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## Downtown Dish January, 2011



Your monthly newsletter from the DTA

Dear Mark,

Welcome to Downtown Dish, the monthly newsletter of the Downtown Association of Iowa City (DTA). We'll use this forum to update you on events and policies that concern the Downtown business community. If you have an upcoming event you would like included in Downtown Dish, please contact DTA Executive Director, Nick Arnold, via email at [nick@downtowniowacity.com](mailto:nick@downtowniowacity.com).

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**Letter from the DTA  
President**

### DTA Launches Downtown Facebook Page



In 2011, DTA will actively use social media such as Facebook and Twitter to reach the community and bring patrons to Downtown. A new Facebook page, "Downtown Iowa City, IA" has been created. Please take a minute to "like" our page and follow the latest and greatest news coming out of Downtown!

And, while you're at it, look us up on Twitter, too! You can find us at the link below or by following [ICDowntown](#).

[Find us on Facebook](#)

[Follow us on Twitter](#)

Happy New Year!

Thank you to everyone who helped make "Celebrate the Season" a successful opening to December business.

The DTA, in partnership with the retail caucus and with the city's help, plans on expanding on the strength of this event to create a holiday experience that will continue to drive traffic downtown for 2011. Like Black Friday, we will take advantage of the proven national business patterns that December 26th creates and develop our own unique Downtown Iowa City spin on the end of season as well.

Please look forward to an added focus on "secondary" holidays and events as well. Events that have meaning to our community and a unique opportunity to capture an existing traffic pattern.

### DTA to host Social Media Seminar



If you're looking for new ways to market your Downtown business but lack the time to properly utilize social media outlets, DTA is hosting a seminar designed to provide you the tools you need.

Peter Birk of :persona Social Media will lead a one-hour discussion on the value of social media for businesses and will provide a "how-to" to get your efforts off the ground. You can find out more about :persona [here](#).

#### **Established Events:**

Sidewalk Sales  
RiverFest  
Arts Fest  
Jazzfest  
Friday Night Concert Series

#### **New Traditions:**

The seminar will be held on **Wednesday, February 16th from 9:00 - 10:30 a.m.** at the Chamber of Commerce board room. There is no cost to attend the seminar but space is limited. Please contact the DTA at 354-0863 or via email at [info@downtowniowacity.com](mailto:info@downtowniowacity.com) to

register.

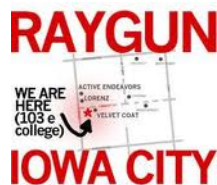
Art+Cratt  
Taste of Iowa City  
Downtown Saturday Night  
Black Friday/Cyber Monday

## Welcome New DTA Members

We would like to welcome Liberty Bank and Raygun to the Downtown Association of Iowa City.

**Liberty Bank** is located at 14 S. Clinton Street. Liberty Bank is Iowa based and combines the convenience and service of a community bank with the resources and products of a larger bank.

**Raygun** is located at 103 E. College Street. Raygun, a.k.a. "the greatest store in the universe" offers a wide selection of men's and women's clothing and accessories. Our favorite is the "Iowa: Wave next time you fly over" t-shirt.



### Secondary Holidays:

Valentines Day  
Back to School  
Day After Christmas

As always, I appreciate your feedback, concerns and ideas on making our business stronger every day.

Please feel free to contact me at any time.

Sincerely,

Catherine Champion  
President, DTA  
[Catherine.Champion@gmail.com](mailto:Catherine.Champion@gmail.com)

Join Our Mailing List!

## Ginsberg to receive Eckholt Award



Mark Ginsberg, owner of M.C. Ginsberg Objects of Art, has been selected to receive the Larry Eckholt Award from the Iowa Cultural Corridor Alliance (ICCA). Ginsberg receives this honor due to his long history of support for the arts in Iowa City.

As many of you know, Ginsberg co-founded the Iowa City Jazz Fest over 20 years ago and, more recently, brought pianos to the Pedestrian Plaza last summer.

Ginsberg will be recognized at the ICCA Icky Awards held on January 31st at the Englert Theatre.

## Park & Shop Vouchers Available

The Park & Shop program is a simple way to remind our patrons that we are thankful for their business. One hour Park & Shop vouchers can be purchased by DTA members for \$0.50 apiece and can be redeemed at any City of Iowa City parking garage in Downtown.

Help Downtown combat the perception of a lack of parking and reward your customers for their business. Contact the DTA today to purchase your Park & Shop vouchers.

The Downtown Association of Iowa City is a non-profit association of business and community members who pool their resources to promote downtown. The organization provides leadership and undertakes programs to create, promote and sustain downtown Iowa City as a unique and economically viable business, entertainment, social and cultural center.

Sincerely,

Nicholas Arnold  
Downtown Association of Iowa City

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Downtown Association of Iowa City | 325 E. Washington Street | Suite 100 | Iowa City | IA | 52240