

JOIN THE DOWNTOWN BUSINESS COMMUNITY!



The Fort Collins Downtown Development Authority (DDA) is a steward of the neighborhood at the heart of Fort Collins – the Downtown. It is the center of cultural life, casual and fine dining, shopping, and relaxing in a beautiful urban environment.

Since its inception in 1981 by a vote of district property owners and residents, the DDA has been guided by its Plan of Development and Mission: to build public-private investment partnerships that foster economic, cultural, and social growth in the central business district.



**WE LIVE, EAT, AND BREATHE DOWNTOWN FORT COLLINS
AND WANT TO HELP YOU THRIVE HERE TOO!**

As part of the DDA, the Business Marketing & Communications (BMC) program organizes marketing efforts that communicate the downtown's distinctive qualities and generates promotions to enhance the prosperity of the businesses and stakeholders within the DDA boundary. Stakeholders include, but are not limited to: restaurants, retailers, arts organizations, entertainment venues, and professional and personal service providers.

“YOUR BUSINESS’ SUCCESS MATTERS TO US, AND WE INVITE YOU TO LEARN MORE ABOUT THE BENEFITS THAT COME WITH YOUR LOCATION IN THE DDA DISTRICT.”

**-Matt Robenalt
DDA Executive Director**



Photo: Richard Haro

DowntownFortCollins.com

How can I be involved with Downtown Fort Collins?

Consider this an opportunity to gain brand recognition, build a loyal customer base, and make a positive local impact by getting involved. As a local business, it's important to have a presence in the Downtown community. When you support your neighbors, both your community and your business will be stronger for it.

No Participation or Partnership Fee

Business Listing on DowntownFortCollins.com - Help customers find your business with a free customizable business listing on our website.

Average Time Investment: 10 min.

Community Events Calendar on DowntownFortCollins.com - List events and promotions your business is hosting on the Downtown Events Calendar. No cost and no limit to the number of events and/or promotions you may submit.

Average Time Investment: 5 min./event listing

Downtown Gift Card Program - Join the Downtown Gift Card program for customers to redeem gift cards at your business, at no cost! No special hardware or software needed. On average 10,700+ gift cards are sold each year with \$483,750 redeemed annually at merchant businesses. Businesses that accept the Downtown Gift Card are also designated on the website for additional marketing exposure.

Average Time Investment: 15 min. to activate

Monthly Stakeholders Meetings - Participate in our monthly meetings to have your voice heard and help shape downtown promotions. Plus, network with your peers, share insights, and stay in-the-know.

Average Time Investment: 60+ min./month

Let's Talk Downtown Business Newsletter - *Let's Talk Downtown* contains relevant and timely information distributed to the downtown business community twice per month.

Average Time Investment: 10 min. read, 2x/month

Destination Downtown Community Newsletter - The *Destination Downtown* newsletter connects the community to campaigns, promotions, and other happenings in Downtown twice per month. Newsletter audience is approximately 19,000.

Average Time Investment: 10 min. read, 2x/month

Low/No Cost Opportunities

Collaborative Marketing & Promotions - Participate in DDA-operated promotions at little or no cost such as Downtown Fort Collins First Friday Art Walk™, Fort Collins Foodie Walk™, Great Plates of Downtown™, Summer Sales, Old Town Spree, and more.

Average Time Investment: varies



Sound like a pretty sweet deal?

We think so too. Please reach out to Hannah to get involved as much as you'd like. We're here to support and make this work for you.

Hannah Baltz-Smith, Business Support Coordinator

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