It’s no secret that small businesses are often among the hardest hit during a down economy. It’s also no secret that, when the know-how and tools are available, small businesses owners are also among the most resourceful people out there. So, it makes sense that, over the last few years, there has been a growing trend for small businesses to use out-of-the-box resources for funding their enterprises. Enter: crowdfunding, a way for a business to attract multiple micro-investors to help fund their start-up or expansion.

There are many online crowdfunding platforms for an entrepreneur to choose from, including Fundable, Kickstarter, Indiegogo, and Crowdfunder. Each provides variations on the idea that if a business is needed and desired by a community, but perhaps not likely to be eligible for traditional funding, that the owner can pool smaller financial resources from the community to expand the owner’s access to capital.

The passing of the JOBS Act* has the potential to help grow the crowdfunding movement even further by adding equity as a potential option.

Here is my favorite platform/program for crowdfunding, largely because it provides the user with actual local support: Kiva Zip! You’ve probably heard of Kiva, a non-profit focused on international microfinance. Kiva Zip is a pilot program, launched by Kiva, that enables you to make direct loans to entrepreneurs in the United States. You can make a loan today for as little as $5. Over time, as your loan is repaid, you get your money back, and you can then withdraw it, or relend it to another entrepreneur.

We are fortunate in this region to have a local trustee to administer the Kiva Zip program! That organization is Two Degrees Northwest. The service area includes 9 counties in north central Idaho and southeastern Washington. Two Degrees Northwest has convened a regional team of small business development service providers to assist with identifying and vetting potential borrowers. The team works directly with the borrower and can provide follow-up assistance. Learn more at https://zip.kiva.org/trustees/115

BDL’s Economic Restructuring committee and the Two Degrees Northwest local trustee team have several overlapping members, so feel free to contact me directly if you, or someone you know, have interest in the Kiva Zip program!

As Forbes contributor Tanya Prive puts it, “...crowdfunding could be a great asset to our country’s economy. These portals could serve as a great vehicle for investing in small businesses, which are accountable for creating 65% of the net new jobs over the past 17 years.”*

From the Board:

BDL Achieves 501(c)3 Non-Profit Status

By: Vikky Ross, BDL Board Treasurer; Morgan’s Alley

Beautiful Downtown Lewiston Revitalization Corporation was formed in 2008 by a strong group of merchants, building owners, City of Lewiston staff, historic preservationists and citizens. They developed Articles of Incorporation & By-Laws, selected a Board of Directors and elected officers. Originally under the umbrella of the Lewiston Chamber of Commerce, the organization applied for a 501(c)6 membership based federal tax exempt status.

As Beautiful Downtown Lewiston grew, the Board of Directors reassessed its activities and determined that a 501(c)3 status was a more appropriate federal tax classification.

In order to qualify for a 501(c)3 status, we needed to demonstrate to the Internal Revenue Service that BDL’s activities provided charitable or education purposes. There are four charitable purposes that are generally served by Main Street organization’s activities.

Therefore, in September 2012, BDL applied to the IRS for the change of status from 501(c)6 to 501(c)3. Our application addressed each and every one of the four charitable purposes with examples. We demonstrated historic preservation, public education, combating community deterioration and lessening the burdens of government.

In January 2014, we received our letter from the IRS approving the change of status. Celebration and kudos to everyone involved in this process of status change. We were warned it would be a daunting task, but we prevailed. So you may ask what does this mean to Beautiful Downtown Lewiston and its donors.

There are two primary benefits of securing a 501(c)3 status. First, donors (Downtown Partner Businesses, Friends of Downtown, and even those buying tickets to our Price is Right Downtown fundraiser on March 7!) can make a tax-deductible charitable contribution. Secondly, BDL can receive foundation, federal and state grants directly. Both of these benefits will strengthen our organization’s financial fiber.

Just as downtown is constantly moving and improving (just take a stroll downtown and see for yourself!), so is our organization. Thank you to all our Partners who continue to support our work!

Corporate:
Avista Corporation
City of Lewiston
Edwin Litteneker
H & R Block
Inland Cellular
Morgan’s Alley

Media
Big Country 97.7/98.5 K Hits
BlueSky Mondays
IdaVend Broadcasting
John Roy & Associates
KLEW TV
KOZE AM/FM

Lewiston Tribune
Northwest Media
Pacific Empire Radio
Values Coupons

Key
Clearwater River Casino
The Diamond Shop
Edward Jones/Scott Arnone
Headmasters School of Hair Design
J.J. Pierce Co.
Land Title of Nez Perce Co.
Main Street Grill
My Architect
Port of Lewiston
Red Lion Hotel Lewiston
Stonebreaker McQuary Insurance
Towne Square
Valley Vision

Business
Advantage Advertising
A2BEAT, Inc.
B & I Computers
Blue Lantern Coffee House
Bott & Associates
Cannon’s Building Materials Center
Castellaw Kom Architects
Century 21 Price Right
Coldwell Banker Tomlinson Assoc.
The Computer Chip
Cornerstone Interiors
Covey’s Bike & Board
Creason, Moore, Doken & Geidl
D.A. Davidson
NEW: **LA CHARRON BOUTIQUE & ALTON’S MENSWEAR**

New men’s and women’s clothing can now be found on Main Street in downtown Lewiston! La Charron Boutique and Alton’s Menswear opening their doors on Saturday, February 1 at 836 Main Street! Owner Sally Caron has moved her business, with help from staff members Michelle Holly and Boots Baird, from Sixth Street in Clarkston, hoping to capitalize on improved foot traffic in downtown Lewiston. She has been in business for about two years, and sees a real need in the LC Valley for a quality local store like hers.

La Charron and Alton’s Menswear sell all new clothing, which Sally gets from various vendors. True to the “boutique” style of shop, she carries a wide variety of items, with very few of each item, so it is very unlikely you’ll see someone walking down the street in the same sweater you’re wearing. The shops specialize in larger clothing, but do carry items in all sizes. They also have hard-to-find items like formal dresses, Red Hat Society gear, and Tara’s designer jeans (designer who formerly owned Tara’s Elegance in Mall 21), which are currently on sale!

Sally wants to keep people shopping locally and save them a trip to Spokane. She says that Michelle and Boots also provide a level of high customer service that you won’t likely experience at a bigger store. Sally says she is happy with her location in downtown Lewiston and with the very positive experience she has had working with the property owners. “We need a downtown—not just shopping malls.”

We hope you’ll join us in welcoming La Charron Boutique and Alton’s Menswear to downtown Lewiston, and give them your business! They are open Monday-Saturday from 11 am—5:30 p.m. Also, check out their current “Balloon Sale” (with 10-50% off coupons) all this week!

NEW: **ZONE 208 WINGS, SPIRITS & SPORTS**

Downtown property and business owner Jay Starnes decided it was time for a change and converted his business at 0301 2nd Street (formerly The Candy Store) into an all-out sports enthusiast’s paradise: Zone 208! The bar, located in the same building as sister business Boomers Sports Cellar, has gone through several significant changes, including new décor and redesigning the space to be non-smoking. Adjacent Boomers Garden, also owned by Jay, will be going through changes this year as well, with hopes of being used as a prime event venue for not just concerts, but weddings and other community events!

Named after Lewiston’s area code (get it?), Zone 208 is open seven days a week from 11 a.m.—close, and has a full menu for both lunch and dinner. They specialize in 14 variations on handmade chicken wings, not to mention many other specialty food and drink items. Zone 208 also offers delivery service to local businesses!

The new bar has 6 dart boards (with frequent dart tournaments hosted by the bar), 12 flatscreen televisions, foosball, 2 pool tables and a private room that can be rented for private parties or business meetings. Contact Colleen Stalder for reservations or questions: 208.746.2005

**Non-Profit:**

**COMMUNITY ACTION PARTNERSHIP**
Granite Lake Church
Hope Chapel
LCSC Center for Arts & History
LC Valley Chamber of Commerce
Lewiston Historic Preservation
UI Extension/Nez Perce Co.
YWCA

**INTERESTED IN JOINING?**
Contact Breanne Durham at 208.790.1148 to learn how joining Beautiful Downtown Lewiston will benefit your business and your community!
NEW: NORTHWEST HANDMADE GOODS

This month we say a big “welcome!” to Northwest Handmade Goods, which opened on Tuesday at 527 Main Street (right next to Brackenbury Square). This much-anticipated retail shop (which wisely drummed up excitement by regularly posting product photos on the shop’s Facebook page during the months leading up to opening) sells home goods, accessories, décor, and unique gifts, “all handmade exclusively in the beautiful Northwest.”

Owner Erika Stricker is a LHS grad whose parents moved their family to the LC Valley after falling in love with the place after just one visit. Similarly, Erika fell in love with 527 Main Street when she began looking for a place for her shop, and says that her strong desire for the space helped her bring her business to fruition. She’s excited for all the activity that nearby Brackenbury Square will bring to her shop, especially during Sound Downtown and the Lewiston Farmers Market, and she is also pleased that the property owners, Mike and Jessica Ridinger, have been able to retain the space’s charm while keeping it updated.

“It’s always been my dream to have my own little space downtown as my creative outlet,” says Erika.

She also wants her shop to serve as a creative outlet for others, mentioning that there are many moms, in particular, who are making amazing products, but may not have time to turn their craft into a business. Local artisans will make about 50% of the products in the store, with the other half coming from the greater region: Idaho, Washington, and Oregon. “I want people to identify that these things came from a person,” says Erika of her reason for selling only northwest handmade goods (yup, the business is aptly named!).

Northwest Handmade Goods is a wonderful addition to downtown Lewiston! Stop in Tuesday–Saturday between 9:30 a.m.—5:30 p.m. to welcome Erika and shop around!

YOU’RE INVITED TO OUR BIG EVENT ON MARCH 7!

For tickets contact a BDL Board Member or visit beautifuldowntownlewiston.org. Thank you major sponsors: Century 21 Price Right, Compassionate Care, and Northwest Media!
The Creative Shop in Morgan’s Alley presents a new monthly event: First Friday. This month’s event will feature works from over 35 artists who have participated in our most recent challenge: Fifty Shades of Red. Each artist produced 5 pieces featuring the color red. Art will be on sale, ranging from $10-$80 for original work!

This First Friday and quarterly Artistic Challenges are put on by The Creative Shop to help build the artistic movement in Beautiful Downtown Lewiston and beyond. Please support this movement by joining us for our opening:

**Friday February 7th // Preview 10 am-4 pm // Reception and Sale 4-8 pm // Wine, Music and Munchies**

In coordination with First Friday, The Blue Lantern Coffee House will be hosting Jill Hosmer’s art opening this Friday, from 4:00-6:00 p.m. at 326 Main Street.

Season Specialty Dining is adding Sunday Brunch to their list of culinary offerings! Beginning February 9, Seasons will be open on Sundays from 10:00 a.m.—2:00 p.m. to serve a mix of classic and unique brunch items. Included on the list will be eggs benedict (made with real hollandaise), frittatas, steel cut oats, and other staples like bacon and eggs.

Seasons, both Specialty Dining and Bistro, is located in Morgan’s Alley at the corner of D Street and Third Street in downtown Lewiston.

The Lewiston City Library is beginning a historic lecture series entitled Tsceminicum Talks. The series kicks off this month with a presentation by local historian Steven Branting. The February 13 presentation is entitled *Piety Amidst the Dusty Promise: Lewiston Gets Religious*. The presentation will discuss the religious history of Lewiston from 1864—1900 and will feature scores of photographs, including those of old churches and members of the congregations formed during that period of the city’s history. Free to the public—**Thursday, February 13 from 7:00-8:00 p.m.** at 411 D Street.

Also coming up at the Library: “What’s in a Folk Song?” performed by John Thomas on **Saturday, February 22 at 2:00 p.m.** Listen and learn as John sings and shares various folk songs, as part of the Library’s Inquiring Minds series. John will have several musical instruments with him and he encourages everyone to bring their instruments as well. Plan on singing some great songs and “jammin’ at the Library”!
COMMITTEE COMMENTS

Organization has been working on our new community identity campaign called My Downtown! The committee is developing the Friends program and recently hosted our annual Volunteer Appreciation Social. A sub-committee has been formed to plan the 2nd Annual Price is Right Downtown fundraiser—the event is set for March 7, 2014, and tickets will be available soon!

Economic Restructuring has been working on building relationships with property owners with vacant storefronts in an effort to find creative ways to fill vacant spaces downtown. The committee is excited to celebrate with several new businesses that are expanding or opening new shops downtown this winter!

Design is planning to restore an existing information kiosk at the Historic Parking Lot and will also be adding another pedestrian wayfinding kiosk near Brackenbury Square. The new American flags that you see along Main Street on holidays is a partnership between the City of Lewiston, Boy Scouts of America, and BDL.

Promotions celebrated a successful autumn-winter event season that included the 3rd Annual Downtown Art Walk, Pumpkin Poo-looza and Main Street Trick-or-Treat, Small Business Saturday promotions, and a new event (thanks to IdaVend and Helping Hands Rescue, and generous local business owners!): 12 Strays of Christmas. We are excited for all the fun planned in 2014!

February 2014

<table>
<thead>
<tr>
<th></th>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
<th>SAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Promotions (8:00 AM)</td>
<td></td>
<td>First Friday at The Creative Shop (4:00—8:00 PM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Board Mtg. (4:00 PM)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valentine's Day</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Steven Branting lecture at Library (7:00 PM)</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>President's Day</td>
<td></td>
<td>Economic Restructuring (4:00 PM)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Design (8:00 AM)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CONTACT BEAUTIFUL DOWNTOWN LEWISTON

Email: breanne@beautifuldowntownlewiston.org
Mail: PO Box 617 Lewiston, ID 83501
Call: 208.790.1148
Web: www.beautifuldowntownlewiston.org