



SHOP RENTON, BUY AHEAD OF THE CURVE

ANSWERS TO FREQUENTLY ASKED QUESTIONS

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 to kick off 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? When our residents and visitors shop, dine and play 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 will it work?

Businesses who are participating in the Shop Renton campaign will display a Shop Renton decal in the window of their business. By posting the decal, they are committing to offering their customers who enter their business and present a “CurveCard” (sample below) a discount or special offer of some sort, which they can define themselves and vary as they would like. It’s that simple!

How long is the campaign?

The “Shop Renton, Buy Ahead of the Curve” campaign kicks off in June 2009 and is ongoing.



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

We will be promoting use of the free “CurveCard” in City and Chamber publications and in the *Renton Reporter*. CurveCards will be attached to the front page of the June 26 edition of the *Renton Reporter*, which is distributed to 31,000 homes in the Renton area. Special “Shop Renton” advertisements will run in the *Renton Reporter* for several weeks. Additional CurveCards will be distributed through City and Chamber events, including Renton River Days, at Renton hotels and to thousands of employees who work in Renton. Additionally, the more than 25,000 anticipated visitors to Seahawks Training Camp, which starts August 1, will receive an electronic version of the CurveCard and promotion of opportunities to shop, dine and play in Renton.

What does a business need to do to participate?

All participating businesses need to do is place a Shop Renton decal in their business window and offer discounts or special offers to customers who show 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?

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

Can a business have more than one Shop Renton decal? Can I get more CurveCards to give to my colleagues, friends and family?

Please call the 425-430-6582 or e-mail dced@rentonwa.gov to receive Shop Renton decals 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.