

## **2005 Livermore Downtown Inc. Awards**

### Board Member of the Year

#### **Karen Long**

Karen attended and worked at numerous downtown events and functions and has been a driving force of the Downtown Club Card Sales, event ticket sales and volunteer recruitment. Her open and honest input and encouragement of the event staff is greatly appreciated and is a true motivation.

### Downtown Business Partner of the Year

#### **Fine Fretted Friends**

This award is given to a business that is pro active and exemplary in their business strategies and programs that enhance the downtown as a shopping and dining destination. The business is a partner with Livermore Downtown Inc. by participating in existing programs and bringing their own ideas forward as well. Owner Michael Ferrucci has been a strong partner this year through the Streetscape Construction process. Michael was in constant communication with Livermore Downtown as well as City departments regarding his concerns and challenges during construction. He was proactive in forming a marketing co-op strategy with Bruno's Restaurant whereby he advertised that any child brought in to rent a musical instrument at Fretted Friends would receive a coupon that gave the musician a free children's meal at Bruno's. This flier went to all elementary schools in the district therefore getting kids to rent from him and families to have dinner at Bruno's. This program was going on during the toughest months of construction. Michael solicited and coordinated all bands playing at the Art Walk and the Streetscape Celebration. He also provided sound equipment for two of the announcing booths at the Holiday Parade. Michael has now been establishing Fretted Friends as the "Ticket Master" for Livermore. He has made his store available as a location for ticket sales of all music oriented events happening in Livermore. This brings people downtown to

pick up tickets and encourages them to stay downtown to shop and dine.

### Corporate Partner of the Year

#### **Barretta Design**

This award is given to a corporation outside of the downtown that has partnered with the Association to assist in revitalization efforts knowing that a strong vibrant downtown is good for all business in the City. For years Livermore Downtown Inc. has wanted a professional level, exciting downtown web-site that reflected the true image a vibrant, vital downtown district. Barretta came forward and designed and implemented the new web-site this year. The value is estimated at \$8,000.00 and was donated free of charge in exchange for promotion of their business. Barretta Design also plans to offer a group program to the downtown businesses that are currently without a web presence. For more information on Barretta Design log onto <http://www.barrettadesign.com>.

### City Employee of the Year

#### **Kevin Duffus**

This award is given to an employee at the City of Livermore that has been a true partner of the Association and the downtown merchant base. As Public Outreach Coordinator for the Streetscape Project, Kevin dealt with all issues during construction, took the heat when things were tough and constantly stayed in tune with the outreach efforts to keep the community and the downtown businesses informed of the progress.

### Non-Profit Partner of the Year

#### **Livermore Chamber of Commerce**

This award is given to a Non-Profit Organization that partners with Livermore Downtown Inc. in the revitalization efforts. The Chamber made sure that updates on construction progress were consistently available through their Business Newsletter to all

members. They provided their facility as a warehouse for the Wine Festival helping to stage product in the heart of the event. The Chamber has been a strong advocate of supporting all events that Livermore Downtown Inc. produces and co-sponsored the Film Festival Opening Night with Livermore Downtown Inc. The Association looks forward to many more partnerships in the coming year.

### Outstanding New Development

#### **The First Street Streetscape Project**

This award is given to the development of a project in downtown that enhances and beautifies the downtown experience. It speaks for itself! We are so proud of the new look and feel. Enjoy!

### Volunteer of the Year

#### **Christine Mohammed**

This award is given to an individual that dedicates herself as a volunteer for the program and yet has no financial tie to the downtown efforts. Christine is a member of the Promotion Committee and has attended and helped with almost all events and programs. She recruits other participants and is available to do whatever needs to be done. She is quick to volunteer her creative ideas and implements them. She is proud of her involvement with the downtown efforts and continuously spreads that enthusiasm to the rest of the community.

### Destination Partner of the Year

#### **Livermore Courtyard by Marriott**

This award is given to a tourism business in the area that supports the downtown efforts and promotes the downtown as a destination to their clients, customers or guests. The Courtyard Marriott has been a strong sponsor and participant in Livermore Downtown events and programs. Their Director of Sales has been an active volunteer and the hotel gives out hundreds of the Downtown Shopping and Dining Guides to their guests.