October 2011

The Light

Newsletter of the New Monterey Business Association (NMBA)

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Neighborhood Association
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City Liaison

Forrest Ebbs
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646-3885

Administrator

Rick Johnson
655-8070

HALLOWEEN ON LIGHTHOUSE - JOIN US IF YOU DARE!

The Lighthouse District is celebrating "Halloween on Lighthouse" again this year with our Third Annual Children's Trick-or-Treat on Lighthouse Avenue.

This year, the trick-or-treating event will be held on Saturday, October 29th between 3-5 p.m. All members are encouraged to participate by opening their doors to the trick-or-treating families and by giving special treats to the little ghosts and goblins.

We have distributed posters and flyers to all participating members and will also be distributing balloons to participating members on the day of the event. Trick-or-treaters will visit members displaying the posters and balloons. This is a great way to get local families from the neighborhood into your business. If you have any questions, please contact Melissa Thoeny at hello@olio-vintagefun.com or Rick Johnson at info@ lighthousedistrict.net.

To see all the Halloween Happenings in the Lighthouse District, visit our special web page at www.lighthousedistrict.net /halloween.

We want to know all about the exciting things you have planned at your business for Halloween. Please help us by posting your event information on the special web page or send the information to our web guru, Mary, at mary@socialwave.net.

Lighthouse District Website Update

Our website (www. lighthousedistrict.net) continues to grow and attract more customers to our business district.

For July & August, our website averaged almost 40 visitors per day and had almost 600 visitors on our peak day. We also have over 300 customers on our bi-weekly newsletter mailing list, an increase of 56 customers. We have 124 members listed in the business directory and 21 of those members have set up a merchant profile.

Seventy-nine percent of our website traffic is from California. Of the website traffic from California, 54% is from the Monterey Peninsula, 17% is from the San Francisco area and 3% is from the Los Angeles area.

We have seen an upward trend in traffic from search engines. In December 2010, the percentage of traffic from search engines was at 44%, and it's increased every month until now, where it sits at 71% in August 2011.

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Business Association

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Mission Statement

A community of businesses united to achieve the common goals of economic vitality and to reaffirm the spirit of New Monterey.

Lighthouse District News & Notes

We are sorry to say goodbye to two businesses in the Lighthouse District; Rabobank has moved to Pacific Grove and Olio Vintage Fun has moved to Downtown Monterey.

However, let's welcome some new members to the Lighthouse District!

T**uesday Morning** recently opened at 842 Lighthouse. They specialize in upscale closeout merchandise. **Snap Fitness** just opened at 399 Lighthouse. They operate a fitness studio 24-hours a day, 7-days a week. **Milestone Antiques** recently opened at 490 Lighthouse.

Fashion Trade recently opened at 554 Lighthouse. **Skin Anew Pampering Suites** recently opened at 883 Lighthouse and **Asian Day Spa** recently opened at 484 Lighthouse. For more information about these new businesses, check out the business directory on our website.

Free Wireless Internet Coming To The Lighthouse District?

The Lighthouse District and Redshift Internet Services have begun exploring the possibility of providing free wireless internet access throughout the Lighthouse District.

Redshift has been testing an open wireless hotspot at their offices on Hawthorne with the hopes of duplicating that wireless hotspot throughout the Lighthouse District. The provision of free wireless internet access in the Lighthouse District would be an extremely popular amenity to bring more customers to the Lighthouse District. If you are interested in hosting a hotspot or advertising on the Redshift Log In page, please contact Rick Johnson at 655-8070.

Upcoming Events

The Board meets the third Wednesday of each month at 8:30 a.m. in the Monterey Business Association Conference Room. All members are welcome!

The Third Annual Trick-or-Treat on Lighthouse Avenue will take place on Saturday, October 29th between 3-5 p.m.

JOIN US IF YOU DARE!

Board Meetings

November 16

December 21

January 18

New Monterey Business Association
321 Alvarado Street, Suite G
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