INDEPENDENTSONLINE

July 2003

Local Support: What's Happening at BIBA?

BIBA announces the first edition of ***Independents Online***, our cost-saving solution to bringing local businesses news, information and collaborative opportunities. Let us know what you think, tell us what is impacting your business -- and don't forget to send us your news!

Save the date!
BIBA will be hosting its first annual **BIBA BALLY*WHO!* - SUPPORT LOCAL!** a showcase of locally owned independent businesses that includes unique retail displays, food, a silent auction, door prizes and entertainment. The event will be held at The Boulder Theater, September 8, 2003, 4:00 - 8:00 p.m.. For event information and registration, log on to: http:boulder-iba.org/Events&News/index.php

Welcome new Board members!
BIBA welcomes Kathy Plache of Buffalo Exchange and Louise Knapp of Word is Out Bookstore to the Board of Directors. BIBA also wishes a fond farewell to Bill Wyman, 7-tel Systems, who completed his term on the BIBA board in March. If you would like to participate on the BIBA Board, contact Eileen at eileen@boulder-iba.org.

Are you participating the in the BIBA Community Benefit Card program?
This loyalty program was voted the "Best Shopping Deal in Boulder" but its value depends on your participation! Help us bring cutsomers to you - email your discount offers to info@boulder-iba.org.

Out of BIBA Guides?
Pick up your Spring 2003 BIBA Guides and holders at the Boulder Bookstore on Pearl Street (ask for the manager on duty) and help us get the word out! The next publication is scheduled for Fall 2003.

What do you pay for advertising?
Did you know that founding member The Boulder Weekly and The Colorado Daily both run discounted advertising programs for BIBA members? Let them know you are a BIBA Member when you call and become a part of the "LOCAL!" campaign!

Have you got the local flavor?
Purchase BIBA Coffee Cups in bulk – save money and promote the local brand! Get your name and order in soon before the next run. For more information, contact Eileen at eileen@boulder-iba.org.

Are you a BIBA Member?
Log on to to join BIBA today!



Don't forget to register early!http:boulder-iba.org/Events&News/index.php

Local News: How Will it Impact Local Businesses?

At a Crossroads
Westcor, a subsidiary of Macerich Corp, presented Boulder City Council with a redevelopment plan for Crossroads that will include a large screen cinema and several large 'anchor' retailers. For more information, log on to: http://www.ci.boulder.co.us/bura/CrossroadsMall.htm. Westcor is interested in presenting its plans for Crossroads to local businesses. If you are interested in a BIBA facilitated meeting, contact eileen@boulder-iba.org.

Broadway Construction – An end in sight?
Broadway construction has profoundly hurt revenues for businesses in that area, putting many local businesses at risk of closing. City of Boulder representatives believe that the work will still finish on schedule in August.

Surcharge on Local ISPs
Several BIBA members were recently assessed a retroactive tax assessment. The City claims the assessment is due as a sales/use tax for buying Internet access, yet Non-local companies are not subject to the same tax. If it is enforced, it could have implications for other businesses in the City. More information can be found at http://www.coop.net/tax.

Promoting Local Business
A recent article in the Daily Camera served to remind Boulderites how valuable shopping locally is for the tax base in Boulder and how the existence of small family owned local businesses adds to the depth and personality of our community. To view this article log on to: http://www.dailycamera.com/bdc/business_plus/article/0,1713,BDC_2462_1795611,00.Html.

Local Business to Business: Success Tips from Other BIBA Members

Marketing in a Slow Economy: Tips from BIBA Members

Let the LOCAL! brand work for you.
All things being equal, 80% of consumers choose companies aligned with a value they support. Have you noticed how many businesses use the word "locally owned" in their advertising these days? The "shop local" trend is growing - are you getting the most out of your BIBA membership? Remember, BIBA is a collaborative alliance. The more you put participate, the more you will benefit.

Devote creativity and resources to market great products and services.
This may be the time to do some additional study to more closely identify your best customer. Spend more wisely to reach target customers. Uppercase Designs currently offers BIBA members a 50% discount on their first promotional marketing project. Contact Justin at justind@mail.omn.com or (303) 444-5212.

Sustain name recognition consistently.
Frequency is what makes the consumer remember you. Choose products that provide a residual effect at a low investment like, signage on vehicles, bumper stickers given away to customers or magnets given away as business cards. Underwriting on Public Broadcast stations reaches an educated consumer in a non-offensive way. Barbara Stern Advertising offers BIBA members a free 30 minute consultation on marketing and advertising strategies. Contact Barbara at (303) 527-1997

Are YOU shopping locally? The next issue of *Independents Online* will feature local business suppliers. If you are a BIBA member that provides office supplies and services and would like to offer ideas on saving costs or group purchasing offers for BIBA members, send your information to info@boulder-iba.org.

Locally Owned: Announcements from Members

Bags, an integrated supplier of all types of packaging for wholesale and retail, is changing locations. After July 1st, look for them at 6205-G Lookout Road, Boulder, CO 80301.

The Boulder Theater presents movie nights! Visit www.bouldertheater.com for tickets or more information.

Glacier Homemade Ice Cream has opened a second store on the Hill and can now be seen wheeling around on the Pearl Street mall. Come in to and find out why it has been voted the "Best of Boulder."

Prufrock's, on the Hill, is under new ownership. Terri and Doyle Albee chose this coffee house location because of Boulder's unique character. As a member of BIBA's new Public Relations Team, Doyle helping to get the word out about the value of supporting local businesses.

Rocky Mountain Racquet Specialists opened a second location in Longmont on April 1st.

Owner, Steve Vorhaus, is serving as a member of BIBA's leadership team.

Submit your business news to info@boulder-iba.org.

BIBA would like to give a special thanks to our members. Your support and participation allow us to continue our important work year round.

Benefactors

Boulder Bookstore, Founding Member
Boulder Weekly, Founding Member
McGuckin Hardware, Founding Member

Sustaining Members

Boulder Community Hospital
Colorado Chautauqua Association
Indra's Net
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Sponsors

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Hofgard & Associates, P.C.
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Morningstar Boutique
Mr. Pool Inc.
Nomad Theatre
Panoramic Media
Pharmaca Integrative Pharmacy
Prufrock's Coffee and More
Quality Home Restorations, Inc.
Ras Kassa's Ethiopian Restaurant
Redstone Meadery
Rocky Mountain Animal Defense
Rocky Mountain Joe's
Rocky Mountain Racquet Specialists
Room To Room
Signal Graphics Printing
Simplified Computer Solutions, Inc.
The Red Lion Restaurant
The Video Station
Tibet Carpet and Home
Uppercase Design
Women's Pathways & Visions

Word Is Out Women's Bookstore