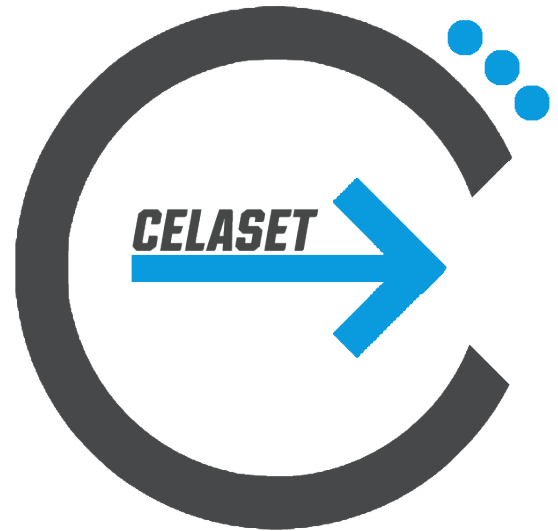


***DOWNTOWN BELLINGHAM PARTNERSHIP***

**YOU  
BELONG  
HERE.**

***CAMPAIGN PROPOSAL***





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# INTRODUCTION

## **Celaset Public Relations Mission Statement:**

Celaset (Cha-lay-set): a Lummi word meaning to advance, or move forward. Celaset Public Relations is dedicated to helping companies move forward through creative, progressive and innovative ways. We strive to bring growth and advice for clients and partners.

## **Downtown Bellingham Partnership Mission Statement:**

We champion the health and vitality of downtown Bellingham through the promotion of commerce, culture, and celebration.

## **Celaset Public Relations for the Downtown Bellingham Partnership:**

Celaset Public Relations for the Downtown Bellingham Partnership is a relationship that will grow the Downtown Bellingham Partnership image and name throughout Western Washington. Celaset Public Relations will actively pursue the DBP's goals through extensive research and planned content.



# PROJECT NARRATIVE

Celaset PR is dedicated to helping companies move forward through creative, progressive and innovative strategies. If the Downtown Bellingham Partnership and Celaset PR worked together, Celaset PR would create a campaign that would effectively achieve the presented goals.

We understand the DBP was concerned with a prevalent myth that the DBP was a members-only organization and therefore downtown businesses were not interested in the services offered by the DBP. In addition, the DBP was concerned with a common misconception of a lack of parking and with negative perceptions of downtown.

The first two concerns were confirmed by a survey conducted by Celaset PR, which found that 81 percent of respondents had never heard of the DBP, and 62 percent were unaware of the Parkade. Parking (27%) was the most common reason that participants chose not to go downtown. However, a notable number of participants said they had no reason not to go downtown (14%). In addition, the most popular answer for what people liked most about downtown was food (27.2%), followed by the atmosphere/people (18.4%).

The survey also found that although there was a high event awareness, there was a low event attendance. In addition, 35.4 percent of participants received information about downtown Bellingham from word of mouth, followed closely by 31.8 percent who received information through social media. Celaset PR developed four objectives for this campaign: increase public awareness of the DBP by 20 percent, grow business participation by 25 percent, increase awareness of the parkade by 15 percent and grow the social media followers/likes by 10 percent. The target audience for this campaign is 18-30 year olds in Whatcom County with no children under 18 living at home.

## New Business Onboarding Process

### New Business Interest Packet

Our survey showed that respondents least common reasons for being downtown were retail shopping (32.4%), events (29.4%), services (22.6%) and work (10.8%), all key components of a thriving downtown area. With this in mind, Celaset PR designed a new business interest packet to be dispersed amongst potential new businesses. The goal of this interest packet is to encourage entrepreneurs and small-business owners to start or relocate their businesses in downtown Bellingham which will in turn provide a wider variety of shops, services and places to work. The interest packet includes persuasive information about the Bellingham area, testimonials from current downtown business owners and resources on how to begin the process of opening a business in downtown Bellingham. The interest packets should be printed at the start of the new year at a local Fedex and kept on hand to hand out to entrepreneurs and small-business owners at conferences or other networking events by the DBP employees.

## **New Business Welcome Packet**

To accompany the new business interest packet, Celaset PR has designed a new business welcome packet for businesses new to downtown Bellingham. Because respondents least common reasons for being downtown were retail shopping (32.4%), events (29.4%), services (22.6%) and work (10.8%), after businesses have moved to Downtown Bellingham, the goal is that the new business welcome packet will provide an inviting atmosphere for new business-owners which will encourage them to keep their businesses downtown, ultimately retaining a wide variety of shops, services and places to work downtown. In addition, current downtown businesses are often not aware that services provided by the DBP are free and open to all downtown businesses with no membership requirement. The new business welcome packet titled “You Belong Here” shows that businesses become part of the DBP community the day they move downtown. The new business welcome packet includes a comprehensive list of community resources and contact information to assist business owners throughout the duration of their time downtown, as well as a list of different ways for businesses and their owners to get involved with events, tax incentives and promotion opportunities to encourage business owners to maintain and grow their businesses downtown. The welcome packets should be printed at the beginning of the new year at a local Fedex.

## **Window Cling**

The results of our survey showed that the most common reason for those 18-24 (92.9%) and 25-34 (85.7%) to go downtown was for restaurants, breweries and bars. Additionally, over three quarters of respondents (79%) had never heard of the DBP. Knowing this, Celaset PR has designed a window cling that will be dispersed to downtown businesses to be displayed in at their locations. This will provide a sense of community for businesses located downtown, as well as boost brand awareness of the DBP for consumers who frequent downtown businesses. The goal of this window cling tactic is to generate brand awareness of the DBP and give a sense of membership and support to businesses downtown. The window clings will be printed by the Bellingham print shop Chazzam; 150 window clings should be purchased and printed at the start of the new year to be included in new business welcome packets. The window cling has the “You Belong Here” campaign slogan with the official pin drop logo as well as the DBP website. At the completion of this campaign, businesses with window clings will be counted and the amount of downtown businesses with window clings will be representative of downtown businesses awareness and engagement with the DBP

## **“Here We Are” Interactive Map**

The decision to create this map is threefold. First, Celaset PR understands that the Downtown Bellingham website is meant to draw attention to downtown businesses and the products and services they produce. The second is, we understand that the DBP for a while has wanted an interactive map on their website for those interested in seeing what downtown has to offer. Third, we believe an interactive map is a key part of the onboarding process and dispelling the myth that the DBP only supports members because an interactive map gives all downtown businesses a free plug on the DBP website. Therefore, Celaset PR created a custom Google My Map to be embedded on their website under the Shop & Explore tab on [downtownbellingham.com](http://downtownbellingham.com).



The map features restaurants, shops and services and is colored coded. To update the map as downtown grows and businesses move, the DBP may follow the instructions included in the appendix.

### **“I Belong Here” Stickers**

Of the 104 people surveyed, the majority were 18-24 years old (55%). A significant percentage of the total surveyed (17.3%) answered there was nothing that kept them from downtown or had some other reason for not being downtown (21.2%), which was often being too busy. In addition, the second most common thing people liked most about downtown was the atmosphere/people (24%). Finally, playing off the B KIND campaign’s mission to foster a climate of inclusivity and keeping with the “You Belong Here” branding, Celaset PR created the “I Belong Here” sticker. Stickers are popular among millennials and the “I Belong Here.” message represents a rejection of discrimination, especially important to the downtown and greater Whatcom community. The stickers can be printed by Shazzam for \$0.26 each and sold at the DBP office at 1310 Commercial Street and at every DBP sponsored event.

## **Word of Mouth Incentive & Social Media Contest**

### **Social Media Parkade Sweepstakes**

Respondents most common channel of receiving information was word of mouth (65%). In addition, 18.4 percent of respondents said their favorite part of downtown Bellingham was the atmosphere and people. Knowing this, Celaset PR believes that holding a contest that allows local artists from Whatcom County to submit a mural rendering to be painted on the entrance and exit of the Parkade building will encourage said artists to share their proposed piece with their friends and neighbors. The contest will be promoted on DBP’s social media as well as distributed to program coordinators at Bellingham Technical College, Whatcom Community College and Western Washington University to disseminate information to students of all majors, the mural proposals must depict what the artist believes makes Bellingham their home or “Bellinghome.”

The staff at the DBP will take all submissions and select their top four mural proposals. The top four will then be up for a public vote on the DBP’s Facebook page to encourage word of mouth about downtown Bellingham and increase social media engagement. Additionally, mural proposal voting will be available at April 2018’s Art Walk to include those in the community who do not have social media. Art Walk was the most heard of and attended event by respondents. Local paint store Stockton’s Paint has agreed to provide a contractor discount at \$32 a gallon of paint for this sweepstakes. Submissions for the mural sweepstakes will be accepted from Feb. 1, 2018 to March 15, 2018, and the final four voting will be from April 1, 2018 to May 1, 2018. The painting of the mural will take place over the course of summer 2018, closing the entrance and exit of the Parkade on Sundays for mural painting. The finished “Bellinghome Mural” will be presented at the start of Western Washington University’s 2018-19 school year in conjunction with the “Paint the Town Blue for WWU” event held downtown each year.

## Press Room & Media Kit

Our survey found that 81.7 percent of people had never heard of the DBP. Celaset PR understands the DBP's desire to build connections with business owners and tourists from outside Whatcom County. Based on this information, we developed a online plan for press room and a media kit designed to increase public awareness of the DBP's work and to position them as an expert voice on the economic vitality of downtown Bellingham. Credibility is key to this tactic. The DBP knows downtown Bellingham better than anyone else. However, the general public and the media outlets in Whatcom County and elsewhere do not know this. If the DBP can position itself as a one-stop source of information regarding the downtown economic climate and the influence their work has had on downtown's vitality, public awareness will increase leading to increased requests for information from media outlets, which in turn will increase public awareness.

This cycle creates an ideal climate for press releases and story pitches by the DBP to be received by Whatcom and Skagit news outlets. Increased coverage by Whatcom and Skagit news outlets will put the Downtown Bellingham Partnership on the radar of news outlets in the Seattle area who are watching Seattle's economic boom and expansion and on business owners finding themselves priced out of the Seattle area. This provides the perfect springboard for outreach to Seattle area news outlets and business owners.

### Press Room

A press room will be created on the DBP's website. The press room will feature all recent press releases written by the DBP posted like blogs. These can be shared via the DBP's social media ensuring distribution even if news outlets don't publish them. On the left-hand side, a message will be posted welcoming readers and members of the press to the page. The message will also direct those seeking more information to Luvera.

A page with the FAQ and a link to the DBP's media backgrounder will also be included in the press room.



## Media Kit

The media kit will include a media backgrounder, FAQ, media contacts, story pitches and an example press release related to the social media contest described above. The media backgrounder is designed to provide a detailed overview of the DBP's history, mission, current campaigns and events, key figures and statistics related to downtown. Data for the Media Kit was pulled from Merget Intellect database using an advanced search for businesses in the 98225 area code. An exported excel file was downloaded and businesses sorted out based on street address. Number of employees was summed, and reported sales were averaged. The FAQ will focus on questions related to who the DBP. The media contacts document includes names and contact information for key reporters and editors at various news outlets in Whatcom County. It also includes the types of stories those individuals tend to cover and potential story angles to use when sending pitches and press releases. Sample pitch letters are also included along with instructions on when to distribute them. When distributing a press release, the body of the email matters almost as much as the body of the press release, therefore the press release example also includes an example email body.

All media materials sent out will include the DBP logo in the upper right corner and Luvera's contact information on the lefthand side.

# ***SITUATION ANALYSIS***

The DBP is a nonprofit organization dedicated to championing the vitality of downtown Bellingham. Since 2000 the DBP has sought to attract tourists, drive economic development and nurture Bellingham's unique culture through the combination of initiatives, events and programs. The DBP has a need for a public relations campaign that will increase not only awareness of what downtown Bellingham has to offer, but also awareness of what the DBP is and has the capacity to do as well to entice new businesses and tourists to the downtown area.

We found that more than two thirds had not heard of the DBP. The number one most attended event by the individuals we surveyed was Art Walk, and was also the event most individuals had heard of. Additionally, a little over one third of those surveyed received their information about downtown through word of mouth, quickly followed by social media.



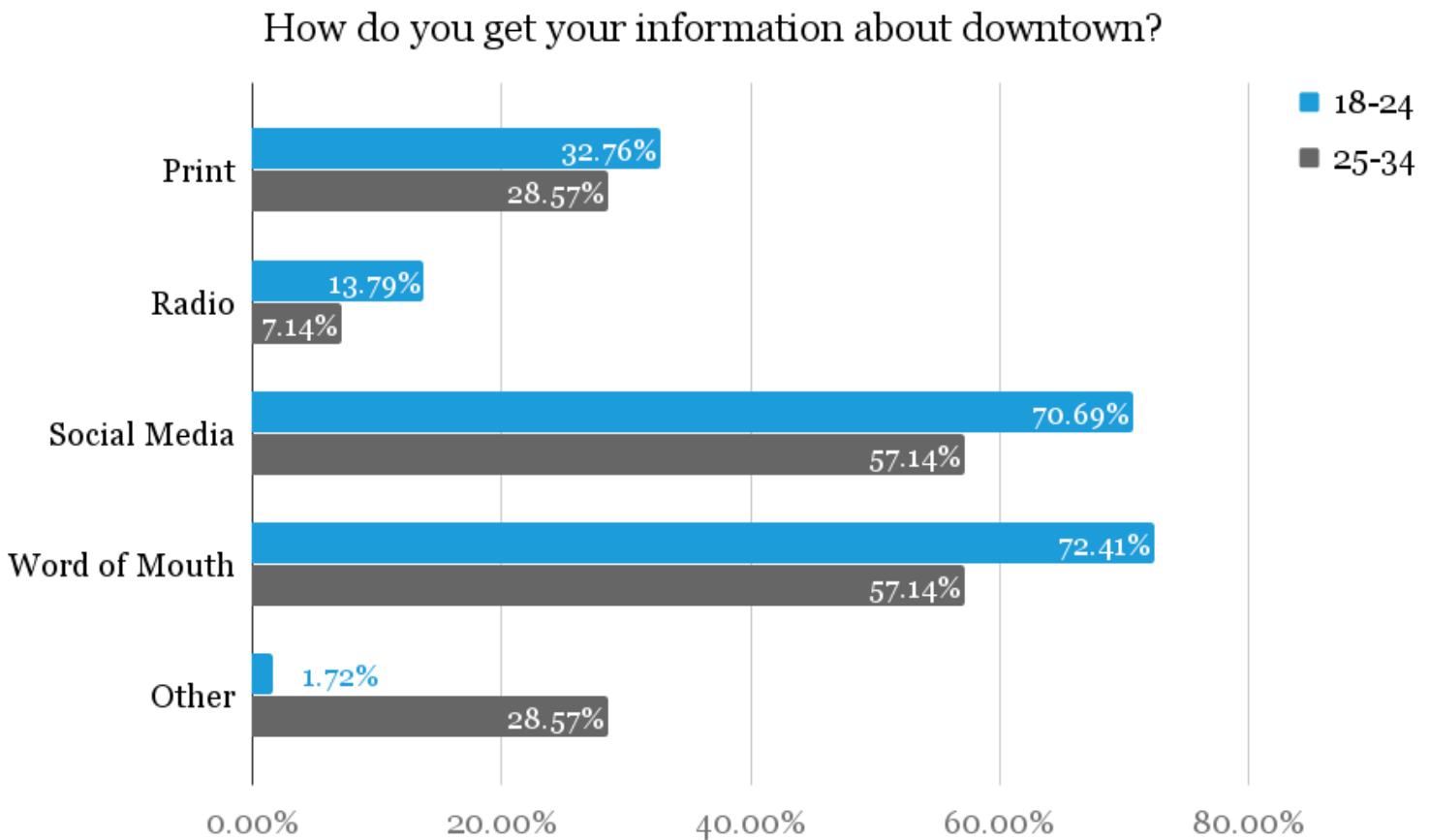
# RESEARCH

In order to determine awareness of the DBP and their programs and learn what channels citizens gathered their information about downtown from, Celaset PR conducted an in-person convenience survey of 104 people from Oct. 17 to Oct. 20, 2017 in the Bellingham area.

## The Survey

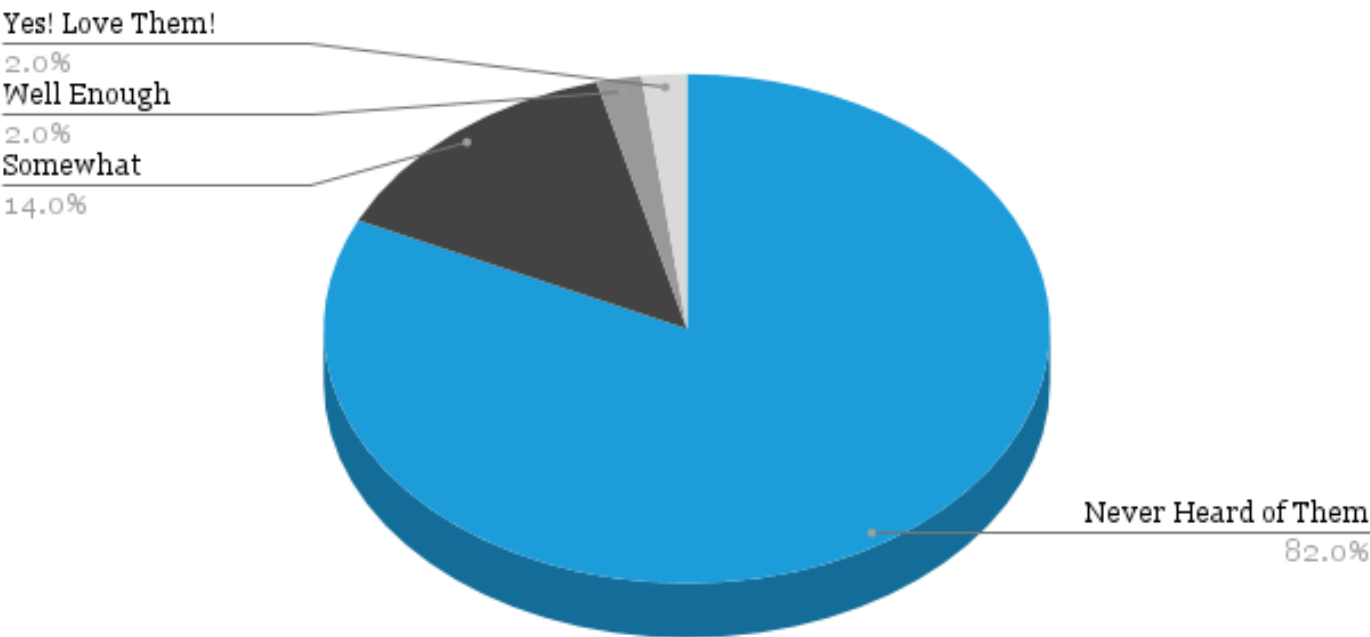
Celaset PR surveyed 103 people at locations in Boulevard Park, Western Washington University's Red Square, the downtown Community Food Co-op and the Meridian Haggen.

### How respondents get their information about downtown



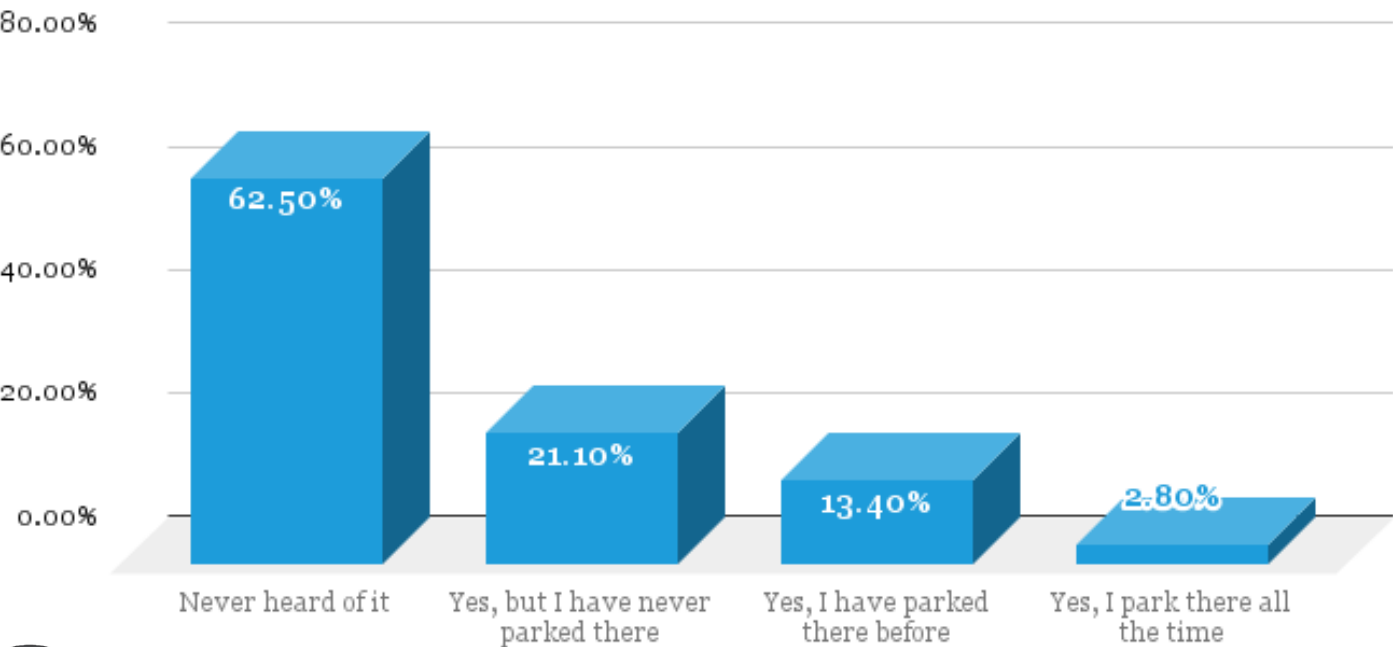
Awareness of the Downtown Bellingham Partnership

Are you familiar with the Downtown Bellingham Partnership?

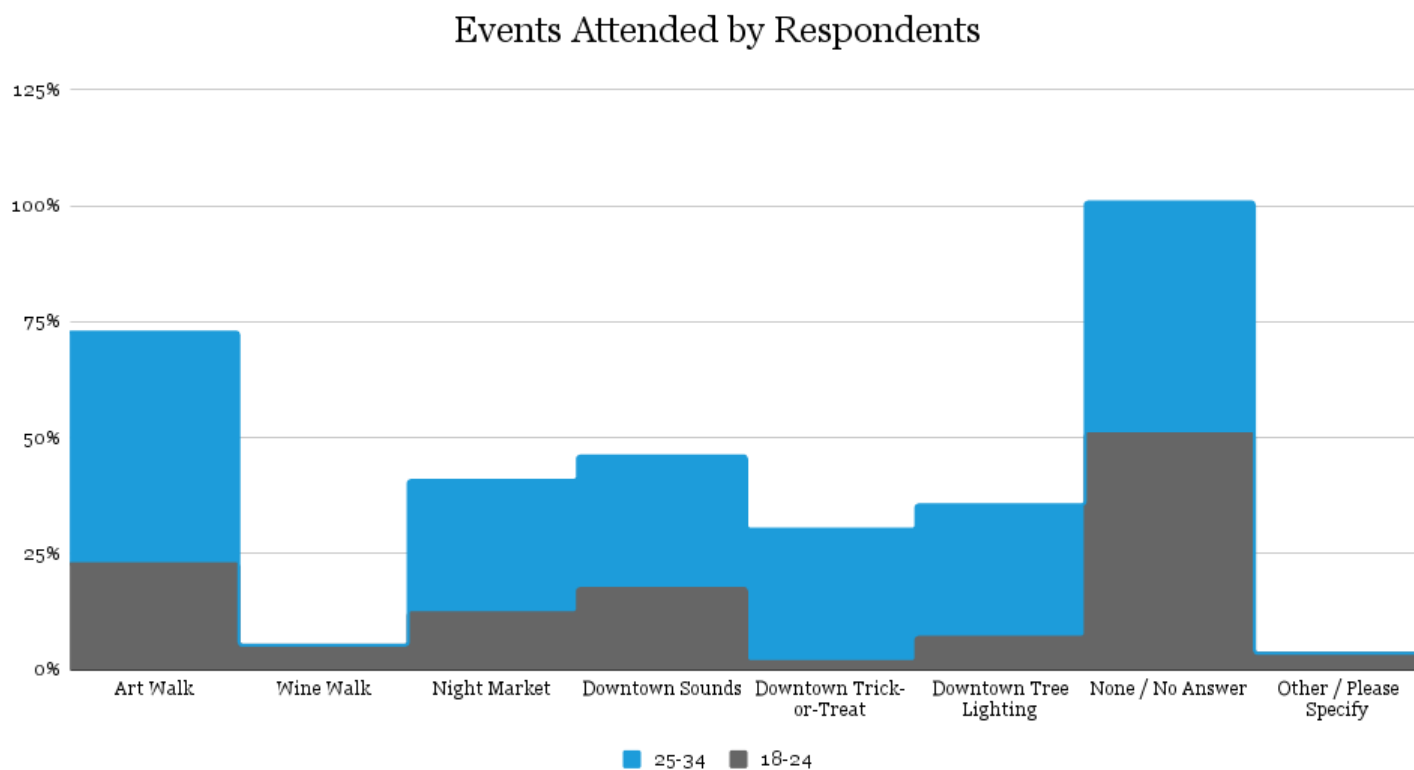


Awareness of the Parkade

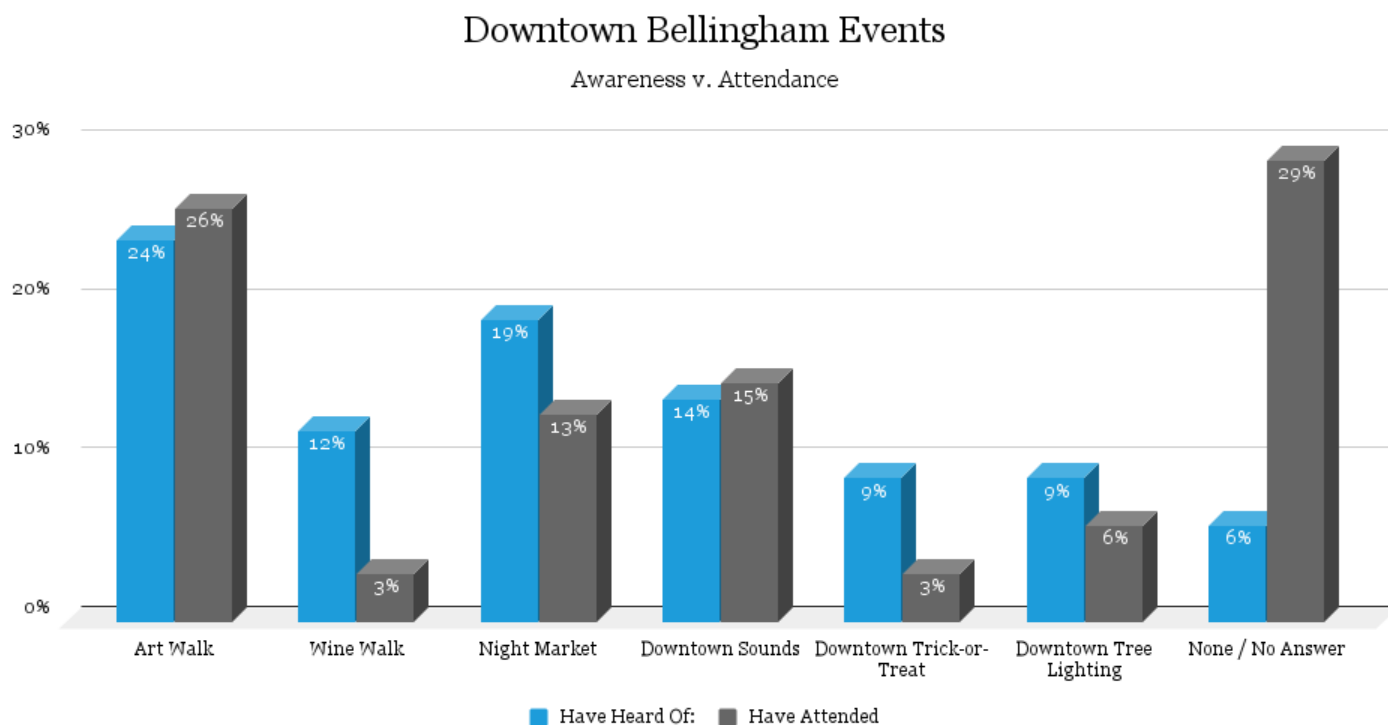
Are you familiar with the Parkade?



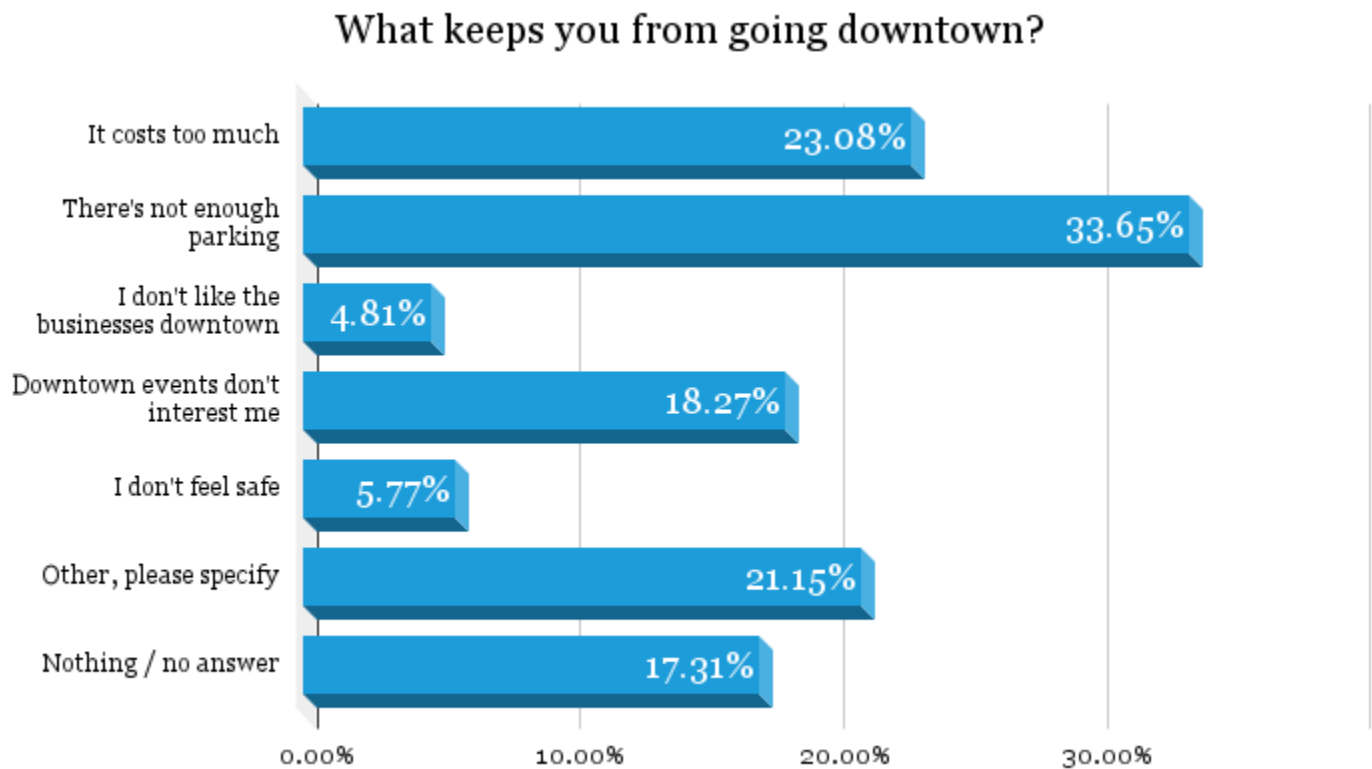
## Events Attended by Respondents



## Event Respondents Heard of and Attended



## What kept respondents from going downtown



# ***PROJECT OBJECTIVES***

- **Increase public awareness of Downtown Bellingham Partnership by 20%**
- **Increase business participation of the Downtown Bellingham Partnership by 25%**
- **Increase awareness of the Parkade by 15%**
- **Increase followers/likes on social media by 10%**

# PLAN OF ACTION

## Target Audiences:

- 18-30 year olds with no children in Whatcom County
- Small-business owners
- Startup entrepreneurs
- Families in Whatcom County
- Adults over 30 in Whatcom County

## Strategies:

- Use social media
- Create new business onboarding materials
- Create new business interest materials
- Increase DBP's credibility among media outlets
- Hold a community contest

## Theme:

"You Belong Here"

## Tactics:

### New Business Interest Packet

- Design an informational packet for potential small business owners and entrepreneurs.
- The new business interest packet will provide information on Bellingham, testimonials from current downtown Bellingham business owners as well as various ways new business can get started with relocating or starting their business in downtown Bellingham.
- New business interest packets should be printed at the start of the new year for distribution at conferences or to potential downtown Bellingham business owners.

### New Business Welcome Packet

- Design an informational packet for new downtown Bellingham businesses.
- The new business welcome packet will provide community resource contact information, ways to further get involved with downtown Bellingham and a window cling for businesses to display at their location.
- New business welcome packets should be printed at the start of the new year with the new business interest packets and should be dispersed to all new and existing downtown businesses.



- New business welcome packets should be adopted into the onboarding procedure for all new downtown businesses moving forward.

### **Downtown Bellingham “Here We Are” Interactive Map**

- Embed the Google map on downtownbellingham.com under Shop & Explore.
- Update the map when a new business opens or closes downtown using instructions included in appendix.

### **Window Cling**

- Design a window cling that promotes the “You Belong Here” campaign for downtown businesses
- The window clings will feature the “You Belong Here” pin drop logo and the Downtown Bellingham Partnership website in correct DBP colors per their branding guide’s protocol.
- A window cling shall be included in each new business welcome packet.
- When it comes time to evaluate the success of our campaign, window clings displayed in downtown businesses store fronts will help determine downtown businesses awareness and involvement with the DBP.

### **Bellinghome Mural Contest**

- Design a mural contest to be named “the Bellinghome Mural Contest” for both the entrance and exit of the Parkade building downtown primarily to be promoted through social media and word of mouth.
- Create graphics to be posted on DBP social media that promote and explain the mural contest.
- Allows local artists, from Whatcom County, to submit a mural rendering to be painted on the entrance and or exit of the Parkade building.
- The “Bellinghome Mural Contest” will be promoted on DBP’s social media as well as distributed to program coordinators at Bellingham Technical College, Whatcom Community College and Western Washington University to disseminate information to students of all majors, the mural proposals must depict what the artist believes makes Bellingham their home or “Bellinghome.”
- The staff at the DBP will take all submissions and select their top four mural proposals.
- The top four will then be up for a public vote on the DBP’s Facebook page and at April’s Art Walk to include those in the community who do not have social media.
- Local paint store, Stockton’s Paint, has agreed to provide a contractor discount at \$32 a gallon of paint for this sweepstakes.
- Submissions for the mural sweepstakes will be accepted from Feb. 1, 2018 to March 15, 2018, and the final four voting will be from April 1, 2018 to May 1, 2018.
- The painting of the mural will take place over the course of summer 2018, closing the entrance and exit of the Parkade on Sundays for mural painting.
- The finished “Bellinghome Mural” will be presented at the start of Western Washington University’s 2018-19 school year in conjunction with the “Paint the Town Blue for WWU” event held downtown each year.

## Press Room

- Create a press room page on downtownbellingham.com using Squarespace's blog template. Add message from and contact for Mason Luvera. Add link to FAQ and backgrounder.
- Post press releases and news briefs via press room and share from site on Downtown Bellingham's social media.

## Media Kit

- Post backgrounder and FAQ to press room on downtownbellingham.com. *No need to print.*
- Use media contact list and story pitches when preparing press releases. *No need to print.*

## "I Belong Here" Stickers

- Use the "I Belong Here" sticker design by Juan Mendoza-Tovar and included in this packet.
- Stickers printed by Stickers for Days at 2110 James Street.
- Three by three inch stickers are \$0.40 each with a minimum \$40 purchase. Prints are ordered, proofed and printed within three business days.
- Stickers should be printed in January of 2018 at the same time as the You Belong Here interest and welcome packets.
- Stickers will be available for purchase for \$0.50 at the DBP office and at every DBP sponsored event.



# EVALUATION

## **Increase public awareness of Downtown Bellingham Partnership by 20%.**

*To be measured by an in-person convenience survey of 120 people at the following locations: Boulevard Park, Meridian Street Haggen and downtown Co-Op.*

## **Increase total business participation of the Downtown Bellingham Partnership by 25%.**

*To be measured by an in-person count of number of businesses with DBP window-cling in window.*

## **Increase awareness of the Parkade by 15%.**

*To be measured by an in-person convenience survey of 120 people at the following locations: Boulevard Park, Meridian Street Haggen and downtown Co-Op.*

## **Increase followers/likes on social media by 10%.**

*To be measured based on Facebook, Instagram and Twitter followers.  
To also be measured by an [percentage] increase of average number of likes on Facebook, Instagram and Twitter.*

# TIMELINE

## A primary timeline on the “Bellinghome” Mural Contest

### January 2018

- Post on DBP Facebook, Twitter and Instagram announcing “Bellinghome” Mural Contest.
- Send “Bellinghome” Mural Contest information, promos and renderings to program coordinators at Bellingham Technical College, Whatcom Community College, Western Washington University and the Bellingham area high schools.

### February 2018

- “Bellinghome” Mural Contest begins and submissions begin to be accepted via email at [info@downtownbellingham.com](mailto:info@downtownbellingham.com).
- Post promo graphics on social media accounts weekly promoting “Bellinghome” Mural Contest.
- Send out reminder email that the “Bellinghome” Mural Contest has begun to all program coordinators at Bellingham Technical College, Whatcom Community College, Western Washington University and Bellingham area high schools on February 1.

### March 2018

- Mural submissions close on March 15.
- Between March 15 and March 31 the DBP staff will take all submissions and select their top four mural proposals.
- Staff will print out poster sizes of each top four mural proposals to be shown at April’s Art Walk.

### April 2018

- Final four mural proposal voting begins April 1st, and runs until April 30.
- On April 6 at Art Walk poster-size renderings of the proposals will be displayed and there will be open voting for attendees at Art Walk.
- Post on social media accounts weekly about the final four mural voting and include the voting link to prompt followers to vote.
- Share each individual rendering on Facebook over the course of the month and tag the artist and include the voting link to prompt followers to vote.



## **May 2018**

- May 1 submissions close.
- May 1-10 votes are tallied.
- May 11 “Bellinghome” Mural Contest winner is announced on all DBP social media platforms.
- Before the end of May, meet with the contest winner and plan quantity and color of paint for the mural as well as schedule painting times.

## **June 2018**

- Converse with Stockton’s Paint and purchase paint required for mural.
- Parkade entrance (potentially exit) closed for mural painting every Sunday of the month.

## **July 2018**

- Parkade entrance (potentially exit) closed for Mural painting every Sunday of the month.
- Post mural updates or sneak peeks on DBP social media platforms at least once a month as well as advertise the mural “opening” on September 26.

## **August 2018**

- Parkade entrance (potentially exit) closed for Mural painting every Sunday of the month.
- Post mural updates or sneak peeks on DBP social media platforms at least once a month as well as advertise the mural “opening” on September 26.

## **September 2018**

- “Bellinghome” mural christening before “Paint the Town Blue for WWU” event on September 26, 2018.

## **A priminary timeline on print collateral**

### **January 2018**

- Print and purchase window clings and stickers.
- Print new business interest packet and new business welcome packet.

# BUDGET

- One side of entrance paint 20 gallons (\$32 each-contractor's price)
- Two sides of entrance paint 40 gallons (\$32 each-contractor's price)
- Two sides of entrance and exit 70 gallons (\$32 each-contractor's price)
- Non-laminated stickers from Chazzam 200 at 20 cents a piece (\$40)
- Laminated (recommended) stickers from Chazzam 200 at 26 cents a piece (\$52)
- Window Clings from Chazzam 150 at 60 cents a piece (\$91.20, should be noted that window clings usually last for only 6 months, maybe order extra)



# PACKAGE OPTIONS

Below are three varied package options ranging from least expensive to most expensive, all fitting below the DBP budget \$5,000.

## Package 1: “I Belong Here”

Material	Cost per unit	No. of units	Total
Paint (one side of entrance painted)	\$32/gal	20 gals	\$640.00
Non-laminated “I Belong Here” stickers	\$0.20/each	200	\$40.00
Window Clings	\$0.60/each	150	\$90
Interest Packet (PDF)	\$3.56	100	\$356
Welcome Packet (PDF)	\$3.56	100	\$356
“Here We Are” Map	\$0.00	Unlimited	\$0.00
Media Kit (PDF)	\$0.00	Unlimited	\$0.00
Total			\$1,482.00

### Package 2: “You Belong Here”

Material	Cost per unit	No. of units	Total
Paint (two sides of entrance painted)	\$32/gal	40 gals	\$1,280.00
Non-laminated “I Belong Here” stickers	\$0.20/each	500	\$100.00
Window Clings	\$0.60/each	200	\$120.00
Interest Packet	\$3.56	100	\$356
Welcome Packet	\$3.56	100	\$356
“Here We Are” Map	\$0.00	Unlimited	\$0.00
Media Kit (PDF)	\$0.00	Unlimited	\$0.00
<b>Total</b>			<b>\$2,212.00</b>

### Package 3: “We Belong Here”

Material	Cost per unit	No. of units	Total
Paint (both sides of exit and entrance painted)	\$32/gal	70 gals	\$2,240.00
Non-laminated “I Belong Here” stickers	\$0.20/each	1000	\$200.00
Window Clings	\$0.60/each	250	\$150.00
Interest Packet	\$3.56	100	\$356
Welcome Packet	\$3.56	100	\$356
“Here We Are” Map	\$0.00	Unlimited	\$0.00
Media Kit (PDF)	\$0.00	Unlimited	\$0.00
<b>Total</b>			<b>\$3,302</b>



# ***RELATED PR MATERIALS***

**New Business Interest Packet**

**New Business Welcome Packet**

**Window Cling/Sticker**

**“Bellinghome” Mural Contest Plan**

*Example Social Media Posts*

*Mural Renderings*

*Project Explanation*

**Media Kit**

*Backgrounder*

*FAQ*

**“Bellinghome” Mural Contest Press Release**

## ***NEW BUSINESS INTEREST PACKET***

YOU  
BELONG  
HERE

**B**



# NEW BUSINESS INTEREST PACKET *CONT.*



## OUR MISSION:

We champion the health and vitality of downtown Bellingham through the promotion of commerce, culture, and celebration.

## OUR VISION:

Bursting with creative vitality and authentic charm, Downtown Bellingham is a thriving, healthy community where people from all walks of life can experience a wealth of opportunities to work, shop, learn, and play.

The Downtown Bellingham Partnership is a 501c3 nonprofit organization dedicated to furthering the vibrancy and growth of our downtown. Everything we do is rooted in the idea that our community — Downtown Bellingham — is a place unlike anywhere else. We work to enhance, promote, and advocate for a vibrant city center through development, promotion, support, and celebration.

## WHO WE ARE

# NEW BUSINESS INTEREST PACKET CONT.

## THE CITY OF RENEWED EXCITEMENT

Situated between Bellingham Bay and Mount Baker, Downtown Bellingham is an area of endless opportunity, growth and adventure. Conveniently located along the Cascadia Corridor Bellingham is 90 miles north of Seattle and 52 miles south of Vancouver B.C., making it accessible to two large markets.

Home to over 80,000 people, Bellingham boasts esteemed educational institutions such as Bellingham Technical College, Whatcom Community College and Western Washington University as its neighbors. Bellingham's strong roots in educational excellence has shaped its community into a capable, driven and forward thinking individuals brimming with ingenuity and ready to employ.

More than just a college town, Bellingham has been recognized as a Green Power Partner by the EPA and one of Sunset Magazine's Best Places to Live to name a few of its achievements. As a coastal haven pushing the boundaries of sustainability, innovation and outdoor excursion Downtown Bellingham continues to revitalize and expand all aspects of life from work and play to food and brews. The next great addition to this thriving city? You.

### Did you know?

6 MILLION PEOPLE LIVE WITHIN 90 MILES OF BELLINGHAM

By running your business from Downtown Bellingham you'll have an affordable headquarters and access to customers in two large markets, Seattle and Vancouver B.C.



# NEW BUSINESS INTEREST PACKET CONT.

## YOU KNOW WE LOVE DOWNTOWN BELLINGHAM, BUT HERE'S WHY OTHERS DO TOO...

“Our downtown is just that, ours! It truly showcases the whole town of Bellingham and the unique energy that makes it a truly special place.”

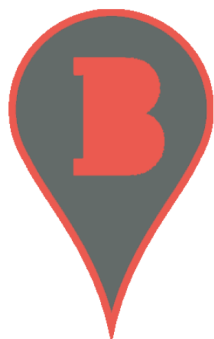
*Casey Diggs, DBP Board President & Operations Manager, Boundary Bay Brewery*

“...The landscaping, lighting and Downtown beautification projects sponsored by the Downtown Bellingham Partnership make Bellingham an attractive area to visit and conduct business.”

*Sylvia Goodwin, Port of Bellingham Director of Planning and Development*

“Downtown is the heart of Bellingham, and we love being able to walk to restaurants, shops, and everything we need. And while downtown is the best place for a business, it's also active in the evenings and weekends. Downtown is my family's default destination.”

*Bob Pritchett, President, CEO Faithlife Corporation*



You Belong  
**Here.**

# NEW BUSINESS INTEREST PACKET CONT.



If Downtown Bellingham, and its numerous opportunities have resonated with you, let us help get you here! Below you will find information to help you relocate, grow or start your business in Downtown Bellingham.

## JOIN THE BELLINGHAM CHAMBER OF COMMERCE

The Bellingham Chamber of Commerce acts as a force for positive economic development in the Bellingham community by providing programs and events for members as well as representing the interests of local business within government. Benefits of membership include health insurance, advertising opportunities, tax deductions and more. Apply for membership and learn more at [www.bellingham.com](http://www.bellingham.com).

## CONTACT WESTERN WASHINGTON UNIVERSITY'S SBDC

Whether you've had a business for years and are looking for some expert advice or you have an idea that you'd like to make a reality, the Western Washington University Small Business Development Center (SBDC) can connect you with a Certified Business Advisor and assist you with every step of the business development process for free. Contact WWU's SBDC at 360-778-1762 or email [SBDC@wwu.edu](mailto:SBDC@wwu.edu).

## SEARCH AVAILABLE DOWNTOWN REAL ESTATE

Use the Port of Bellingham's Whatcom Prospector online real estate tool to search for industrial or commercial development sites or office space at [whatcomprospector.com](http://whatcomprospector.com). For additional assistance choosing the perfect location, reach out to the Port of Bellingham at [econdev@portofbellingham.com](mailto:econdev@portofbellingham.com) to find the right headquarters for your growing business.

## RESEARCH BELLINGHAM ON CHOOSE WHATCOM'S WEBSITE

Choose Whatcom, a project created to support business professionals in Whatcom County, is a go-to resource for any entrepreneur or business owners who wish to be successful in Downtown Bellingham. Whether you're starting, growing or relocating your business, [choosewhatcom.com](http://choosewhatcom.com) can provide answers and resources to make your move to Downtown Bellingham as straightforward as possible.

## HAVE WE CAUGHT YOUR ATTENTION?



## NEW BUSINESS INTEREST PACKET *CONT.*



Neighbors are there for each other, and as your future neighbor the Downtown Bellingham Partnership would like to extend a helping hand. For all questions or bumps you may have along the way feel free to reach out to us for guidance. We look forward to working with you and seeing your business grow!

@downtownbham  
[www.facebook.com/DowntownBellinghamPartnership](https://www.facebook.com/DowntownBellinghamPartnership)

Downtown Bellingham Partnership  
1310 Commercial Street, Bellingham, WA 98225  
[info@downtownbellingham.com](mailto:info@downtownbellingham.com) | 360.527.8710  
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# ***NEW BUSINESS WELCOME PACKET***

Welcome  
to the  
Neighborhood



DOWNTOWN  
BELLINGHAM  
PARTNERSHIP



# **NEW BUSINESS WELCOME PACKET** *CONT.*

## Welcome to Downtown Bellingham

Let us at the Downtown Bellingham Partnership be the first to welcome you to the city of renewed excitement! Below we've included some information to help you hit the ground running, from community resources and ways to get involved with downtown, to a small gift that we hope you will proudly display. You and your business are now a member of a vast network of exemplary small-business owners and an innovative community, and we hope you will take advantage of the numerous opportunities the Downtown Community and its people have to offer.



# NEW BUSINESS WELCOME PACKET CONT.

## Community Resources

*Need a helping hand? Here's a few numbers for you to call.*

City of Bellingham | **360.778.8000**

Permits, planning, utilities and parking

Police Department | **911**

Trespassing, criminal activities and emergencies

Police Non-Emergency Contact | **360.778.8800**

Non-threatening disturbances and loitering

Homeless Outreach Team | **360.312.3717**

Homeless assistance, information and resources

Small Business Development Center | **360.778.1762**

Business advising, training and resources

Chamber of Commerce | **360.734.1330**

Networking, advertising and membership

Sustainable Connections | **360.647.7093**

Zero waste, green business and sustainability

Sanitary Services Company Inc. | **360.734.3490**

Garbage, recycling and portables

Downtown Visitors Center | **360.671.3990**

Brochures, maps and tourist activities

Cascade Connections through DBP | **360.527.8710**

Graffiti removal, street scape attention and litter

Downtown Bellingham Partnership | **360.527.8710**

Downtown involvement and event sponsorship



# NEW BUSINESS WELCOME PACKET CONT.

## Ways to Get Involved

### Request Social Media for Promotion

Whether you are hosting an event, having a sale or have news that Bellingham needs to know about your business, as a member of the Downtown Bellingham Partnership we may feature you on one of our social media channels! To learn more about the rules, exclusions and apply for social media promotion visit [downtownbellingham.com/social-media-request](http://downtownbellingham.com/social-media-request).

### Event Sponsorship

The Downtown Bellingham Partnership is known throughout Whatcom County for our engaging community events, and an excellent way to familiarize Bellingham residents with your business is by sponsoring one of them! From Downtown Sounds and Art Walk, to the Commercial Night Market and Wine Walk, there is sure to be an event sponsorship that would supplement your business. To learn more about event sponsorship, contact the Downtown Bellingham Partnership at [info@downtownbellingham.com](mailto:info@downtownbellingham.com).

### Downtown Main Street Program

To continue to make Downtown Bellingham a beautiful, exciting place to work and shop we need your help! When donating to the Downtown Bellingham Partnership as a business through the Main Street Tax Incentive program you can apply to receive 75% of your donation as a B&O tax credit. Donate \$4,000? You'll get a \$3,000 credit. And that other \$1,000? It's tax deductible, since the DBP is a 501(c)3 nonprofit. This means you get to keep your tax dollars in your community, and help us serve you even better.

### Attend Morning Jam

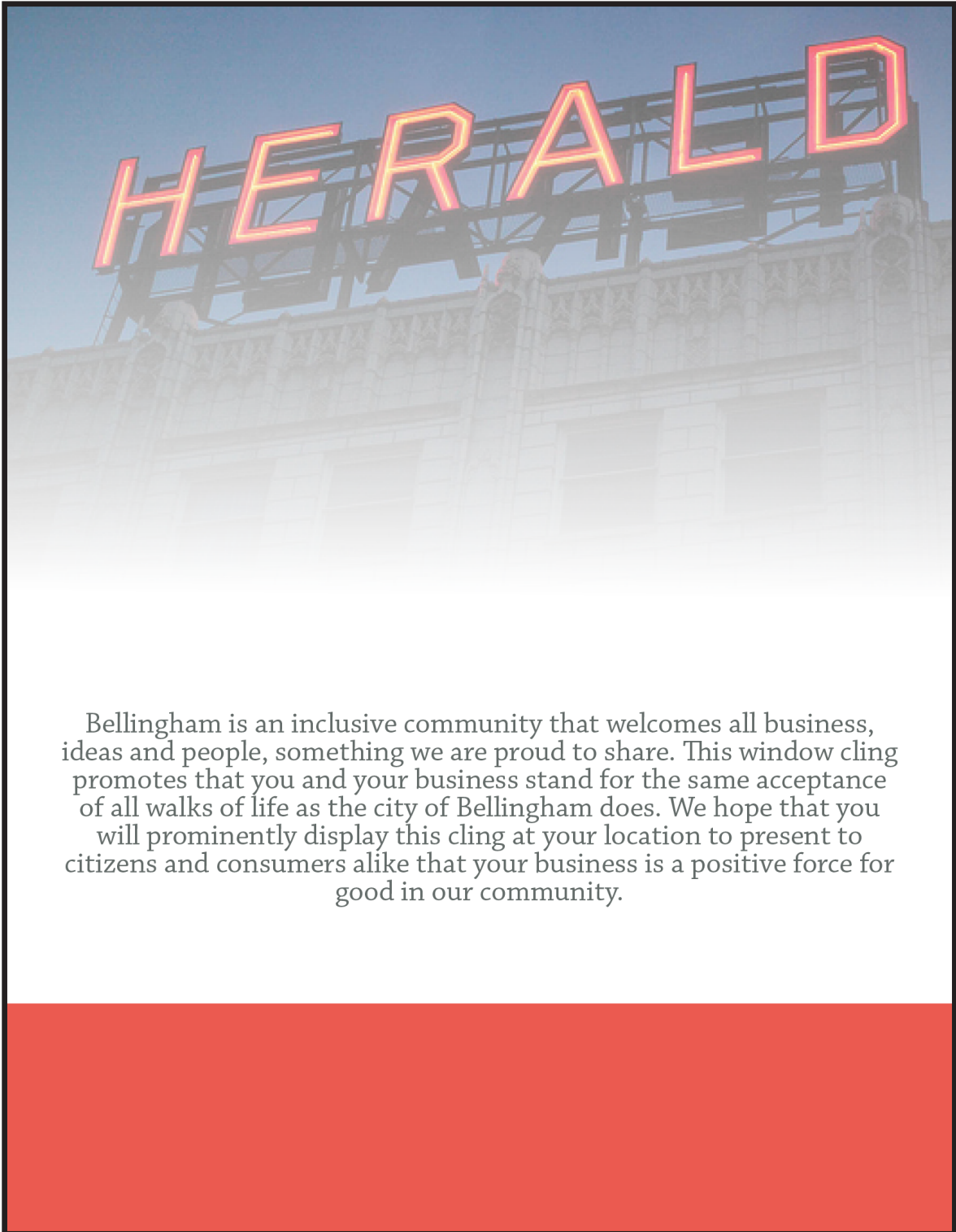
Every third Wednesday of the month we invite the public to attend our creative lecture series, Morning Jam. Each Morning Jam hosts a different guest speaker at the top of their field to share about their profession and inspiration. An excellent networking opportunity, Morning Jam brings together leaders in Bellingham business, and yes jam and toast is provided! RSVP now at [facebook.com/DowntownBellinghamPartnership](https://facebook.com/DowntownBellinghamPartnership).

### Downtown Business Facebook Group

It's good to get to know your neighbors, and the Downtown Business Facebook Group run by the Downtown Bellingham Partnership is a great way to interact with the small business owners around you, make connections and ask questions of those who have been there and done that. Request permission to be added on Facebook today to stay connected!



# NEW BUSINESS WELCOME PACKET *CONT.*



Bellingham is an inclusive community that welcomes all business, ideas and people, something we are proud to share. This window cling promotes that you and your business stand for the same acceptance of all walks of life as the city of Bellingham does. We hope that you will prominently display this cling at your location to present to citizens and consumers alike that your business is a positive force for good in our community.

## **NEW BUSINESS WELCOME PACKET** *CONT.*



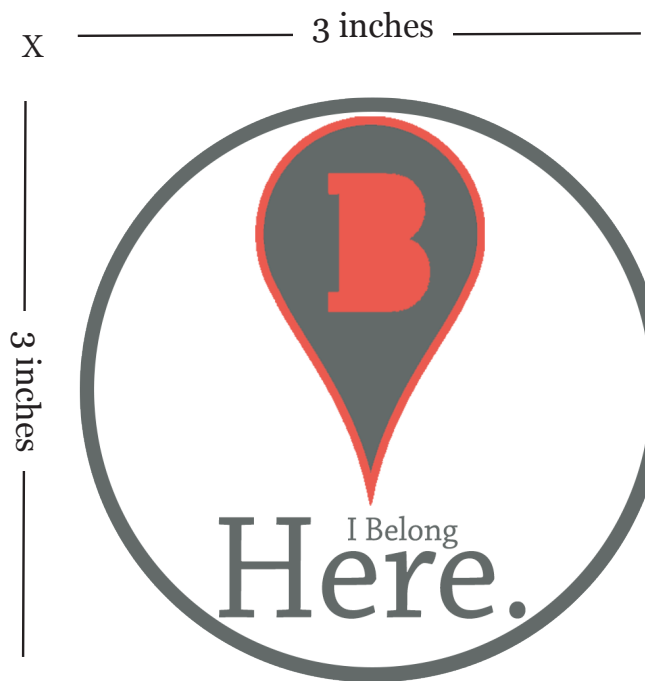
@downtownbham  
[www.facebook.com/DowntownBellinghamPartnership](http://www.facebook.com/DowntownBellinghamPartnership)

Downtown Bellingham Partnership  
1310 Commercial Street, Bellingham, WA 98225  
[info@downtownbellingham.com](mailto:info@downtownbellingham.com) | 360.527.8710  
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**WINDOW CLING/STICKER**



**Window Cling**



**“I Belong Here” Sticker**



# "BELLINGHOME" MURAL CONTEST PLAN

## Example Social Media Posts

"Exciting news coming next year. Stay tuned for more information. #Bellinghome"



"Introducing the BellingHOME Mural Contest, specially designed to have local art and community connect."

## Mural renderings



*Parkade Entrance Rendering*



*Parkade Exit Rendering*

## **“BellingHOME” Mural Project Explanation**



DOWNTOWN  
BELLINGHAM  
PARTNERSHIP

### **Official “Bellinghome Mural Contest” Social Media Plan 2017**

Celaset Public Relations for the Downtown Bellingham Partnership

Press Contact: Mason Luvera  
mason@downtownbellingham.org  
(360).527.8710

Celaset PR Contact: Annie Crookshank  
arcrookshank@gmail.com  
(425).327.0109

This social media plan serves as a suggestive plan of how to conduct the “Bellinghome Mural Contest” for the Downtown Bellingham Partnership. Please let Celaset Public Relations know if you have any questions or need clarification.

## **“BellingHOME” Mural Project Explanation (Cont.)**

### ***THE PROJECT***

Celaset Public Relations proposes holding a contest that allows local artists from Whatcom County to submit a mural rendering to be painted on the entrance and or exit of the Parkade building. The contest will be promoted on Downtown Bellingham Partnership’s social media as well as distributed to program coordinators at Bellingham Technical College, Whatcom Community College and Western Washington University to disseminate information to students of all majors, the mural proposals must depict what the artist believes makes Bellingham their home or “Bellinghome.”

The staff at the Downtown Bellingham Partnership will take all submissions and select their top four mural proposals. The top four will then be up for a public vote on the Downtown Bellingham Partnership’s Facebook page to encourage word of mouth about Downtown Bellingham and increase social media engagement. Additionally, mural proposal voting will be available at April 2018’s Art Walk to include those in the community who do not have social media. Art Walk was the most heard of and attended event by respondents.

Local paint store Stockton’s Paint has preemptively agreed to provide a contractor discount at \$32 a gallon of paint for this sweepstakes. Submissions for the mural sweepstakes will be accepted from Feb. 1, 2018 to March 15, 2018, and the final four voting will be from April 1, 2018 to May 1, 2018. The painting of the mural will take place over the course of summer 2018, closing the entrance and exit of the Parkade on Sundays for mural painting. The finished “Bellinghome Mural” will be presented at the start of Western Washington University’s 2018-19 school year in conjunction with the “Paint the Town Blue for WWU” event held downtown each year.

### ***IT’S PURPOSE***

Results of our survey showed that over one third of the respondents received their information about Downtown Bellingham via word of mouth (66.36%), with the next most common channel being social media (59.62%). Additionally, over half of the respondents said that they had never heard of the Parkade (62%). The “Bellinghome” Mural Contest will address all of these statistics by directing Whatcom County’s attention to the Parkade and the Downtown Bellingham Partnership by utilizing the top two information channels, word of mouth and social media, selected by our survey respondents. This contest will encourage said artists to share their proposed piece with their friends and neighbors.



## **“BellingHOME” Mural Project Explanation (Cont.)**

### ***PLAN OF ACTION***

- Design a mural contest to be named “the Bellinghome Mural Contest” for both the entrance and exit of the Parkade building downtown primarily to be promoted through social media and word of mouth.
- Create graphics to be posted on Downtown Bellingham Partnership social media that promote and explain the mural contest.
- Allows local artists, from Whatcom County, to submit a mural rendering to be painted on the entrance and or exit of the Parkade building.
- The “Bellinghome Mural Contest” will be promoted on Downtown Bellingham Partnerships social media as well as distributed to program coordinators at Bellingham Technical College, Whatcom Community College and Western Washington University to disseminate information to students of all majors, the mural proposals must depict what the artist believes makes Bellingham their home or “Bellinghome.”
- The staff at the Downtown Bellingham Partnership will take all submissions and select their top four mural proposals.
- The top four will then be up for a public vote on the Downtown Bellingham Partnership’s Facebook page and at April’s Art Walk to include those in the community who do not have social media.
- Local paint store Stockton’s Paint has agreed to provide a contractor discount at 32 dollars a gallon of paint for this sweepstakes.
- Submissions for the mural sweepstakes will be accepted from Feb. 1, 2018 to March 15, 2018, and the final four voting will be from April 1, 2018 to May 1, 2018.
- The painting of the mural will take place over the course of summer 2018, closing the entrance and exit of the Parkade on Sundays for mural painting
- The finished “Bellinghome Mural” will be presented at the start of Western Washington University’s 2018-19 school year in conjunction with the “Paint the Town Blue for WWU” event held downtown each year

## **“BellingHOME” Mural Project Explanation (Cont.)**

### ***CONTEST TIMELINE***

#### **January 2018**

- Post on Downtown Bellingham Partnership Facebook, Twitter and Instagram announcing “Bellinghome” Mural Contest
- Send “Bellinghome” Mural Contest information, promos and renderings to all program coordinators at Bellingham Technical College, Whatcom Community College and Western Washington University

#### **February 2018**

- “Bellinghome” Mural Contest begins and submissions begin to be accepted via email at [info@downtownbellingham.com](mailto:info@downtownbellingham.com)
- Post promo graphics on social media accounts weekly promoting “Bellinghome” Mural Contest
- Send out reminder email that the “Bellinghome” Mural Contest has begun to all program coordinators at Bellingham Technical College, Whatcom Community College and Western Washington University on February 1

#### **March 2018**

- Mural submissions close on March 15
- Between March 15 and March 31 the Downtown Bellingham Partnership staff will take all submissions and select their top four mural proposals
- Staff will print out poster sizes of each top four mural proposals to be shown at April’s Art Walk

#### **April 2018**

- Final four mural proposal voting begins April 1st, and runs until April 30
- On April 6 at Art Walk poster-size renderings of the proposals will be displayed and there will be open voting for attendees at Art Walk
- Post on social media accounts weekly about the final four mural voting and include the voting link to prompt followers to vote
- Share each individual rendering on Facebook over the course of the month and tag the artist and include the voting link to prompt followers to vote



## **“BellingHOME” Mural Project Explanation (Cont.)**

### **May 2018**

- May 1 submissions close
- May 1-10 votes are tallied
- May 11 “Bellinghome” Mural Contest winner is announced on all DBP social media platforms
- Before the end of May, meet with the contest winner and plan quantity and color of paint for the mural as well as schedule painting times

### **June 2018**

- Converse with Stockton’s paint and purchase painted required for mural
- Parkade entrance (potentially exit) closed for Mural painting every Sunday of the month

### **July 2018**

- Parkade entrance (potentially exit) closed for Mural painting every Sunday of the month
- Post mural updates or sneak peeks on DBP social media platforms at least once a month as well as advertise the mural “opening” on September 26

### **August 2018**

- Parkade entrance (potentially exit) closed for Mural painting every Sunday of the month
- Post mural updates or sneak peeks on DBP social media platforms at least once a month as well as advertise the mural “opening” on September 26

### **September 2018**

- “Bellinghome” mural christening before “Paint the Town Blue for WWU” event on September 26, 2018

## **“BellingHOME” Mural Project Explanation (Cont.)**

### ***RENDERINGS***

Below are rendered mural examples of the Parkade entrance and exit.



***PARKADE ENTRANCE***



***PARKADE EXIT***

## “BellingHOME” Mural Project Explanation (Cont.)

### **STOCKTON'S PAINT**

Stockton's Paint has been a local staple for 80 years, opening their doors in Downtown Bellingham in 1937. Purchasing paint from a store that will continue to stimulate the economy of Downtown Bellingham is a natural choice, and the Downtown Bellingham Partnership's current positive relationship with Stockton's makes the decision that much sweeter. Members of Celaset Public Relations spoke with the manager of Stockton's Paint, Casey, who preemptively agreed to provide contractor pricing for the DBP for each gallon of paint purchased for the “Bellinghome Mural Contest.



Contact:  
Casey  
stocktonspaint@gmail.com  
(360).733.5630

### **PAINT PRICE ESTIMATE**

Totals below are based off of the contractor price of \$32 (originally \$40) per gallon of high quality, weather withstanding exterior paint from Stockton's Paint with pricing options of one side of the Parkade entrance, both sides of the Parkade entrance and both sides of the Parkade entrance and exit (all before state sales tax is added.)

Material	Cost per unit	No. of units	Total
Paint (one side of entrance painted)	\$32/gal	20 gals	\$640.00
Paint (two sides of entrance painted)	\$32/gal	40 gals	\$1,280.00
Paint (both sides of exit and entrance painted)	\$32/gal	70 gals	\$2,240.00

## **“BellingHOME” Mural Project Explanation (Cont.)**

### ***EXAMPLE SOCIAL MEDIA POSTS***



“Exciting news coming next year. Stay tuned for more information. #Bellinghome”



“Introducing the BellingHOME Mural Contest, specially designed to have local art and community connect.”

### ***OFFICIAL CONTEST HASHTAGS***

**#bellinghome**

**#yourbellinghome**

**#youbelonghere**

**#Ibelonghere**

**#bebellinghome**

**#wearebellinghome**

## **“BellingHOME” Mural Project Explanation (Cont.)**

### ***VOTING PLATFORM***

To conduct the online mural vote between the top four choices, third party poll service Survey Monkey will be used. By using an online voting system such as Survey Monkey it will capitalize on the Downtown Bellingham Partnership’s available employee capacity. Survey Monkey will be a cohesive platform for this contest because the Downtown Bellingham Partnership has previously conducted surveys with Survey Monkey making it a user friendly interface for both the Downtown Bellingham Partnerships and their social media followers.

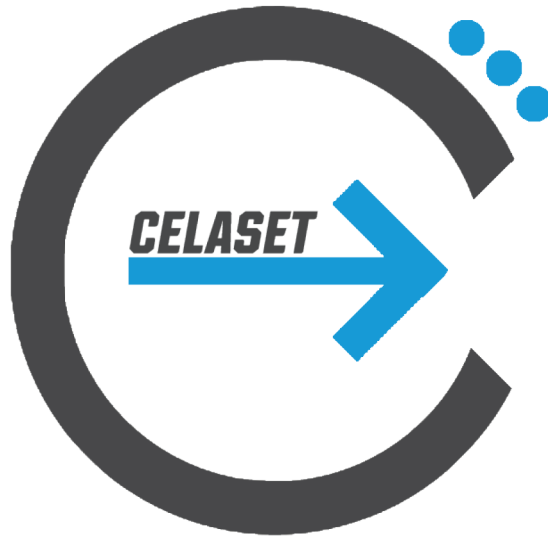
The survey itself will be only one question, “Which proposed mural rendering do you believe best embodies the idea of ‘Bellinghome’ and should be painted on the entrance of the Parkade downtown?” Each proposal will be a suggested answer with an accompanying photo of the rendered proposal.



## **“BellingHOME” Mural Project Explanation (Cont.)**

# ***THANK YOU!***

This social media contest has been designed specifically for the Downtown Bellingham Partnership to meet their needs and audience. If at any point your organization has questions or concerns, please feel free to reach out to any member of Celaset Public Relations.



# MEDIA KIT

## Media Backgrounder



### Overview

The Downtown Bellingham Partnership has been a unifying force in downtown Bellingham since 2000. Originally called the Downtown Renaissance Network, it was formed by a coalition of business leaders and downtown stakeholders who sought to advocate for the diverse interests of the downtown community. Under the name the Downtown Bellingham Partnership, it became a 501(c)3 nonprofit in 2014. Today it is a Washington Main Street Community organization with a staff of seven. Coined the “City of Subdued Excitement” by locals, the Downtown Bellingham Partnership works to make downtown Bellingham, the “City of Renewed Excitement.”

### Mission Statement

We champion the health and vitality of downtown Bellingham through the promotion of commerce, culture, and celebration.

### Vision

Bursting with creative vitality and authentic charm, Downtown Bellingham is a thriving, healthy community where people from all walks of life can experience a wealth of opportunities to work, shop, learn, and play.

### Current Campaigns:

#### ***You Belong Here:***

The services offered by the Downtown Bellingham Partnership are free and open to all businesses downtown the day they move downtown. They are provided, in large part, to increase the economic vitality of downtown. In the past, downtown businesses did not know the support existed and businesses outside Whatcom County were not aware of the economic potential to be found if they relocated or launched their business downtown. Therefore, in January 2018, the Downtown Bellingham Partnership launched the You Belong Here campaign. It includes an interest packet that presents economic and cultural incentives and resources for businesses interested in moving downtown. It also includes a new business welcome packet with a list of resources provided by the Downtown Bellingham Partnership and others to help make the transition smoother and support readily available. Businesses also receive a You Belong Here window cling.

# MEDIA KIT *CONT.*

## Media Backgrounder

### ***Downtown Bellingham:***

The Downtown Bellingham Partnership exists solely to promote commerce, culture and celebration within the downtown community. Therefore, the DBP sought to position themselves more as the voice of downtown Bellingham and less as the DBP. The goal was to reinforce their role as an advocate for all of downtown. In November 2017, the DBP changed their outward branding from the Downtown Bellingham Partnership to Downtown Bellingham. The rebranding effort included a new logo specifically for downtown and changed all social media accounts and website to Downtown Bellingham.

### ***B Kind:***

In early 2017, the Downtown Bellingham Partnership observed heated economic climate and the downtown Bellingham community's desire to reject discrimination and violence and make it a place where all are welcome. That same year they launched the B KIND campaign aimed at promoting safety, inclusion and compassion within the downtown community. Businesses interested in participating are encouraged to display a B KIND poster available at no cost online or at the Downtown Bellingham Partnership office at 1310 Commercial Street. B KIND buttons are also available and encouraged.

### **Current Events:**

#### ***Holidays Downtown***

The downtown holiday event lineup includes a Tree Lighting Ceremony and special Holiday Night Market.

#### ***Art Walk***

On the first Friday of every month, downtown's Art Walk features galleries, studios, museums, shops, and restaurants showcasing the creative talent found in Bellingham's growing art scene.

#### ***Morning Jam***

On the third Wednesday of the month, from 7:30 to 9 a.m., the DBP serves toast, jam and coffee while experts from a variety of fields share their stories and lessons learned. The event is free and open to the public.

#### ***Wine Walk***

Twice a year, downtown shops host their own tasting rooms featuring a variety of regional wines. Attendees receive tasting tickets to redeem for the wines of their choice and retailers offer special deals.



# MEDIA KIT CONT.

## Media Backgrounder

### ***Downtown Sounds***

Downtown Sounds began over a decade ago as a small gathering hosted in a downtown alley and today takes up two city blocks on Bay and Prospect Streets. The event is hosted every Wednesday night from July to August and features urban music bands from across Whatcom County and the nation.

### ***Commercial Street Night Market***

This monthly summer event shuts down a block of Commercial Street and fills it with art installations, performing artists, local food and vendors of various handmade products.

### ***Downtown Trick-or-Treat***

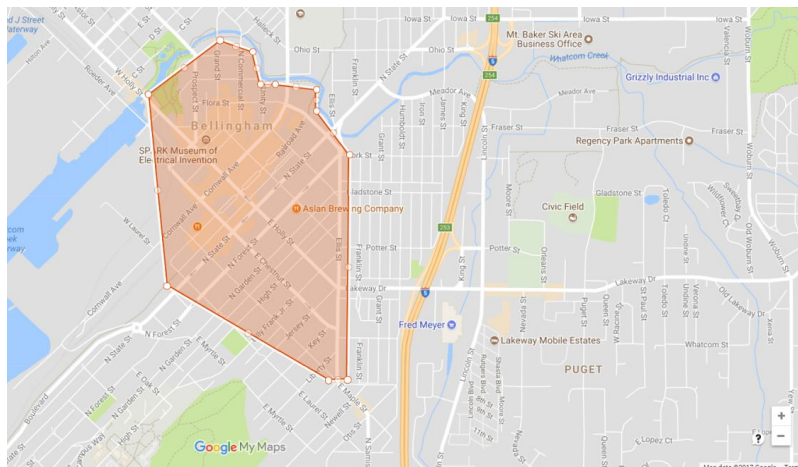
The annual Downtown Trick-or-Treat on October 31 is a fun and safe alternative to neighborhood trick-or-treating.

### **Facts & Statistics:**

#### **Our Downtown:**

- Based on our research, there are about 1900 businesses licensed and operating downtown.
- We found that those businesses employ over 6,665 people.
- We also found that the average reported sales for last year were about \$258,356.
- According to the City of Bellingham, there was about 3.7 million square feet of commercial space as of 2013 (Planning and Development Committee 10).
- According to leading downtown realtor Jim Bjerke, there is currently about a 6 percent vacancy factor for that space.

#### **About our city:**



# MEDIA KIT CONT.

## Media Backgrounder

### Demographics

- **Population:** 86,720 as of April 1, 2017 (“Population and Demographic Information”).
- **Gender:** Male 48.8%, Female 51.2%, as of 2010 (“Profile of General Demographic Characteristics: 2010”).
- **Age:** Those 20-24 are the dominant age group as of 2010 (“Profile of General Demographic Characteristics: 2010”), with a recent increase of Baby Boomers (“Bellingham Consolidated Plan” 23).
- **Education:** Of adults 25 and over, about 37.4 percent have a Bachelor’s degree or higher (“Bellingham Consolidated Plan” 26). Western Washington University hosts an average of 15,500 undergraduate and graduate students (“Bellingham/Whatcom County Washington State 2017” 8).

*According to the Port of Bellingham, there are almost 6 million people living within a 90-mile radius of Bellingham.*

### Bios:

#### Alice Clark - Executive Director

[alice@downtownbellingham.com](mailto:alice@downtownbellingham.com)

Alice is thrilled to support and be a part of and its emerging revitalization. She is committed to ensuring the growth taking place now reflects the values of the community. She believes co-creating a city is not only possible — it's necessary.

Born and raised in St. Louis, Alice moved to Bellingham in 1980. She witnessed a variety of changes in the city, from the building of the Bellis Fair Mall to the closing of the G-P paper mill. Using her degree in Graphic Design from Western Washington University, she helped found the Pickford Film Center. Alice later lead the organization through a \$3.25 million campaign and opening of the new PFC on Bay Street in 2012.

Attributed to years of working at the Pickford, as well as her service on a variety of community boards, Alice is familiar with the people, places, potential and concerns of Downtown Bellingham. Since joining DBP's board in 2016, Alice has been busy focusing on the community's desire for an increased focus on economic development and addressing the challenges that impact downtown's health and vitality.

#### Lindsey Payne Johnstone - Events Coordinator

[lindsey@downtownbellingham.com](mailto:lindsey@downtownbellingham.com)

The year 2008 was big for Lindsey and Downtown Bellingham's story. Not only did she graduate from Western Washington University, having spent her last quarter as an intern for the Partnership, she also started as our Events Director and a bartender at Bayou on Bay.



# MEDIA KIT CONT.

## Media Backgrounder

Lindsey's love for the downtown community and its unique identity fuels her passion for our events, as she believes they help to maintain Bellingham's culture. When asked what her favorite part of her job is, Lindsey responded "engaging our community by throwing huge parties!"

### **Mason Luvera - Communications Director**

mason@downtownbellingham.com

Mason's philosophy is simple; look from the ground-up, the inside-out and outside-in. That's why he manages all communications and branding for the Partnership, and serves as a key liaison between the City of Bellingham, Tourism, local businesses and organizations. IE: he thinks Bellingham is awesome and that more people need to think that too.

Professionally, Mason has worked for communications-centered agencies on both the east and west coasts, and served as a communications director in higher education. Beyond downtown, Mason sits on the Bellingham International Airport advisory board and is the communications co-chair for the Western Washington University Alumni Board of Directors.

### **Marissa McGrath - Operations Manager**

marissa@downtownbellingham.com

Marissa McGrath moved to Bellingham from the strip-mall-abundant Midwest in 2006. She served as an AmeriCorps volunteer and stuck with local non-profit work for a few years before moving to Vancouver, BC where she worked in development at the Vancouver Art Gallery. At the Gallery she gained a great deal of knowledge about fundraising and community relations. Soon though, she returned to Bellingham to start a small historical walking tour company, The Good Time Girls, and eventually opened a small shop known as The Bureau.

As our Operations Manager, Marissa provides administrative support for the programs and events that the Downtown Bellingham Partnership brings.

### **Morgan Henry - Events & Programming Coordinator**

morgan@downtownbellingham.com

Morgan is a Bellingham native, but moved to Seattle in 2007. She later followed her wanderlust and headed south in 2014, landing in Oakland, CA for three years.

During her time there, Morgan completed her first triathlon and facilitated many events; ranging from backyard movie theaters to logistics for large community events. In 2015, she returned to Bellingham. Once here, Morgan began to bring her experience in event planning, placemaking, and community camaraderie to her hometown. She went to her first Morning Jam event in August 2015 as a way to get further involved in Downtown Bellingham. She is now the curator for that series and the lead for DBP's Commercial Street Night Market event.

# MEDIA KIT *CONT.*

## Media Backgrounder

**Yaelle Kimmelman - Office Assistant**  
yaelle@downtownbellingham.com

Yaelle started for the DBP as a communications intern while finishing her degree in Public Relations at Western Washington University. After completing her internship, she felt passionate about staying in Downtown Bellingham and looked for opportunities to stay. Following graduation, she was hired to her now-role as our office assistant extraordinaire!

### Useful links:

Website: [downtownbellingham.com](http://downtownbellingham.com)  
Facebook: Downtown Bellingham Partnership  
Instagram: @downtownbham  
Twitter: @downtownbham

**Boilerplate:** The Downtown Bellingham Partnership was founded by business leaders and downtown stakeholders in 2000 and became a 501(c)3 nonprofit in 2014. This organization is dedicated to championing the health and vitality of downtown Bellingham through the promotion of commerce, culture, and celebration. It has a staff of seven with several interns serving throughout the year. For more information, please visit their website at [downtownbellingham.com](http://downtownbellingham.com).



## FAQ Sheet



### Frequently Asked Questions

#### 1. Who is the Downtown Bellingham Partnership?

The Downtown Bellingham Partnership is a 501(c)3 nonprofit dedicated to championing the health and vitality of downtown Bellingham through the promotion of commerce, culture, and celebration.

#### 2. What services do they provide?

The Downtown Bellingham Partnership promotes downtown commerce by featuring downtown businesses on their social media, researching and reporting downtown statistics, building relationships with various news outlets, and networking with current and prospective downtown businesses. They promote downtown culture and celebration by hosting events like Art Walk and Morning Jam, funding sidewalk installations and participating in the Main Street Community program through the Washington Department of Archaeology & Historic Preservation.

The Downtown Bellingham Partnership also serves as the voice of downtown businesses as they partner with the Port of Bellingham and the City of Bellingham. They also promote community among downtown businesses with public relations campaigns like B Kind and You Belong Here.

#### 3. What does it take for a downtown business to work with the Downtown Bellingham Partnership?

Unless otherwise noted, services offered by the Downtown Bellingham Partnership are free and open to all downtown businesses. The DBP does not have a membership incentive. When a new business opens downtown, a member of the DBP team will deliver a Welcome Packet with various community resources, a window cling and an invitation to join the downtown business owner Facebook page and the DBP mailing list. They will also be added to the DBP interactive map on our webpage. Businesses do have the option to donate to the DBP or to sponsor an event, but neither are required. Rather, the DBP seeks to serve as a resource and advocate for any questions or concerns a business might have for as long as they remain in downtown.

#### 4. Where are they located?

The Downtown Bellingham Partnership office is open 9-5 p.m. and is located at  
1310 Commercial Street  
Bellingham, WA 98225

#### 5. Why can't I find a website or social media for the Downtown Bellingham Partnership?

The Downtown Bellingham Partnership seeks to be the face of downtown Bellingham as a whole. For that reason, all outward communications, including their website, are branded as Downtown Bellingham.



# MURAL CONTEST PRESS RELEASE



## FOR IMMEDIATE RELEASE

Mason Luvera  
Communications Director  
[mason@downtownbellingham.com](mailto:mason@downtownbellingham.com)  
360-527-8710

## Parkade to get a Face-Lift via Art Contest



Rendering courtesy of Juan Mendoza Tovar.

BELLINGHAM, WASHINGTON-- The Downtown Bellingham Partnership announced today that the entrance to the five-story Commercial Street Garage, otherwise known as the Parkade, will serve as a canvas for a "Bellinghome" mural contest.

The Partnership is encouraging local artists to submit mural designs with themes depicting why they call Bellingham their home. Submissions will be accepted from Feb. 1 - March 15.

"We want every aspect of downtown to reflect the vibrancy and beauty of our community, even a parking garage," Alice Clark, executive director of the Downtown Bellingham Partnership, said. "And we want our community to feel like they had a hand in making that a reality."

The final four submissions will be announced April 1 and public voting will be open until May 1. The winner will be announced May 8 and painting will begin June 2018.

"Downtown is a valuable piece of the greater Whatcom community," said Guy Occhiogrosso, President & CEO of the Bellingham/Whatcom Chamber of Commerce & Industry. "I'm excited to see the community coming together to make it even better."

The Downtown Bellingham Partnership was founded by business leaders and downtown stakeholders in 2000 and became a 501(c)3 nonprofit in 2014. This organization is dedicated to championing the health and vitality of downtown Bellingham through the promotion of commerce, culture, and celebration. It has a staff of seven with several interns serving throughout the year. For more information, please visit their website at [downtownbellingham.com](http://downtownbellingham.com).



# PERSONNEL

## Annie Crookshank

Annie is completing a Bachelors of Arts in Journalism and Public Relations and minoring in Communications Studies at Western Washington University. She has had stories published in The Western Front, Western Weekend and on the Lydia Place Blog. Over the summer she interned at the Seattle Children's Hospital Foundation as their Corporate Annual Giving Intern, prior to which she was the Community Engagement Intern for Lydia Place.

Following graduation this June, Annie will move to Seattle in hopes of obtaining a position in nonprofit event planning or development coordination.

Her favorite part of downtown Bellingham is the variety of brunch spots.



## Juan Manuel Mendoza-Tovar

Juan is set to graduate from Western Washington University in June 2018 with a Bachelors of Arts in Journalism and Public Relations and a minor in LGBT Studies. With more than two years interning at the WWU Athletics Department, he has gained hands on experience in a competitive field. Specializing on social media, he has helped WWU Athletics grow a larger following and media presence on multiple platforms including Twitter, Instagram, Snapchat and Facebook.

Following graduation, Juan plans to follow a career in college athletics.

His favorite part about downtown is the great variety of food.



## Laura Ann Poehner

Laura Ann will graduate from Western Washington University in June 2018 with a Bachelors of Arts in Journalism and Public Relations, a minor in Internet Resource Creation and Management and certificate in Web Content Development. She is currently the Public Relations Specialist at Skookum Kids, a foster care nonprofit based in downtown Bellingham. She specializes in web management, data analytics, media writing and VIP management. Her public relations work has been published in Skookum Kids' website, the Bellingham Herald, the Lynden Tribune and the Ferndale Record.

Following graduation, Laura Ann plans to continue to write and further her education in information technology.

Her favorite part about downtown is the old architecture.



# ***APPENDICES***

- **Media Conact List with Story Pitches**
- **Instructions for editing Google My Maps**
- **Research Paper**
- **Survey**



# MEDIA CONTACT LIST

## MEDIA CONTACT LIST

**News outlet:** Bellingham Herald

**Outlet type:** Weekly Newspaper

**Contact name:** Dave Gallagher, Business Editor

**Contact email:** dgallagher@bhamherald.com

**Contact phone:** 360-715-2269

**Types of stories:** Economic growth/decline

**Potential story pitches:**

Downtown Bellingham Partnership's efforts to bring more jobs downtown

**News outlet:** Bellingham Business Journal

**Outlet type:** Monthly Newspaper

**Contact name:** Emily Hamann, Associate Editor

**Contact email:** editor@bbjtoday.com

**Contact phone:** N/A

**Types of stories:** Catch-all for business, but especially features

**Potential story pitches:** Success of B Kind campaign, onboarding process for DBP

**News outlet:** Ferndale Record & Lynden Tribune

**Outlet type:** Weekly Newspaper

**Contact name:** Calvin Bratt, Editor in Chief

**Contact email:** editor@lyndentribune.com

**Contact phone:** 360-354-4444 ex. 22

**Types of stories:** N/A

**Potential story pitches:**

Feature on downtown restaurants/breweries that get their ingredients from Lynden or Ferndale

**News outlet:** Bellingham Alive

**Outlet type:** Magazine

**Contact name:** Meri Jo Borzilleri, Editor

**Contact email:** meri\_jo@northsoundlife.com

**Contact phone:** 360-483-4576 ex. 2

**Types of stories:**

Local business features, affluent lifestyle features and profiles on active community members

**Potential story pitches:**

"Wonder Woman" feature article on Alice Clark, remodel of downtown building.

**News outlet:** Whatcom Talk

**Outlet type:** Online only news outlet

**Contact name:**

**Contact email:** submit@whatcomtalk.com

**Contact phone:**

**Types of stories:** Nonprofit features

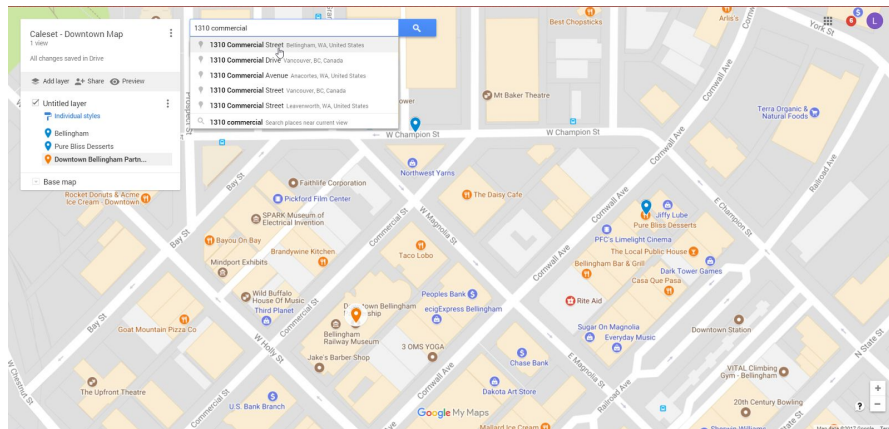
**Potential story pitches:** B Kind campaign

# GOOGLE MY MAPS

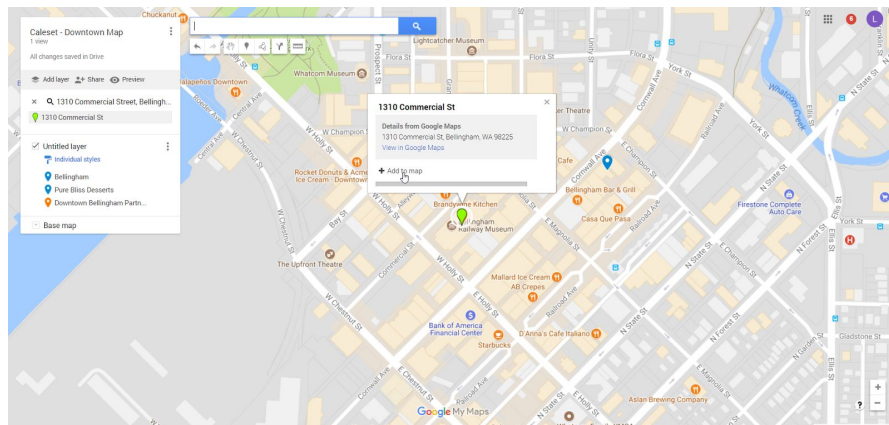
## Instructions for Editing Google My Maps

To add a business or location:

Enter the address you wish to add. A dialog box will appear.

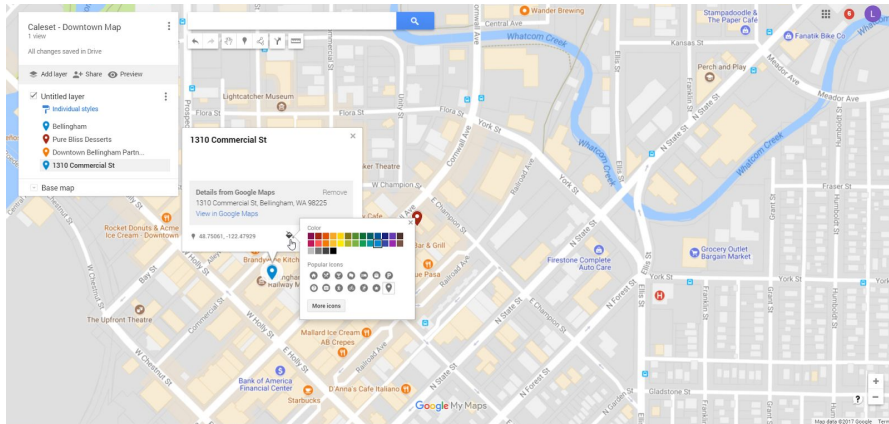


Click “Add to map.”



The next dialog box gives you the option to add a color, an icon and/or a comment about the location. Bars and breweries are coded as RGB (2,136,209), restaurants as RGB (165,39,20), services as RGB (124,179,66), government offices as RGB (121,85,72) and entertainment facilities as RGB (156,39,176). Photos can also be uploaded and will only be seen from your map.

# GOOGLE MY MAPS CONT.

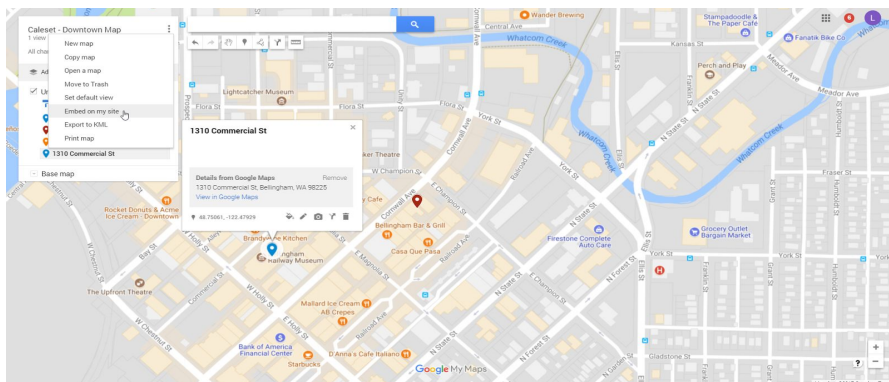


To delete an image from your map, simply select the location and click the trash icon on the bottom right corner of the dialog box.

To embed map on your website:

Click the ellipse at the top right corner of the map menu.

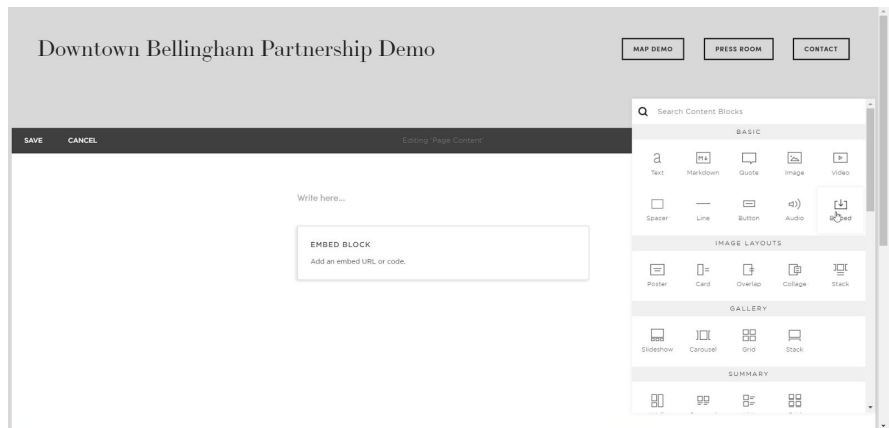
Select “Embed on my site.”



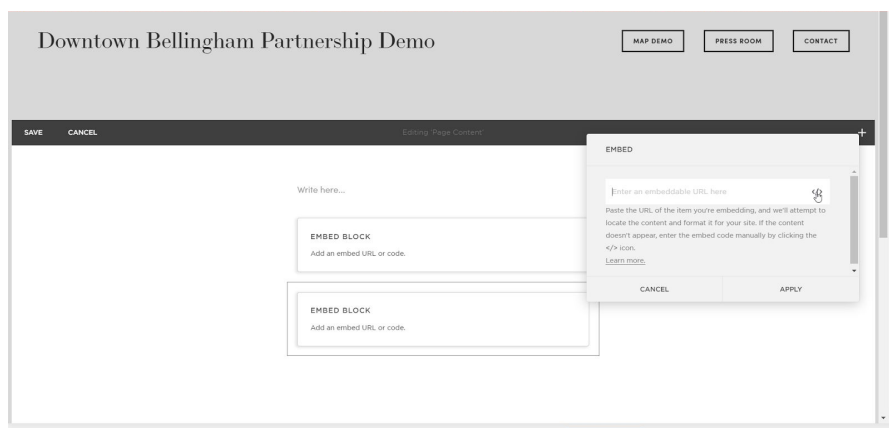
Copy the iframe code provided.

# GOOGLE MY MAPS CONT.

Open Squarespace page and add “Embed” element block.

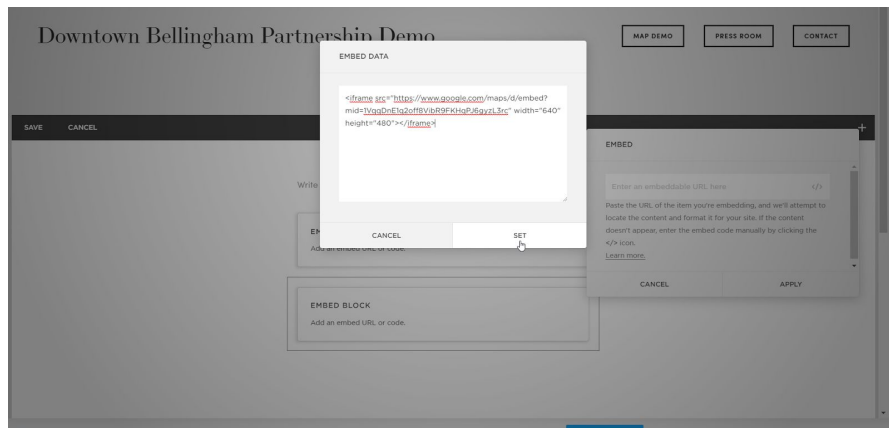


Click the tag on the right side.



# GOOGLE MY MAPS *CONT.*

Paste the iframe code and adjust height and width as desired.



Set embed code and save. Your map will be viewable on your page and will automatically update when changes are made to your map in Google.

# RESEARCH PAPER

## Executive Summary

The Downtown Bellingham Partnership is a nonprofit organization dedicated to championing the vitality of downtown Bellingham. Since 2000 the Downtown Bellingham Partnership has sought to attract tourists, drive economic development and nurture Bellingham's unique culture through the combination of initiatives, events and programs. The Downtown Bellingham Partnership has a need for a public relations campaign that will increase not only awareness of what downtown Bellingham has to offer, but also awareness of what the Downtown Bellingham Partnership is and has the capacity to do as well to entice new businesses and tourists to the downtown area.

In order to determine awareness of the Downtown Bellingham Partnership and their programs and learn what channels citizens gathered their information about downtown from, Celaset Public Relations conducted an in-person convenience survey of 104 people from Oct. 17 to Oct. 20, 2017 in the Bellingham area.

We found that more than two thirds had not heard of the Downtown Bellingham Partnership. The number one most attended event by the individuals we surveyed was Art Walk, and was also the event most individuals had heard of. Additionally, a little over one third of those surveyed received their information about downtown through word of mouth, quickly followed by social media.

## Methodology

In order to provide the Downtown Bellingham Partnership with a clearer scope of who and how many people are aware of their organization and services, Celaset Public Relations distributed surveys outside of Western Washington University's Carver Gymnasium and Red Square, Boulevard Park, the downtown Community Food Co-op and Haggen on Meridian Street from Oct. 17 to Oct. 20, 2017.

First, two members of Celaset surveyed on Western Washington University's campus in Red Square and outside the newly completed Carver Gymnasium, arriving at 12 p.m. on Oct. 17, 2017. They proceeded to ask 40 individuals if they would be willing to complete their survey, with 37 saying yes giving us a 93 percent response rate. We decided on this location because students would be more likely to frequent downtown whether it be for work, entertainment or food due to downtown's proximity to campus. Additionally, with the newly completed Carver Gymnasium renovation, many adult professionals who work in the offices within the new gym flow in and out of the building at lunch time when we were present surveying. We settled on 12 p.m. to 1:30 p.m. because we believed individuals would be more willing to complete a survey during lunchtime than in between classes or during their workday.

Next the same two members of Celaset surveyed at Boulevard Park, a prominent park in the Bellingham community. We believed that due to the popularity of the public land we would be able to gather surveys from a diverse variety of individuals. Arriving at 4:15 p.m. on Oct. 17, 2017, we proceeded to ask 25 individuals if they would be willing to complete our survey, with 18 saying yes for a response rate of 72 percent. We believed that many individuals who visited Boulevard Park would also visit Downtown Bellingham thanks to the bike and footpath that connects the two locations.

The following day on Oct. 18, 2017 the same two members of Celaset arrived at the downtown Community Food Co-op at 11:30 a.m. They asked 26 individuals to complete their survey, 21 agreed for a response rate of 80 percent. After having success surveying at lunchtime on campus, we believed that surveying at lunchtime the following day would be successful as well. Also due to the downtown Community Food Co-op's location, and higher priced goods, we believed we would be able to gather surveys from individuals who often visited downtown and had a higher income than students.

On Oct. 19, 2017 one member of Celaset went to Haggen on Meridian Street, arriving at 5:20 p.m. They then asked 15 people if they would be willing to complete our survey, with 11 people agreeing for a response rate of 73 percent. We believed that by surveying at 5:20 at a grocery store we would be able to gather information from working adults who have children. In regards to the location of the Haggen, we believed that by surveying at a grocery store further from downtown we would be able to gather information on individuals who do not live within a close proximity to downtown.

Finally, on Oct. 20, 2017 one member of Celaset returned to Boulevard Park at 4:30 p.m. They then asked 23 individuals if they would be willing to complete our survey, with 16 agreeing giving us a response rate of 69 percent. We chose to have a member return to Boulevard Park at this time because we believed that we would get more variety of responses on a Friday afternoon after most businesses have closed, as opposed to a Tuesday afternoon during businesses hours when we first surveyed there.

In total Celaset Public Relations asked 130 people to complete our survey. Out of the 130, 103 agreed giving us a total response rate of 79 percent.

Our final survey asked the following questions to better understand who and how many people were familiar with the Downtown Bellingham Partnership, what they liked about Downtown Bellingham and what they believed Downtown Bellingham would benefit from.



- RQ1. How often do you visit downtown Bellingham?
- RQ2. How do you get your information about Downtown Bellingham? Check all that apply.
- RQ3. What keeps you from going downtown? Check all that apply.
- RQ4. What do you believe is missing from downtown Bellingham?
- RQ5. When you do go, what is your primary reason for being downtown? (Choose All That Apply)
- RQ6. Circle all the events you've heard of
- RQ7. Circle all the events you've attended
- RQ8. What do you like most about downtown?
- RQ9. Are you familiar with the Downtown Bellingham Partnership?
- RQ10. Are you familiar with the Parkade?

A majority of the respondents overall were female (55 %), and the remaining respondents were male (42%). Only one respondent answered gender non-specific, and only one respondent answered prefer no to answer, therefore those two categories will not be represented in these findings due to lack of valid sample size.

Over half of the respondents fell in the 18-24 age group category (55%), followed by 25-34(13%), 35-44 at 8 percent, 45-54 at 7 percent, 55-64 at 7 percent and 65 plus at 6 percent. All ages over 35 were too small to be valid samples and were therefore not included in these findings.

Over two thirds of the overall respondents lived in Bellingham (73%), followed by Washington State outside of Whatcom County (11.5%), and finally Whatcom County outside of Bellingham (10.5%). None of our respondents were from Canada, but a few respondents were from outside of Washington State specifically Oregon and New Zealand (5%). Samples from Canada and outside Washington State were too small to be valid and will not be represented in these findings.

Over two thirds of the overall respondents yearly gross income was under \$41,000 (69%), and the remaining respondents were over \$41,000 yearly (31%).

Half of the respondents were students (51%) and the remaining respondents were not (49%).

Less than half of the respondents were single (43%), followed by those who were in a committed serious relationship (30%) and over a quarter of the respondents were married (27%).

Over three quarters of the respondents did not have children under the age of 18 living at home (85%) while the remaining respondents did have children under the age of 18 living at home (15%).

One possible source of error came from RQ5: "What do you believe is missing from downtown?" This confused some individuals because they did not believe anything was missing from downtown, which spurred more questions as to how they should proceed with their answer. In hindsight, we should have included in the question that if they did not believe anything was missing to leave the space blank to spare respondents confusion.

A second possible source of error came from RQ3: "What keeps you from going downtown? Check all that apply." With response options of "It costs too much," "There's not enough parking," "I don't like the businesses downtown," "Downtown events don't interest me," "I don't feel safe" and "Other, please specify." This confused respondents because we assumed that there were instances keeping them from visiting downtown, and we neglected to include a "Nothing is keeping me from visiting downtown" option. This resulted in our team having to create a separate category when entering data.

A third possible source of error can be found in our final survey question, RQ10. "Are you familiar with the Parkade?" With the answer options being "Never heard of it," "Yes, but I never have parked there," "Yes, I have parked there before" and "Yes, I park there all the time." This was confusing for respondents because, although they were unfamiliar with the name "the Parkade," through further conversation almost all respondents had seen the parking structure downtown but was unaware of its name.

## Findings

*RQ1: How often do you visit downtown Bellingham? Every day, weekly, almost never*

Less than half of the overall respondents visit downtown weekly (46%). Every day was the second most common response (23%), followed by monthly (19%) and one tenth of the respondents said they almost never go downtown (10%).

In regards to gender, men (25%) were slightly more likely to visit downtown every day than women (20%). However women (50%) were more likely to visit downtown weekly than men (42%) were. Men (14%) were more likely to almost never go downtown than women (9%).

When looking at age, respondents 18-24 were more likely to frequent downtown weekly (50%) and every day (22.4%) than those 25-34 (38.4%, 15.38% respectively). Those 25-34 were more likely to visit downtown monthly (30.7%) and almost never (15.3%) than those 18-24 (18.9%, 8.6% respectively).

In regards to income, those who made less than \$41,000 annually (25.35%) were more likely to visit downtown every day than those who make more than \$41,000 annually (18.7%). All other responses for weekly, monthly and almost never were similar for both groups.

When looking at students versus non-students, respondents who were students (49%) were more likely to visit downtown weekly than non-students (44%). All other samples for every day, monthly and almost never were similar for both groups.

In regards to relationship status, respondents who are single were more likely to visit downtown both every day (25%) and weekly (50%) followed by respondents in committed serious relationships (22%, 45% respectively) and those who are married (21%, 42% respectively). Yet those who were in committed serious relationships (12%) and those who are married (14%) were more likely to almost never frequent downtown than respondents who are single (7%). Respondents who have children at home under the age of 18 (20%) were twice as likely to almost never visit downtown than those who did not have kids. Those that did not have kids (50%) were more likely than those that did (33.33%) to visit downtown weekly.

Regarding where respondents live, those who live in Bellingham were more likely to visit downtown weekly (54%) than those who lived outside Whatcom County (40%) and those who live in Washington State (16.6%). Those who lived in Washington State were more likely to visit downtown monthly (66.6%) than those who lived in Bellingham (14.4%) and those who lived in Whatcom County (10%).

### *RQ2. How do you get your information about Downtown Bellingham? Check all that apply.*

Over one third of the respondents received their information about Downtown Bellingham via word of mouth (66.36%). The next most common channel was social media (59.62%), followed by print (35.5%) radio (15.3%) and other (10.5%).

In regards to age, more 18-24 were more likely to receive info on downtown Bellingham through word of mouth (72.4%) and social media (70.6%) than those 25-34 (57.1%, 57.1% respectively). Those 25-34 (28.5%) were far more likely to receive their information about downtown from other sources than those 18-24 (1.72%). Respondents 18-24 (13.7%) were almost twice as likely to receive information about downtown from the radio than those 25-34 (7.14%). All other samples for print media were similar.

Nearly three quarters of females (74.1%) received their information about downtown via word of mouth, as opposed to only half of males (56.8%). Females (67.2%) were more likely to receive information about downtown through social media than men (52.2%). Additionally, males (45.4%) were more likely to receive info about downtown from print than women (27.5%). All other samples from radio and other sources were similar.

In regards to where people live, those in Washington State (83.3%) were more likely to get their information about downtown from word of mouth than those from Bellingham (69.7%) and those for Whatcom County (36.3%). Those who are from Bellingham (64.4%) were most likely to get their information about downtown from social media than those from Whatcom County (45.5%) and those from Washington State (50%). Those from Whatcom County (36.6%) are far more likely to receive their information about downtown from other sources than those from Bellingham (6.5%) and those from Washington State (0%). All other samples for print and radio were similar.

When looking at income, respondents that made less than \$41,000 annually (69.4%) were more likely to receive their information about downtown via word of mouth than those who made more than \$41,000 annually (59.3%). There were no other notable statistical differences.

In regards to student status, those who were students (71.7%) were far more likely to receive their information from social media than nonstudents (47%). Nonstudents were more likely to receive their information from radio (21.5%) and far more likely to receive their information from other (19.6%) sources than students (9.4%, 1.8% respectively). All other samples were similar for print and word of mouth.

In regards to relationship status, those in committed serious relationships were far less likely to use radio (3.2%) as a way to receive information than those who were single (20%) and married (21.4%). Those who were married were more likely to receive their information about downtown from print (42.8%) and other sources (25%) than those who were single (37.7%, 6.6% respectively) or in a committed serious relationship (25.8%, 3.2% respectively). All other samples for word of mouth and social media were similar.

In regards to children under 18 living in the home, those who had kids were more likely to receive their information about downtown from print (40%) and radio (26.6%) than those who did not have children under the age of 18 at home (34.4%, 14.7% respectively). All other samples for word of mouth and social media were similar.

### *RQ3. What keeps you from going downtown? Check all that apply.*

Over one quarter of the respondents surveyed stated that their primary reason for not going downtown was lack of parking (33.65%), followed by the fact that going downtown cost too much (25.1%), other (21.15%), lack of interest in downtown events (18.3%) nothing or no answer (17.3%), don't feel safe (5.8%) and don't like the businesses downtown (4.8%).



In regards to age, those 18-24 were more likely to say not enough parking (39.7%) than those 25-34 (14.3%). They are also more likely to say other (20.7%) or don't feel safe (7%) than those 25-34 (7.1%, 0% respectively). Those 25-34 are far more likely to say nothing (35.7%) than those 18-24 (6.9%). Responses for cost, don't like businesses and not interested in downtown events were similar for both age groups.

When looking at gender, men were more likely to say they weren't interested in downtown events (25%) or nothing (25%) than women (13.8%, 10.3% respectively). Women were far more likely to say not enough parking (44.8%) than men (18.2%). All other responses were similar for both genders.

When looking at where respondents lived, those who lived in Whatcom County (63.64%) were most likely to say that there wasn't enough parking, followed by those from Washington State (50%) and those who lived in the Bellingham city limits (29%). However those from Bellingham (27.6%) were most likely to say downtown costs too much, followed by Whatcom County (18%) and Washington State (8.3%). Those from Washington State (25%) were most likely to state that downtown events didn't interest them, followed by those from Bellingham (19.7%) and those from Whatcom County (9%). Those from Washington State (25%) were only slightly more likely to state other reasons for not going downtown than those from Bellingham (21%).

In regards to income, those who make less than \$41,000 annually (29.7%) were far more likely to choose cost as a reason keeping them from going downtown than those who make more than \$41,000 annually (9.3%). Those who make more than \$41,000 annually (25%) were more likely than those who make less than \$41,000 annually (15.2%) to state that downtown events didn't interest them. Those who make less than \$41,000 annually (36.1%) were slightly more likely to list not enough parking as something keeping them from downtown than those who make more than \$41,000 annually (28%). Responses for cost, don't like the businesses downtown, other and nothing were similar for both groups.

When looking at student status, students (32%) were twice as likely to choose cost as something keeping them from downtown as nonstudents (13.7%). Students (39.6%) were also more likely to choose lack of parking as something that was keeping them from downtown than nonstudents (27.4%). Nonstudents (25.4%) were over twice as likely to state nothing than students (9.4%). Samples for other, don't feel safe, I don't like the businesses downtown and downtown events don't interest me were similar for both groups.

In regards to relationship status, one third of those in a committed serious relationship (39%) were more likely to say going downtown cost too much as opposed to only one fifth of those who were single (22%). Those who were married (42.8%) were most likely to say lack of parking kept them from going downtown, followed by those who were single (31.1%) and those in serious committed relationships (29%). Responses for other, don't feel safe, I don't like the businesses downtown and downtown events don't interest me were similar for both groups.

In regards to those who have kids under 18 at home, those who didn't have children under the age of 18 at home (25.2%) were more like than those who did have kids at home (13.3%) to say that going downtown cost too much. Those who did have kids (26.6%) were twice as likely as those who did not have kids (13.7%) to say nothing was keeping them from downtown. Responses for other, don't feel safe, I don't like the businesses downtown and downtown events don't interest me were similar for both groups

#### *RQ4. What do you believe is missing from downtown Bellingham?*

Over one third of those surveyed said that nothing (40.4%) was missing from downtown, followed by free or additional parking (11.5%), more retail shops (11%), various other things (11.5%), events and nightlife entertainment options (9.6%), more food options (8.7%), more parks or outdoor recreation (5.8%), cleanliness (2.9%), more WWU student activities (2.9%) and more family friendly activities (1.9%).

In regards to age, respondents that were 25-34 were more likely to think that nothing was missing from downtown (57.1%) and that downtown needed more family friendly activities (14.2%) than those 18-24 (34.4%, 0% respectively). Those 18-24 were more likely to think that downtown was missing more parking (15.2%), retail shops (15.2%), entertainment and nightlife (13.7%) and food options (10.3%) than those 25-34 (7.1%, 0%, 7.1% and 0% respectively). All other samples for outdoor recreation, WWU student activities, cleanliness and other were similar.

In regards to gender, males were more likely to state that nothing was missing from downtown (43.1%) or other (13.6%) as opposed to females (39.8%, 6.9% respectively). Females were more likely to state that entertainment and nightlife (13.7%) or cleanliness (5.1%) was missing from downtown than men (4.5%, 0% respectively). Other responses for parking, retail shops, food options, student activities and outdoor recreation were similar.

When looking at where respondents lived, those in Washington State were more likely to state that nothing (50%), retail shops (18.6%) or food options (16.6%) were missing from downtown than those from Whatcom County (27.2%, 9%, 0% respectively) or Bellingham (36.8%, 11.8%, 9.2% respectively). Whatcom County residents were more likely to state that other reasons (27.2%), free parking (16.8%) or cleanliness (18.1%) were missing from downtown than residents of Bellingham (9.2%, 13.1%, 1.3% respectively) or Washington State (8.3%, 0%, 0% respectively). Residents of Bellingham were more likely to state that entertainment and nightlife (13.1%) was missing from downtown than residents of Whatcom County (0%) and Washington State (0%). Other responses for student activities and outdoor recreation were similar.

In regards to annual income, those who make more than \$41,000 a year (50%) were more likely to think nothing was missing from downtown, while only one third of those who make less (36%) than \$41,000 a year thought nothing was missing from downtown. Over one tenth of those who make less (15%) than \$41,000 annually thought additional free parking was missing from downtown as opposed to those who make more than \$41,000 (3.1%). Additionally, those who make less than \$41,000 annually (12.5%) were more likely to state that downtown was missing entertainment or nightlife than those who make more than \$41,000 a year (3.1%). Samples for parking, retail shops, food options, student activities and outdoor recreation were similar.

When looking at student status, almost half of those who were not students (45%) thought nothing was missing from downtown, as opposed to over one third of those who were students (36%). Those who were students were more likely that free parking (15%) and retail shops (17%) were missing downtown than nonstudents (7.8%, 5.8% respectively). Other samples for parking, nightlife, retail shops, food options, student activities and outdoor recreation were similar.

In regards to relationship status, those who were single (20%) were more likely to state that parking and free parking was missing from downtown than those in committed serious relationships (0%) or married (10.7%). Those in committed serious relationships were more likely to think that entertainment and nightlife (16.3%) and food options (12.9%) were missing from downtown than those married (3.5%, 10.7% respectively) or single (8.8%, 4.4% respectively). Those married were far more likely to state that cleanliness (10.7%) was missing from downtown than those in committed serious relationships (0%) or single (0%). All other samples for nothing, nightlife, other, food options, student activities and outdoor recreation were similar.

When looking at whether respondents had children under the age of 18, those with children were more likely to say that family friendly activities (13.3%) and cleanliness (13.3%) were missing from downtown than those who did not have kids under 18 at home (0%, 1.5% respectively). Those without kids under 18 at home were more likely to say that retail shops (13.7%) and food options (9.2%) were missing from downtown than those with children under 18 at home (0%, 0% respectively). Other responses for nothing, nightlife, other, parking, student activities and outdoor recreation were similar.

#### *RQ5. When you do go, what is your primary reason for being downtown?*

Overall, almost half of the respondents said that a primary reason for being downtown was restaurants, breweries and bars (87.3%), followed by retail shopping (32.4%), events (29.4%), services (22.6%) and work (10.8%).

In regards to age, those 18-21 (93%) was more likely to state that restaurants, breweries and bars and retail shopping (35%) were a primary reason for going downtown than those 25-34 (86%, 21.4% respectively). Those 25-34 were more likely to list services (35.7%) and events (35.7%) as primary reasons for being downtown than those 18-24 (12.2%, 24.5% respectively). Samples for work were similar.

When looking at gender, females were more likely to list restaurants, breweries and bars (93%), retail shopping (36.8%) and work (14%) as primary reasons for being downtown than males (79%, 27.9%, 4.6% respectively). Males were more likely than females to list services (27.9%) as a primary reason for being downtown than females (19.3%). Responses for events were similar.

In regards to location, those who lived in Washington State were more likely to state restaurants, breweries and bars (91.6%), and retail shopping (41.6%) than those in Whatcom County (72.7%, 36.3% respectively) and Bellingham (89.1%, 31% respectively). Those from Whatcom County were far more likely to list events (45.4%) as a primary reason for being downtown than those from Washington State (16.6%) and Bellingham (29.7%). Those from Bellingham were more likely to list services (24.3%) as a primary reason for being downtown than those from Whatcom County (18.1%) and Washington State (8.3%). Responses from work were similar.

In regards to annual income, those who make less than \$41,000 (90%) were more likely to list restaurants, breweries and bars as a primary reason for being downtown than those who make more than \$41,000 (80%). Those who make more than \$41,000 annually were almost twice as likely to list services (35.4%) and more likely to list events (38.7%) as reasons for being downtown than those who make less than \$41,000 annually (16.9%, 25.3% respectively). Samples for retail shopping and work were similar.

When looking at student status, students (92%) were more likely to be downtown for restaurants, breweries and bars than nonstudents (82%). Nonstudents were twice as likely to list services (30%) and more likely to list events (36%) and work (16%) as reasons for being downtown than students (15.3%, 23%, 5.7% respectively). Samples for retail shopping were similar.

In regards to relationship status, those who were single were more likely to list work (18.1%) and retail shopping (36.3%) as reasons for being downtown than those in committed serious relationships (3.3%, 30% respectively) or married (7.1%, 28.5% respectively). All other samples for restaurants, breweries and bars, services and events were similar.

When looking at whether or not respondents that had children under the age of 18 at home, those with children were more likely to list events (46.6%) and services (26.6%) than those who did not (24.7%, 20% respectively). Those who did not have children under 18 living at home were more likely to state restaurants, breweries and bars (89.4%) and retail shopping (32.9%) as reasons for being downtown than those that did have children living at home (73.3%, 26.6% respectively). Responses for work were similar.



*RQ6. Circle all the events you've heard of*

One quarter of the overall respondents said they have heard of Art Walk (63.5%), followed by the Night Market (48.1%), Downtown Sounds (37.5%) Wine Walk (30.8%), Downtown Trick-or-Treat (24%), Downtown Tree-Lighting (24%), none (16.4%) and Downtown's Open Late (15.4%).

In regards to age, those 18-24 were more likely to have heard of Wine Walk (36.2%) than those 25-34 (14.2%). Those 25-34 were more likely to have heard of Art Walk (64.2%), Downtown Sounds (42.8%), Downtown Trick-or-Treat (42.8%), Downtown Tree-Lighting (42.8%), Downtown's Open Late (21.4%) and none or no answer (28.5%) than those 18-24 (53.4%, 29.3%, 13.7%, 17.2%, 13.7%, 17.2% respectively). Responses for Night Market were similar.

When looking at gender, females were more likely to have heard of Wine Walk (37.9%) than males (22.7%). Males were more likely to have heard of Downtown Tree-Lighting (27.2%) or no events (20.4%) than females (22.4%, 13.7% respectively). Samples from Art Walk, Night Market, Downtown Sounds, Downtown Trick-or-Treat and Downtown's open late were similar.

In regards to location, those from Whatcom County were most likely to have heard of Art Walk (81.8%), Wine Walk (36.3%) and Night Market than those from Bellingham (67.1%, 31.5%, 52.6% respectively) or Washington State (16.6%, 25%, 16.7% respectively). Those from Washington State were least likely to have heard of Downtown Sounds (8.3%) and Downtown Trick-or-Treat (8.3%) than those from Bellingham (42.1%, 23.6% respectively) or Whatcom County (45.4%, 45.4% respectively). Those from Bellingham (26.3%) were more likely than those from Whatcom County (9%) and Washington State (8.3%) to have heard of Downtown Tree-Lighting. Those from Washington State were far more likely to have heard of no events (66.6%) than those from Bellingham (10.5%) and Whatcom County (0%). Those from Whatcom County were more likely to have heard of Downtown's Open Late (18.1%) than those from Bellingham (14.4%) and Washington State (8.3%).

When looking at annual income, those make more than \$41,000 were more likely to have of Downtown Sounds (45.1%), Downtown Trick-or-Treat (31.2%) and Downtown Tree-Lighting (34.3%) than those who make less than \$41,000 (34.7%, 20.8%, 19.4% respectively). All other samples for Art Walk, Wine Walk, Night Market, Downtown's Open Late and no events were similar.

When looking at student status, those who were nonstudents were more likely to have heard of Art Walk (70.5%), Downtown Sounds (45.1%), Downtown Trick-or-Treat (29.4%) and Downtown Tree-Lighting (29.4%) than those who are students (56.6%, 30.1%, 18.8%, 18.8% respectively). Responses for Wine Walk, Night Market, Downtown's Open Late and no answer were similar.

In regards to relationship status, those who were married were most likely to have heard of Art Walk (71.4%), Downtown Trick-or-Treat (42.8%) and Downtown Tree-Lighting (32.1%) than those who were single (62.2%, 20%, 17.7% respectively) or in committed serious relationships (58%, 12.9%, 25.8% respectively). Those who were single were more likely to have heard of Downtown's Open Late (20%) than those who were in committed serious relationships (12.9%) or married (10.7%). Those who were single were least likely to have heard of no events (8.8%) followed by those who were in committed serious relationships (22.5%) or married (22.58%). Responses for Wine Walk, Night Market and Downtown Sounds were similar.

In regards to whether or not respondents had children under the age of 18, those who did have kids were more likely to have heard of Art Walk (73.3%), Downtown Trick-or-Treat (53.3%) and Downtown Tree-Lighting than those who did not have kids (60.9%, 18.3%, 20.6% respectively). Those who did not have children under 18 at home were more likely to have heard of Night Market (49.4%) than those who did have kids at home (33.3%). All other samples for Downtown Sounds, Downtown's Open Late and no events were similar.

*RQ7. Circle all the events you've attended*

Overall the most attended event across all respondents was None (42.7%) followed by Art Walk (37.9%), Downtown Sounds (22.4%), Night Market (19.4%), Downtown Tree-Lighting (9.7%), Wine Walk (4.9%), Downtown Trick-or-Treat (4.9%) and other (4.9%).

In regards to age, those who were 25-34 were more likely to have attended Art Walk (50%), Night Market (28.5%), Downtown Sounds (28.5%), Downtown Trick-or-Treat (28.5%) and Downtown Tree-Lighting (28.5%) than those who were 18-24 (22.8%, 12.2%, 17.5%, 1.7%, 7% respectively). Samples for Wine Walk, other and no events were similar.

When looking at gender, females (46.5%) were more likely to have attended no events than males (39.5%). All other sample sizes were similar.

In regards to where respondents live, those from Whatcom County were more likely to have attended Art Walk (72.7%) and Night Market (45.4%) than those from Bellingham (40%, 18.6% respectively) and Washington State (0%, 0% respectively). Those from Bellingham (29.3%) are more likely to have attended Downtown Sounds than those from Whatcom County (0%) and Washington State (0%). Those from Washington State were most likely to have never attended a downtown event (91.6%) than those from Bellingham (36%) and Whatcom County (18.1%). All other results were similar.

When looking at annual income, those who made more than \$41,000 (46.8%) were more likely to have attended Art Walk than those who make less than \$41,000 annually (33.8%). Those who make more than \$41,000 were almost twice as likely to have attended Night Market than those who make less than \$41,000 annually (15.4%). All other samples were similar.

In regards to student status, nonstudents (53%) were twice as likely to have attended Art Walk than students (23%). Students (52%) were more likely than nonstudents (33%) to not attend events at all, or decline to answer. Non-students (27.4%) were almost twice as likely to have attended Night Market as students (11.5%). All other samples were similar.

When looking at relationship status, those who were married (46.43%) were more likely than those single (35%) and in committed serious relationships (33%) respondents to attend Art Walk. Those who were married were also more likely to attend Night Market (28.5%) and Downtown Tree-Lighting (14.2%) than those in committed relationships (13.3%, 6.6% respectively) or single (17.7%, 8.8% respectively). Those who were in committed serious relationships were more likely to attend Downtown Sounds (26.6%) than those who were single (24.4%) or married (14.2%). All other samples were similar.

In regards to respondents who do or do not have kids under the age of 18, those who did not have kids under the age of 18 were most likely to have attended Downtown Sounds (23.3%) than those who did have kids (13.3%). Those who did have kids under the age of 18 at home were more likely to have attended Art Walk (53.3%, Downtown Trick-or-Treat (13.3%) and Downtown Tree-Lighting (20%) than those who did not have kids (33.7%, 3.4%, 8.1% respectively). All other samples were similar.

#### *RQ8. What do you like most about downtown?*

Overall respondents most commonly responded that they liked the food (35.6%) downtown, followed by the atmosphere and people (24%) other responses (15.4%), bars and breweries (12.5%), easy to navigate (11.5%), shopping (9.6%), nightlife (5.8%), no answer (4.8%), community events (3.9%), theaters (2.9%), buildings (2.9%) and parks (1.9%).

In regards to age, those 18-24 were more likely to list nightlife (10.3%), the atmosphere and people (22.4%) and easy navigation as what they liked most about downtown than those 25-34 (0%, 14.2%, 0% respectively). Those 25-34 were more likely to list shopping (21.4%) and other reasons as what they liked most about downtown than those 18-24 (8.6%, 10.3% respectively). All other samples were similar.

When looking at respondent's gender, females (41.3%) were more likely than males (29.5%) to choose food as what they liked most about downtown. Additionally, male respondents chose the atmosphere and the people (29%) more frequently as what they liked about downtown than females (18.9%). All other response sizes were similar.

In regards to where respondents lived, those from Whatcom County were most likely to list shopping (27%), easy navigation (27%) and community events (18.1%) as what they liked most about downtown than those from Bellingham (9.2%, 9.2%, 2.6% respectively) and Washington State (0%, 16.6%, 0% respectively). Those from Bellingham were most likely to list bars and breweries (15.7%) as what they liked most about downtown than those from Whatcom County (0%) and Washington State (8.3%). Those from Washington State were more likely to list food (58.3%) as what they liked most about downtown than those from Bellingham (35.5%) and Whatcom County (18.1%). All other samples were similar.

When looking at annual income, respondents who made less than \$41,000 were more likely to choose food (41.5%) and shopping (12.5%) as what they liked most about downtown, than those who made more than \$41,000 annually (21.8%, 3.1% respectively). Those that made more than \$41,000 annually (28.1%) were more likely to choose other reasons as what they liked most about downtown than those who make less than \$41,000 annually (9.7%). All other samples were similar.

In regards to student status, those who were students were more likely to choose food (41.5%) and bars and breweries (18.8%) as what they liked most about downtown than nonstudents (29.4%, 5.8% respectively). Nonstudents (21.5%) were more likely to choose other reasons as what they liked most about downtown than students (9.4%). All other samples sizes were similar.

When looking at respondent's relationship status, those who were married were more likely to choose food (42.8%) and other reasons (21.4%) as what they liked most about downtown than those who were in committed serious relationships (35.4%, 19.35% respectively) or single (31.1%, 8.8% respectively). Those who were in committed serious relationships were more likely to choose bars and breweries (16.1%) as what they liked most about downtown than those who were single (15.5%) or married (3.5%). All other samples were similar.

In regards to whether or not respondents had children under the age of 18, those who did not have children were more likely to choose bars and breweries (13.7%) and easy navigation (12.6%) as what they liked most about downtown than those who did not have kids under 18 at home (6.6%, 6.6% respectively). Those who did have kids under 18 at home were more likely to choose other reasons (33.3%) and community events (13.3%) as what they liked most about downtown than those who did not have kids under 18 at home (12.6%, 2.3% respectively). All other samples were similar.

#### *RQ9. Are you familiar with the Downtown Bellingham Partnership?*

The overall response of those surveyed was that most respondents had never heard of the Downtown Bellingham Partnership (81%) followed by those who had somewhat heard of the Downtown Bellingham Partnership (14%), somewhat familiar (14.4%), well enough (1.9%) and yes, love them (1.9%).

In regards to age, those 18-24 (81%) were more likely to have never heard of the Downtown Bellingham Partnership compared to those 25-34 (71%). Those 25-34 were more likely to be somewhat (21.4%) and well enough (7.1%) familiar with the DBP than those 18-24 (15.5%, 1.7% respectively). The samples of yes, love them were similar. When looking at gender, all samples for never heard of them, somewhat, well enough and yes love them were similar.



Regarding where respondents lived, those from Washington State were most likely to have never heard (100%) of the Downtown Bellingham Partnership, followed by Whatcom County (81.8%) and Bellingham (78.9%). Those from Bellingham were more likely to be somewhat (17.1%) familiar with the DBP than those from Whatcom County (9%) and Washington State (0%). Those from Whatcom County were more likely to have said that they were familiar with the DBP and loved them (9%) than those from Bellingham (1.3%) and Washington State (0%). Samples for being well enough familiar with the DBP were similar.

Looking at annual income, all samples for never heard of them, somewhat familiar, well enough familiar and yes, love them were similar.

In regards to student status, all samples for never heard of them, somewhat familiar, well enough familiar and yes, love them were similar. When looking at relationship status, those who were single (17.7%) were more likely to have said they were somewhat familiar with the DBP than those married (14.2%) or in committed serious relationships (9.6%). All other samples for never heard of it, well enough and yes love them were similar.

In regards to whether or not respondents have children under the age of 18, those with children under the age of 18 were more likely to have said they were somewhat (20%) familiar with the DBP than those without children under 18 living at home (13.7%). All other samples for never heard of them, well enough and yes love them were similar.

#### *RQ10. Are you familiar with the Parkade?*

Overall, over half of the respondents said that they had never heard of the Parkade (62%), followed by those who have heard of the Parkade but never parked there (21%) those have heard of the Parkade and have parked there before (13%) and those that have heard of it and park there all the time (2.8%).

In regards to age, those 18-24 were more likely to have never heard of the Parkade (79%) and have heard of the Parkade but never parked there (17.2%) than those who were 25-34 (71.4%, 0% respectively). Those 25-34 were more likely to have heard of the Parkade and park there (21.4%) and have heard of the Parkade and park there regularly (7.1%) than those 18-24 (3.4%, 0% respectively).

When looking at gender, females (65.5%) were more likely to have never heard of the Parkade and have heard of the Parkade and have parked there before (18.9%) than males (59%, 6.8% respectively). Males (31.8%) were twice as likely as females (13.7%) to have heard of the Parkade but never park there. Sample sizes for yes and parking there all the time were similar.

Regarding where respondents live, those who live in Washington State (100%) were most likely to have never heard of the Parkade, followed by those from Bellingham (61.8%) and Whatcom County (27.7%). Those from Whatcom County were more likely to have heard of the Parkade but never park there (27.2%), have heard of the Parkade and park there (36.6%) and have heard of the Parkade and park there frequently (9%) than those from Bellingham (23.6%, 13.1%, 1.32% respectively) and Washington State (0%, 0%, 0% respectively).

Looking at annual income, those who make less than \$41,000 annually (73%) were more likely to have never heard of the Parkade than those who make more than \$41,000 annually (37%). Those who make more than \$41,000 annually were more likely to have heard of the Parkade but never park there (28.1%), heard of the Parkade and have parked there (25%) and have heard of the Parkade and park there frequently (9.3%) than those who make less than \$41,000 annually (18%, 8.3%, 0% respectively).

In regards to student status, those who were students (81%) were almost twice as likely to have never heard of the Parkade as those who were nonstudents (43%). Nonstudents were more likely to have heard of the Parkade but never parked there (27%) and heard of the Parkade and had parked there before (23%) than students (15%, 3.7% respectively). Samples for having heard of the Parkade and parking there frequently were similar.

When looking at relationship status those who were single were more likely to have never heard of the Parkade (69%) than those married (50%) and in committed serious relationships (64%). Those who were married were more than twice as likely to have heard of the Parkade and have parked there before (25%) than those who were single (8.8%) and in committed serious relationships (9.6%). Samples for having heard of the Parkade and never parking there before and having heard of the Parkade and parking there all the time were similar.

Looking at whether or not respondents had children under the age of 18, those who did not have children under the age of 18 living at home were more likely to have heard of the Parkade but have never parked there (23%) than those who did have children at home (6.6%). Those who did have children under 18 at home were more likely to have heard of the Parkade and parked there (20%) than those who did not have children under the age of 18 at home (12.6%). Responses for never heard of the Parkade and having heard of the Parkade and parking there frequently were similar.

## Concluding Interpretations

After analyzing the results from this survey, it is evident that Celaset Public Relations must create an awareness campaign that will disseminate information about the Downtown Bellingham Partnership to the overall Bellingham area, since over three quarters (79%) of those who lived within the Bellingham city limits had never heard of the Downtown Bellingham Partnership.

The main focus will be to increase knowledge and brand awareness of the Downtown Bellingham Partnership, as well as the Parkade since over a quarter of respondents (27%) listed lack of parking as a reason for not going downtown, and over half (62%) stated that they had never heard of the Parkade nor had they parked there. A third of those surveyed used word of mouth (35%) as their primary source of information about downtown and another third (32%) received their information via social media, therefore we will utilize a combination of the two.

A potential tactic to incorporate both of these forms of information distribution channels would be to create a social media plan that involves a two-way communication component, such as a sweepstakes. This would enable social media followers of the Downtown Bellingham Partnership to share information about the DBP with their friends, as well as share our social media content, for a prize of some sort.

Since those 18-24 were most likely to have never heard of the Downtown Bellingham Partnership and the Parkade, Celaset Public Relations will make them our target market, but extend the age range up to 30 to include half of the 25-34 group because they were our second largest age demographic.

Through analyzing the date it became evident that Art was the most heard of event overall (24.4%) and was also the most attended event overall (25.8%). Additionally, it was the most heard of event for both respondents 18-24 and 25-34, as well as the most attended event. With this in mind, we will like to collaborate with this event in some way, whether that is tying our social media sweepstakes in with event attendance, or in another way.

Another area of focus for Celaset Public Relations is both the current businesses downtown, as well as potential new businesses to the area. Respondents of our survey stated showed that some of their least common reasons for going downtown were retail shopping (17.7%), services (12.3%) and work (5.9%), all key components of a thriving downtown area. A potential tactic to address this would be a revitalized onboarding process for new downtown businesses to help them hit the ground running, as well as new materials to disperse to those interested in growing their business in Bellingham. These would enable the Downtown Bellingham Partnership to truly champion the vitality of downtown Bellingham.


Playing off of the new onboarding process for downtown businesses, the most common reason for those 18-24 (92.9%) and 25-34 (85.7%) to go downtown was for restaurants, breweries and bars. To increase Downtown Bellingham Partnership brand awareness, a potential tactic would be to include a visual piece of collateral with our new business materials to be displayed in their windows that share the DBP brand. By placing DBP branding materials in the windows of restaurants, breweries and bars (the most commonly visited downtown locations) we can indirectly increase the brand awareness of the DBP through displayed collateral.

Ultimately, this survey showed that residents of not only Bellingham, but also those of Whatcom County and beyond care about downtown Bellingham and are interested in the businesses there. In order to keep their interest, address concerns and expand awareness of the Downtown Bellingham Partnership organization Celaset Public Relations will utilize a carefully crafted campaign that incorporates a combination of social media, social media sweepstakes, visually appealing collateral and informative print packages to spread the message about the Downtown Bellingham Partnership, and why downtown Bellingham is the place to be for residents, tourists and businesses alike.



## Front Side

**Western Washington University** PR Research Survey - *Fall 2017*



What is your age?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

What is your gender orientation?

- ☐ Male
- ☐ Female
- ☐ Gender Nonspecific
- ☐ Prefer Not to Answer

Where do you live?

- ☐ Bellingham (city limits)
- ☐ Whatcom County (outside Bellingham)
- ☐ WA State (outside Whatcom County)
- ☐ Canada

What is your yearly gross income?

- ☐ Less than \$41,000
- ☐ \$41,000 +

Are you a student?

- ☐ Yes
- ☐ No

What is your relationship status?

- ☐ Single
- ☐ Committed serious relationship
- ☐ Married

Do you have kids under 18 living at home?

- ☐ Yes
- ☐ No

Q1. How often do you visit downtown Bellingham?

- ☐ Everyday
- ☐ Weekly
- ☐ Monthly
- ☐ Almost never

Q2. How do you get your information about Downtown Bellingham? Check all that apply.

- ☐ Print (newspapers, posters, bus ads)
- ☐ Radio
- ☐ Social Media
- ☐ Word of mouth
- ☐ Other, please specify \_\_\_\_\_

Q3. What keeps you from going downtown? Check all that apply.

- ☐ It costs too much
- ☐ There's not enough parking
- ☐ I don't like the businesses downtown
- ☐ Downtown events don't interest me
- ☐ I don't feel safe
- ☐ Other, please specify \_\_\_\_\_

Q3. What do you believe is missing from downtown Bellingham?

\_\_\_\_\_

\_\_\_\_\_

Q5. When you do go, what is your primary reason for being downtown? (Choose All That Apply)

- ☐ Work
- ☐ Retail shopping
- ☐ Restaurants, Breweries & Bars
- ☐ Services
- ☐ Events

Q6. Circle all the events you've heard of

- ☐ Art Walk
- ☐ Wine Walk
- ☐ Night Market
- ☐ Downtown Sounds
- ☐ Downtown Trick-or-Treat
- ☐ Downtown Tree Lighting Ceremony
- ☐ Downtown's Open Late

Q7. Circle all the events you've attended

- ☐ Art Walk
- ☐ Wine Walk
- ☐ Night Market
- ☐ Downtown Sounds
- ☐ Downtown Trick-or-Treat
- ☐ Downtown Tree Lighting Ceremony
- ☐ Other, please specify \_\_\_\_\_

## Back Side

Q8. What do you like most about downtown?

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Q9. Are you familiar with the Downtown Bellingham Partnership?

- ☐ Never heard of them
- ☐ Somewhat
- ☐ Well enough
- ☐ Yes! Love them!

Q10. Are you familiar with the Parkade?

- ☐ Never heard of it
- ☐ Yes, but I never have parked there
- ☐ Yes, I have parked there before
- ☐ Yes, I park there all the time

Thank you for participating in our survey,  
we hope you have a lovely day!

# ***THANK YOU!***

From the three of us at Celaset Public Relations, we would like to extend a sincere thank you for the opportunity to work on and present our public relations campaign for your organization. We have taken great pleasure in working creatively and collaboratively to craft these pieces and we hope you enjoy our enclosed materials.

Annie Crookshank

Juan Manuel Mendoza-Tovar

Laura Ann Poehner

