



## **Celebrate Success in 2010**

**February 11<sup>th</sup>, Jackson City Hall**

Reception to start at 5:30pm

*Food and Beverages will be provided*

Informational presentations @ 6:00pm

Ends promptly @ 7:30pm

Calling all Merchants, property owners, and business owners,

The **Jackson Revitalization Committee** invites you to an evening to celebrate your role as the businesses and property owners who will drive the economic recovery in Jackson and Amador County. Come discuss and share the challenges we face together.

Join us as we start 2010 with fresh energy for improvement and a successful new year! Our "Shop Jackson" campaign has gone well, and we need to continue the program. Some merchants will share their "tips & tricks" for success, and we will entertain ideas for improving the program.

We will introduce new concepts for business owners and share our promotion ideas for the next quarter, so come sign up and join the fun.

Maureen Funk, director of Amador County Tourism will make a brief presentation about the upcoming 49er Treasure Trail event being held the weekend of March 27<sup>th</sup>. This is another effort to drive business to Amador County and Jackson. There will be plenty of room for merchant participation during this fun filled event.

The formation of a new City wide Business Association will be discussed and we need your input. Possible areas of focus include joint marketing of Jackson as the County's business hub; encouragement of greater business-to-business patronage; the attraction of new businesses to Jackson; and the formation of a united voice for issues specific to Jackson's businesses. We expect that a steering committee will be formed at this meeting to obtain concepts and ideas. The "Shop Jackson" program is an example of what we can do together, but we need to do more, and it needs to include our entire City.

The "Shop Jackson" program will have continued support throughout this campaign from the Jackson Rancheria with advertising in their Arrow magazine, which reaches out to thousands of potential buyers, and can include business-to-business opportunities.

We hope to see you there, and be ready to participate!

Sincerely,

*The Jackson Revitalization Committee*