



June 10, 2009

(originally sent to all Renton businesses June 2009 – updated September 2010)

Dear Renton Business:

In these challenging economic times, the Renton community is eager to help our local businesses survive and thrive. The Renton Community Marketing Campaign, the City of Renton, the Renton Chamber of Commerce and the *Renton Reporter* have partnered together on the “Shop Renton, Buy Ahead of the Curve” campaign, and we encourage you to participate.

We regularly promote shopping and dining in Renton but we want to take this effort to the next level, and we need your participation to do so. Why promote shopping locally? As you know better than anyone, when our residents and visitors shop locally, they: sustain local jobs and help businesses employ local family, friends and neighbors; help maintain strong and diverse neighborhoods; reduce energy consumption and costs, traffic congestion, pollution and travel time; provide businesses with revenue to be able to reinvest profits in local nonprofit organizations; and support local government services like public safety and parks.

What is the “Shop Renton, Buy Ahead of the Curve” campaign?

The Shop Renton campaign is a joint effort of the Renton Community Marketing Campaign, the City of Renton, the Renton Chamber of Commerce and the *Renton Reporter* to encourage residents of the greater Renton community and visitors to Renton to shop, dine and play in Renton.

How does it work?

All you need to do is post a Shop Renton decal or poster in the window of your store, which you can do today (posters are downloadable at www.rentonwa.gov). By posting the decal or poster, you are committing to offering your customers who enter your business and present a “CurveCard” (sample on back) a discount or special offer of some sort, which you can define yourself and vary as you would like. If you choose to participate, please let us know by sending an e-mail to dced@rentonwa.gov or by calling 425-430-6582 so we can add you to the list of participating businesses at www.gorenton.com, which is also periodically printed in the *Renton Reporter* (at no cost to your business). It’s that simple! Whether or not your business has a product or service to offer through the CurveCard program, please encourage your employees to Shop Renton. You may be contacted by the *Renton Reporter* about related advertising opportunities, but your business is not obligated to advertise. If you are interested in additional advertising, please contact Natalie Bonham at the *Renton Reporter* at 425-255-3484 or nbonham@rentonreporter.com.

How will my customers know about the CurveCard and get their own card?

We have been promoting use of the free “CurveCard” in City and Chamber publications and in the *Renton Reporter* since June 2009. CurveCards were attached to the front page of the June 26, 2009 edition of the *Renton Reporter*, which was distributed to 31,000 homes in the Renton area. Additional CurveCards are being distributed through City and Chamber events, including Renton River Days, at Renton hotels and to thousands of employees who work in Renton. Over 100,000 CurveCards have been distributed, including to 35,000 visitors to Seahawks Training Camp in Renton in 2009 and 2010.

How long is the campaign?

The “Shop Renton, Buy Ahead of the Curve” campaign began in June 2009 and is continuing indefinitely. You may determine when you want your business to participate, but please only display the decal or poster if you are honoring your customers with a special offer or discount. We are very interested in receiving your feedback about how the campaign is working as we assess and build upon these efforts. Please send feedback to dced@rentonwa.gov.

What does my business need to do to participate?

All you need to do is place a Shop Renton decal or poster in your business window and begin offering discounts or special offers to customers who present a CurveCard.

Will the Shop Renton campaign promote certain businesses?

No – the Shop Renton, Buy Ahead of the Curve campaign is intentionally simple and promotes all Renton businesses.

What will participation cost?

You may participate in the Shop Renton campaign at no upfront cost to you. If you display the Shop Renton decal or poster in your business window, we ask that you honor customers’ patronage with a discount or special offer of some sort, which you can define yourself and vary as you would like. You may be contacted by the *Renton Reporter* about related advertising opportunities, but your business is not obligated to advertise. If you are interested in advertising, please contact the Renton Reporter at 425-255-3484 or nbonham@rentonreporter.com.

What if my business has more than one location? Can I get more than one Shop Renton poster? Can I get more CurveCards to distribute to our employees?

Please call the 425-430-6582 or e-mail dced@rentonwa.gov to receive additional Shop Renton posters or CurveCards. You may also pick them up on the 6th Floor of Renton City Hall (1055 South Grady Way) or at the Renton Chamber of Commerce (300 Rainier Avenue North).

Who may I contact with questions?

Please feel free to contact the City of Renton Economic Development team at 425-430-6582 or dced@rentonwa.gov, the Renton Chamber of Commerce at 425-226-4560 or info@gorenton.com, or the *Renton Reporter* at 425-255-3484.

Thank you for your consideration and please, Shop Renton!



Denis Law
Mayor
City of Renton



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