



THE ANACORTES COMMUNICATOR

The Newsletter of the Anacortes Chamber of Commerce

Volume 20 / Issue 08

calendar

Tuesday, August 3 3:00 pm
Marketing & Promotions Division Meeting
Chamber Office

Thursday, August 5
Ambassador Meeting

Friday, August 13 10:30 am
Finance/Executive Meeting
Chamber Office

Tuesday, August 31 9:00 am
VIC Meeting
Chamber Office

cornerstone members



TESORO Puget Sound Refinery



Whale of a Sale

The retail division members have been working all year to provide programs and ideas to help increase traffic in your establishments. On Saturday, August 28, merchants throughout Anacortes are being encouraged to participate in the "Uptown, Downtown – Whale of a Sale."

The division feels this is a great way to encourage the community to come into town to shop for the day – and learn more about what is available right here in Anacortes. The goal is to make the day festive and visual, as retailers are being encouraged to have some merchandise on the sidewalk.

Heather Miller, Read Me A Story, came up with some sale ideas: storewide sale, buy one get one, sidewalk sale of certain items (i.e., seasonal), percent off or set amounts (i.e., \$1, \$5, \$10, \$20) designated sale section in the store, or a certain category in store.

Also, if your business is not located on Commercial Avenue, consider contacting a store that is and see if you can set up in front of their store.

Promotion of this event will be mostly a grassroots effort. Merchants are encouraged to use their customer lists with emails and mailings and to take advantage of social media. Be sure to talk it up with customers in your store – make sure all of your employees are well informed.



(see Whale of a Sale continued on page 7)

2010 Anacortes Arts Festival

The 49th edition of the Anacortes Arts Festival is August 6 – 8, with pre-Festival activities beginning on July 23rd. As in past years, the chamber has actively worked with the Festival, providing featured website space and selecting booth artisan awards

The Concerts at the Port series begins Friday, July 23rd with a dance to Jr. Cadillac. It is followed by concerts on July 31, August 1, 3, 6 & 7th. The diverse lineup includes country, Celtic, classic blues, Irish and Cabaret. The highlight is Maria Muldaur on Tuesday, August 3rd. Concert tickets are \$15 (except Maria Muldaur, which is \$25/\$30 at the door) available through brownpapertickets.com, or at the door, as available.

Arts at the Port kicks off on July 30 with a community Opening Event at the Port's Transit Shed at 5:30. The evening includes appetizers by Gere-A-Deli, Adrift and Bellissima, and wine. This is the first opportunity to view the fine art exhibitions that includes

work from 35 regional artists, plus youth art. Tickets are \$15, available at the door.

The Art Dash will be held the following morning starting at City Hall. This growing run includes a half-marathon, 10k and 5k and proceeds fund public art.

The heart of the Festival is 250 juried artists stretching from 10th street north. A new garden art area between 2nd and 3rd streets will feature work suitable for the outdoors.

Festival music is ever expanding with three stages located on 3rd Street, in the Majestic courtyard and at the Port. It's a very diverse lineup that includes the whole range of musical traditions.

Throw in an active youth area, demonstrating artist area on the weekend, and regional and ethnic foods and beer garden – it's a great weekend of FREE entertainment that brings thousands of folks to town. Additional information is available at the Festival website www.AnacortesArtsFestival.com





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a message from the president

In these tough economic times, your chamber leadership is looking to make sure we offer value to the over 460 members of your Anacortes Chamber of Commerce. I want to take a few moments to detail the programs and services we offer to drive business and economic development to Anacortes.

While you may be aware of our organized events - the spring Wine Festival, the Waterfront Festival, and our new Anacortes Oktoberfest beer festival on October 9th, we also have many other activities designed to support our local business community. Our events are targeted to bring tourists and guests to Anacortes, especially during the critical shoulder seasons.

Our Marketing & Promotions Division places over \$100,000 of advertising and internet marketing for Anacortes, funded through a major part of the 2% hotel tax collected by the city. We have been running an advertising program on Vancouver Island to encourage Canadians to take the International Ferry and visit Anacortes and our local businesses.

You will soon see new state highway signs on Highway 20 to help point the thousands of visitors leaving Deception Pass State Park and Whidbey Island to turn left and visit Anacortes. The chamber worked with WSDOT to make this happen. Plans are in the works for a new billboard on west bound SR20 to promote Anacortes as you enter town. And once you enter town you see beautiful flower baskets, white lights and banners as you drive down Commercial Avenue, all funded and managed by the chamber. Our thanks to Parks & Rec for watering the flower baskets, and yes they recovered after the horrific wind storms the day after they were installed in the spring. This sets the right first impression for visitors to Anacortes.

The M&P Division has also been hard at work improving our website information for visitors and businesses alike. We live in a great place and now have a website that can communicate how great it is and the many things one can do in the area along with all of our local chamber businesses that support

tourism. Our new "Things to Do" section on the internet is seeing viewership up 27% as a result of the new information. Take a look at it when you get a chance.

To promote more retail sales for our local businesses, we have developed the Buy Close By program and now a new coupon book. Our Retail Division is promoting a nationwide program designed to support consumer purchases through local businesses called the 3/50 program. You probably have seen ads and articles describing this innovative program to support our local community businesses.

Thanks to the chamber's Economic Development Division, we now have information on our website for companies and families who may want to relocate to Anacortes. This includes a database of available business properties for sale or lease with key information shown on a Google map. It is pretty cool and we are proud of the hard work of several volunteers who developed this capability.

The chamber's Economic Development Division continues to take a leadership role with the Anacortes Futures Project to develop an economic development strategy for the area. This fall we hope you will participate in one or more of the community workshops designed to gather your input and best ideas for the future of Anacortes.

The Governmental Affairs Division is tracking and adding input to upcoming state initiatives that impact our local economy, tracking critical Washington State Ferry issues, co-sponsoring upcoming candidate forums and keeping an ongoing dialog with our elected officials at the City, Port and State levels. If you have an issue for our elected officials, let us know and we may be able to assist and include it on the agenda for regular meetings with our elected leaders.

Our Visitors Information Center at 8th and Commercial Avenue meets and answers questions from over 20,000 visitors every year, recommending local attractions and businesses that fit their travel plans. The Department of Licensing office managed by the chamber provides the convenience of



local registration services for almost 22,000 vehicles annually.

The list of chamber activities goes on, including business social events, monthly seminars, and other activities that support and help to grow the Anacortes business community. Many events connect chamber members to doing business with other chamber members.

We believe we are responsibly investing your membership dollars and have solid results to show for it. The investment is multiplied by the hard work of many volunteers and a professional and competent staff. We welcome your ideas on how we can help to make Anacortes better and economically stronger

Chamber membership. A good investment? You bet.

*Mike Trafton
President
Anacortes Chamber of Commerce*



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member profile

Your Stove Shop

Dean and Connie Piper opened YOHS LLC (Your Overall Hearth Service) in November of 2004. Twenty years of experience in the industry, coupled with extensive training certifications give Dean and Connie a great opportunity to pass along educational information to the entire community.

"Your Stove Shop" is their retail store, which has incorporated both indoor and outdoor ideas into a quaint shop. They love being able to design a custom look or outdoor product for each customer.

Although the Pipers live in Oak Harbor, Anacortes has proven to be the perfect location, allowing easy access to Skagit, Island, and San Juan counties.

Connie runs the retail shop, though she has been known to make house calls for services. You will find her at the store with

their Westie, (Chester) and Papillon, (Izzy). There's always candy on the counter waiting for customers.

Dean's time is spent in the field doing the hard work. Climbing on roof tops or under houses is part of his daily routine. As the only Certified Chimney Sweep in the area he prides himself on making sure the fine details are completed and the customer is educated on all aspects of their wood, gas or pellet system. Dryer vent cleaning has become an important part of the service business. A properly installed and maintained dryer vent will increase the life of your dryer by 3 to 5 years. Scrubbing the vent screen monthly is an easy maintenance step that the homeowner can do.

The focus of the business is service, safety, and lasting relationships. Their motto



is: "Education is free." Prepurchase previews are a part of the free service they offer. Even if you are still in the "just dreaming about it" phase they encourage you to call or stop by with your ideas and questions.



YOUR STOVE SHOP

Top 5 Things To Know About Health Care Reform in 2010

1. If you have less than 25 employees, pay average annual wages below \$50,000, and provide health insurance, you may qualify for a small business tax credit for this year of up to 35% (up to 25% for non-profits) to offset the cost of your insurance.
 2. Dependents can now stay on their parents insurance until the age of 26. Children 19 and under will no longer be denied insurance for pre-existing conditions beginning in October.
 3. No more lifetime maximums on your policy also beginning in October.
 4. For employers, you will lose your "grandfathered" status of your plan if you make any significant changes. Please discuss how this might affect you with your agent.
 5. Non-grandfathered plans will have select preventive services covered at no cost beginning in October.
- If you have any questions please feel free to contact: Tammy Masalonis at McGregor Benefits (360)299-2626 or tammy@mcgregorbenefits.com

brown bag series



Friday, August 13th

LAW TALK

Law Office of Alan Sounders
12:00pm - Brown Bag Lunch Series
chamber board room

Oktoberfest

Mark your calendars for October 9 when up to 30 northwest breweries will be pouring their finest down at the Anacortes Oktoberfest. The event will be held in the Historic Port Warehouse on first and Commercial. Anacortes Brewery/Rockfish Grill is hosting this event, which is produced by the chamber. The intent is to bring beer enthusiasts from Vancouver BC and Seattle metro to Anacortes during the shoulder season to encourage guests to shop, stay, eat and play.

Tickets are \$20 on www.brownpapertickets.com and \$25 at the door.

Attorneys Alan Souders and Darcy Swetnam will be presenting the conclusion to the Law Office of Alan R. Souders, Employment Law Series.

They will discuss important areas of Employment Law currently affecting small business owners, employers, and employees. They will also make available in template form the key provisions needed in most employee manuals.

A community within a community!



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Summer 2010 Free Concert Series at Cap Sante Boat Haven

HANDFUL OF LOVIN'

FRIDAY, AUGUST 6, 7 P.M.

CREME TANGERINE

FRIDAY, AUGUST 13, 7 P.M.

Scheduled again this year is a free series of 7 p.m. Summer Concerts, hosted by the Port of Anacortes in partnership with the Snohomish Artist Guild.

See www.portofanacortes.com for details. Bring lawn chairs, refreshments and friends for this great entertainment opportunity.

The concerts are being held in the Marina's north parking lot near the restroom facilities.

The Port of Anacortes is pleased to offer entertainment each Saturday and Sunday in July and August from 12:00—2:00 p.m. Stop by the Central Pier at the Cap Sante Boat Haven and enjoy some family-friendly fun.

August 1	Ali Marcus, Singer/songwriter
August 7	TBA
August 8	Zach Michaud, Musician
August 14	Marcia Kester, Singer/guitarist
August 15	TBA
August 21	Marcia Kester—Singer/guitarist
August 22	Bill Mitchell, Mural Artist
August 28	The Bards of KeyPoynt
August 29	The Bards of KeyPoynt

It's A Wonderful Life in Anacortes Save the Date

This year's Chamber Cheers – It's a Wonderful Life in Anacortes will be held on Saturday, November 6 at the Historic Port Warehouse. The ticket price is still only \$40; promotional opportunities will be available soon. The planning committee is busy creating another great celebration of our business community.



Member Summer Barbeque



Lara Dunning and Farah Ally of GEMS, LLC and Rick Star of Rockfish Grill.



Mary Staley, Chandler's Square – a Retirement Community and Pat Barrett, Barrett Financial, Ltd.

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Coupon Book on Sale

The chamber's 2010 coupon book is now on sale through the chamber office and 26 participating retailers. Offering substantial discounts on a variety of products, services, dining, and accommodations, the book incorporates over 60 local businesses. Priced at only \$10, the book represents a wonderful bargain. The book is also being provided free of charge to incoming boaters and to new-home buyers. The intent of the program is three-fold: (1) to introduce residents to local businesses and hopefully have them become regular, returning customers; (2) to enhance

tourism revenues; and (3) to provide a funding source for promoting Buy Close By through the new 3/50 program, as well as independent advertising.

Deals offered include 20% off on a facial or massage, 20% off on carpet cleaning, 15% off on scenic flights, 25% off on kayak tours, a free eyebrow arch, free drip coffee or extra shots on espresso drinks, \$50 off on legal consultation services, \$5 off on a box of chocolates, 50% off on pizza...and more.

Please come in and buy a book!

Latitudes & Attitudes

Open to all NW cruisers, the 2010 NW Latitudes and Attitudes Cruiser's Party will be held at Cap Sante Boat Haven, August 13-15. This will be the NW Cruisers 9th annual Lats & Atts rendezvous, completely organized by local fans and readers of the monthly International cruising magazine. The event typically moves to a new Puget Sound location each year.

Event organizers are estimating that 120 boats and over 1,000 attendees will participate this year. Activities will continue through the weekend and include a barbeque, concerts on Friday and Saturday evenings, a pub crawl, blindfold dinghy races, and assorted other fun stuff. This is a great opportunity for members—retail, accommodations, and restaurants. The chamber will be distributing Welcome signs the week prior to the event—members are encouraged to display the placards in their windows that weekend.



NAVIGATING THE FUTURE

A Resource
and Information Fair
for Seniors

Friday, September 10th
11:30 am to 3:30 pm

Retirement... *Where Life Begins!*



Pat Barrett (Barrett Financial, Ltd), Barbara Atterberry (Avenue Catering/Bob's Chowder & BBQ Salmon), Mayor Dean Maxwell, John Prosser (Windermere) celebrate at the July business after hours.



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CORRECTION

FROM THE JUNE NEWSLETTER

TAKE SHAPE FOR LIFE

Julie O'Brien-Judy
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member renewals

- American Dream Real Estate Services
- Anacortes Family Center
- Arbonne International, Marilee Maricich
- Autumn Leaves Bed & Breakfast
- Avenue Catering
- Ballow, Rich & Gail @ John L. Scott Real Estate
- Bayside Inn, LLC
- Bob's Chowder Bar & BBQ Salmon
- Compass Wines LLC
- Diversified Systems
- Express Employment Professionals
- Frontier Building Supply
- Garner's Northwest, Inc.
- Lake Campbell Lodging
- Majestic Inn and Spa
- Piston Service Parts Plus
- San Juan Safaris
- Sebo's Hardware & Equipment Rentals
- Sound Health Chiropractic, LLC

Anacortes Boat Show

In concert with the marine trades industry group, the chamber will be assisting with promotion of the upcoming October Anacortes Boat Show. The event will be held October 1-3 at the Cap Sante Boat Haven and will include two components: (1) a floating boat show, comprising approximately 75 boats, ranging up to 65 feet; and (2) an uplands exhibition area, including various marine components, services, and sales. The intent of the chamber's participation is to maximize exposure of the show to potential attendees during a traditionally slower shoulder season period, increasing sales to hotels, restaurants, and shops. Assuming a productive result, we look forward to a continuing association with the group in promoting this semi-annual event.



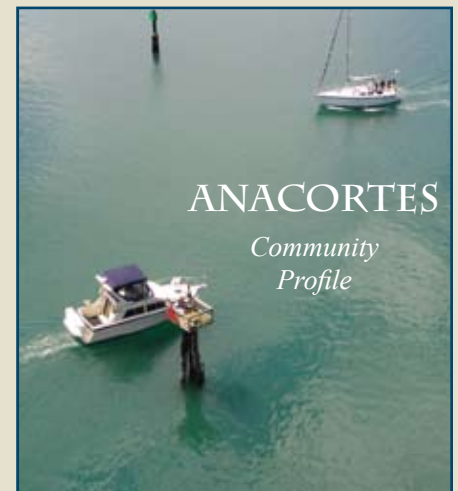
Relocation Toolset

Two new tools were made recently available through the chamber website to relocating businesses.

Community Profile. A more comprehensive, expanded, user-friendly Community Profile document has been released through the chamber's Economic Development Division to the website. The report provides a wealth of information on a variety of relevant topics—from employment data to the consumer base, demographics to key economic drivers, housing to taxable retail sales. Using an extensive photo library, Steve Berentson (Berentson Public Relations) has graphically enhanced the document, providing a more compelling presentation format. Thanks to Steve for his great work on this. Please take a few minutes, access the Profile, and let us know what you think.

Commercial Vacancy Map. Using a Google mapping capability, Kirk Kennedy has developed an application on the website that allows commercial real estate brokers, agents, and landlords to graphically list their

properties either for sale or lease. The interface will be available to businesses looking to relocate to Anacortes, providing a one-stop shop of available space. The intent of this free service through the chamber website is to provide an additional impetus to filling vacant storefronts. Thanks to Kirk for this productivity tool.





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The 3/50 Project

“I love shopping in downtown Anacortes. The 3/50 Project is a great message to the people of this community. Being aware of the trickle down effect of a dollar spent in our own community is important to all of us. But, interestingly, I usually find what I’m looking for locally, and I love the interaction with store owners,” commented Vicky McManus while shopping at Maison et Jardin.

Keep talking to your customers about the 3/50 Project and the importance of shopping locally, and if you get a great quote, let the chamber know!

Becoming a supporter is free-go to www.the350project.net - sign up to be a supporter and you will have access to a variety of resources to help spread this message.

Pick 3. Spend 50. Save your local economy.

(Whale of a Sale continued from page 1)

The Whale of a Sale artwork is available for use in your print ad campaigns or for signage and bag stuffers.

The chamber has reserved the banner across Commercial Avenue and will purchase ads and submit press announcements.

Also, if you inform chamber staff that you will be participating, your store will get a red balloon to signify your involvement on the day of the sale. The hours of this one day sale will be set by each business.

ChamberMaster

Preliminary findings have placed Members on front page of Search Engine results!

With a focus on improved search engine results, the engineers at chamberMaster have developed a new business directory implementation that will improve rankings on Google, Bing, Yahoo, and other search sites for the Chamber website and member listings. Preliminary test results have promoted some member information pages to the first couple listings on the front page of search engine results with no more input than city name and business type. A few new features are listed here:

- * Increased search engine optimization
- * Allow modules to use chamber’s domain
- * Page titles are dynamic based on content

- * Enhanced keyword search
- * Enhanced style sheet customizations
- * Improved map functionality
- * Increased speed of page loading
- * Updated member information page layout

Along with this exciting enhancement we can now offer several new pages on our site to help keep you informed and connected to other businesses and consumers.

- Member mapping page: We’ve made it easier for visitors to find you! Focus on a map area to see a list of surrounding chamber members or search by business type.

- Adding news releases to our website about local or state news, economic or national news, or other news affecting our community

- Member-to-member only version of our Hot Deals – select that option when submitting your Hot Deal request



The second annual workboat races took place in July along Guemes Channel. The chamber co-sponsored the event.



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Matt McKay *HR Strategies*

Andie McMakin *Summit Park Covered Storage*

Heather Miller *Read Me A Story*

John Pope *Tesoro Refining & Marketing Co.*

Joe Schlundt *Shell Puget Sound Refinery*

Erik Schorr *Anacortes Kayak Tours*

Rick Star *Rockfish Grill*

Chamber Staff

Mitch Everton *Executive Director*

Stephanie Hamilton *Director of Marketing*

Mary Talosi *Visitor Information & Operations Director*

Danielle Codara *Office Coordinator*

Kristi Daniels & Crystal Johnson *Licensing Sub-Agents*

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Newsletter designed by Linda J. McGuire

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vic (visitor information center) statistics

	June 2010	June 2009		June 2010	June 2009
Visitors	480	481	Relocation Requests	29	16
Phone Calls	151	168	Web Visits	6,227	6,943
Information Requests	16	15	Web Page Views	20,678	21,898

Thank you, volunteers!

Visit us on the web at www.anacortes.org

Uptown Downtown
WHALE OF A SALE
Anacortes
Saturday, August 28th

