or slfdesign@aol.com.

Important Dates

- January 8-11.....NYS Assoc. of Professional Land Surveyors Annual Conference, City Center
- January 10-11.....GE Global Research Annual Conference, City Center
- January 13-15.....Capital District Youth for Christ Excel 2012 Annual Conference, City Center
- Wednesday, January 18..... DBA General Meeting, Lillian's**
- January 18.....Milton Caterpillar Business Meeting, City Center
- January 18.....Bimbo Bakeries Sales meeting, City Center
- January 19-22.....NE Organic Farmers Annual Conference, City Center
- January 25.....Saratoga Co. Planning Dept. Annual Conference, City Center
- January 26.....Saratoga Co. Chamber of Commerce Annual Dinner, City Center
- January 27-29.....NEACA Arms Fair, City Center
- Tuesday, February 1..... DBA Board Meeting, Skidmore's Colton House**
- February 2..... Saratoga Co. Surrogate Court Hon. Harry Seibert Retirement Dinner, City Center
- February 3-5.....2012 Annual Winterfest, Saratoga Springs
- February 4.....Chowderfest, Saratoga Springs
- February 7-9.....Affordable Comfort Inc./NYSERDA Solutions for Success, City Center
- February 11.....15th Annual Bartenders Ball, City Center
- February 17-19.....Dance Flurry, City Center
- February 19-20.....Empire State Baptist Congress Annual Conference, City Center
- Wednesday, Feb. 15.....DBA General Meeting, TBD**
- February 24-25.....Saratoga Beer Week, City Center & downtown
- February 26.....Bridal Fair 2012 Enchanted Wedding Expo, City Center
- March 2-4.....Saratoga Rotary Home & Garden Show, City Center**

Saratoga Rotary Home Garden & Outdoor Show March 2-4, '12

2012 Marketing and Promotional Plans

This year's show committee recognized that it was important to adapt to meet current conditions in the economy to insure the continued success of this respected show. This resulted in the adoption of the following partnerships and direct marketing concepts. This in addition to increasing the advertising budget by 50%

Marketing Partners

Partnerships have been forged with the Saratoga County Chamber of Commerce, the Saratoga Springs Downtown Business Association and the Saratoga Springs Preservation Foundation,

Saratoga County Chamber of Commerce

The Chamber will be running their "Summer Fun Stay & Play Showcase" trade fair on the second level of the City Center on the Saturday of the Home Show. These exhibitors will be targeting the same demographic as the vendors in the Home Show (The Clifton Park to Lake George/ Glens Falls Area). Visitors to the Home Show will get two shows for the price of one. The Chamber will be cross promoting their event along with the Home Shows itself though their membership base via newsletters, advertising as well as through 5900 email addresses in their data base.

Saratoga Springs Downtown Business Association (DBA)

The restaurant members of this organization will be hosting a "Dinner Show" promotion using point of sale promotional pieces as well as through their normal advertising efforts. The concept is that anyone who has dinner in one of the participating restaurants during the week of February 27th through Friday evening March 2nd will be able to get into the show for a \$1.00 on Friday evening by simply presenting a receipt from one of the participating businesses. This promotion will be supported though direct mail to 3200 families who participated in the **Saratoga Convention & Tourism** Bureau's Restaurant week.

Saratoga Springs Preservation Foundation

The Preservation Foundation will host a select number of craftsman in a designated area each of which are engaged in the renovation of homes and businesses. The theme of this area is known as Restoration Corner promoting a "That Olde House" concept. They will be cross promoting this concept along with that of their marketing partners to their membership base and via press coverage initiated through their ongoing public relations program.

Participants and Beneficiaries

Tailored direct mail pieces are being designed for use by those who have a vested interest in the outcome of the show. This includes the exhibiting companies themselves, the show sponsors and the not-for-profit organizations who receive the largess generated from the show.

- A) **The not-for-profit organizations** that receive funds as a result of the show are being asked to share a flyer via email to their contributors and/or membership base making them aware of the show and encouraging their members support one of the partner's activities

- B) **The Show Sponsors** will be asked to display point of sale promotional pieces and request that they insert a tag line in their existing advertising (Proud Sponsor of the Saratoga Home Show March 2-4, 2012). We are also working with them to ascertain their willingness to share the promo message through their customer based communications

- C) **Exhibitors themselves:** Point of sale promotion material will be provided; it will be suggested that they add a tag line to their every day advertising saying "Visit us at the Home Show at Booth #53". Vendors may want to add an incentive as well. Email flyers provided by Rotary which will allow vendors to add a message and then distribute it to their customer base with the same message. Come se us at booth #53 etc.



CHOWDERFEST 2012

February 4, 2012, 11 am — 4 pm

www.discoversaratoga.org/chowderfest

Take advantage of the discounted lodging specials during Chowderfest weekend!

www.discoversaratoga.org/chowderfest-lodging

Fill out the survey and enter to WIN a Saratoga Gift Basket!

www.surveymonkey.com/s/ZFPYZKZ

Buy your official Chowderfest Chug now! Only \$5.00 at Crafters Gallery, Impressions of Saratoga, Just Plain Good and The Local Pub & Teahouse

The 14th Annual Saratoga Chowderfest is presented by Key Bank