



The Durango Business Improvement District (BID) is launching a new online business directory that will be available to the public starting Memorial Day weekend. It will be located on BID's website at [DowntownDurango.org/business](http://DowntownDurango.org/business) and will include a searchable directory of all the business located in the BID. The goal of this directory is to make it easier for locals and visitors alike to find what they are looking for within the district. Businesses will be classified under five main categories: Dining; Shopping; Services; Arts & Culture; and Attractions. Each main category will have subcategories underneath it. Users of the site will be able to search by main category, subcategory and even through keywords

All businesses in the BID will receive a completely **free listing** in the in the online business directory that will include an individual landing page with the following features: business name, tagline, logo, address, link to google map, phone number, link to website, description of your business, link to social media sites, business hours, and photos. The directory is slated to go live by Memorial Day weekend.

To complete the directory by Memorial Day weekend we are asking each business to enter its business information. The entry process will take about 20 minutes to complete. Once a business entry has been approved, you will receive a password for making any changes and edits to business listing.

Here is how to get started with your business listing on the BID online business directory. In order to be included in the initial rollout of this directory, all business information needs to be entered no later than May 20, 2016.

#### Frequently Asked Questions:

- What is the cost of being included in the online business directory?
  - The online business directory is **free** to any business with in the district.
- How do I know if my business is in the BID?
  - The District includes all of Downtown, 2<sup>nd</sup> Avenue, Camino Del Rio, and North Main from 14<sup>th</sup> Street to the City limits. If you are unsure if you your business is included in the district, please contact us at 970-375-5067.
- How long will this take?
  - It should take about 20 minutes to complete from start to finish.
- Can I edit or change my information?
  - Yes, once you put in your information and it is approved, the BID staff will send you a link for making changes to your page. Each business is responsible for updating any information with their page.
- I can't find the right category for my business.
  - Call us at 970-375-5067 or send us an email at [tanyac@downtowndurango.org](mailto:tanyac@downtowndurango.org).
- What is the deadline for making a listing on the directory?
  - We are asking all businesses to have their listing made no later than May 20<sup>th</sup> in order to be included in the initial rollout.
- When will the directory be available to the public?
  - The directory will be available to the public starting Memorial Day Weekend.

**Information you will need to get started:**

- Your Website – Have this open in a tab on your web browser.
- Social Media – Have these open in a separate tab on your web browser.
- Logo - Max size 10mb, JPG, PNG or GIF only. A higher resolution image that is square is best
- Five photographs of your business and/or merchandise you offer. Photos can be a max of 10MB, JPG, PNG, or GIF only. Higher resolution images are the best.
- Open Google Maps- [www.google.com/maps](http://www.google.com/maps).
  - Type in your address
  - Check the pin to make sure this is the correct location of your business
- Category List (see attachment). Look at the category list and choose **all** the categories that apply to your business.

Once you have gathered all the above information you are ready to add your business to BID's Online Directory at <http://www.downtowndurango.org/business>. Read through the information on this page and then click the link at the bottom to get started.

**Basic Instructions:**

**Tag Line:** This is a short sentence or a slogan that describes your business. The Tagline will go under your business name.

**Example:**

- Artisan ice cream made with seasonal favors
- Farm to table cuisine in the heart of Durango
- A special place for cooks, coffee and friends
- Work Hard...Play Hard....Shop Easy...
- Garden and nature inspired gifts

**Categories:** Business can choose more than one subcategory under the main categories of dining, shopping, services, arts and culture, and attractions. At least one subcategory must be checked. Please carefully review each main category and subcategory to decide which best fit your business. Some businesses, like our example below, will find they can check several subcategories. Please choose EVERY category that applies. If you do not find a good fit that works for your business, please call us at 970-375-5067 or email [tanyac@downtowndurango.org](mailto:tanyac@downtowndurango.org).

Example: Durango Coffee Company

**Category choices:** Dining - Coffee, Tea, Bakery; Dining - Sweet Treats; Dining - Breakfast and Brunch; Dining – Lunch; Shopping - Retail; Shopping - Home, Kitchen, Garden.

**Business Area** - is a locator by block or area, such as 2<sup>nd</sup> Avenue or North Main or 800 block of Main, or 9<sup>th</sup> Street.

**Google Map:**

1. Open a new tab and go to [www.google.com/maps](http://www.google.com/maps)
2. Type in your business name
3. When your location comes up, check the pin to make sure this is the correct location of your business.
4. Copy the URL from Google map and paste it into the form  
Not sure how to do this. Call us and we will walk you through it.


**Describe your Business:**

In this field you can describe everything about your business including: products and services you offer; hours of operation, links to your social media, and more. This is a great opportunity to highlight what is unique about your business, list specific products and give a little background about your business.

**Here are a few things to note about this section:****Business Hours:**

List both summer and winter hours. This will avoid you having to edit your listing each season.

**To link your Social Media follow these instructions:**

1. To keep the text clean and readable you will want to type this exact text for the link: Find us on Facebook, Follow us on Instagram, or Connect with us on Linked In.
2. Highlight that text and click on the link icon in the formatting tool bar. 
3. A box will pop up for you to enter your URL for your social media. You can copy the link right from your social media page and paste it here.

Example: [www.facebook.com/YourbusinessName](http://www.facebook.com/YourbusinessName)

**Keywords**

In this field you will list items or products that are keywords about your business.

**For example:**

**Kids Rock** - Keywords: Baby, maternity, kids, children, clothes, toys, new mom, baby shower

**Pine Needle Mountaineering** - Keywords: skis, boots, outdoor clothing, winter, hats, jackets, Patagonia, Northface, camping, ski equipment, cross country gear.

**Logo Image:** We require a logo of your business. The max size for your logo is 10mb. Higher resolution files are better, as are images that are square.

**Pictures:** These are optional. You can upload up to 5 photos of your business. The following formats are allowed: JPG, PNG or GIF. Higher resolution files are best. Under each photograph you can describe the image. This should be a short phrase using as few words as possible

**Contacts:** The contact information is for BID use only. This information will not be included on the public directory. We require at least one contact from each business, preferably the owner of the business. A second contact can be added for a second owner or a manager. Please feel free to call us if you have questions.

**Click Submit:** Please make sure to hit submit only one time. It may take a few minutes to upload your information, especially if you uploaded higher resolution photos. The BID staff will review your information and once approved, it will be added to the directory. If you click submit and are kicked back to the form again, you may have missed a required field. Check your entry and make sure all the required fields have been filled out. Missing fields will be marked with a red border.

**Editing your entry:** You will be able to edit your information after your initial entry. Once the information is approved, the BID staff will send you a direct link to your page, so that you can edit only your information.

**BID's Online Business Directory will go live on Memorial Day Weekend.**

## BID's Online Business Directory Categories

Please choose all categories that are related to your business. \*please contact us if you cannot find a category for your business.

Dining & Nightlife	Shopping	Services	Services Continued
Brewery	Retail	Automotive Repair and Supplies	Engineering, Surveying, Planning, Environmental
Breakfast and Brunch	Bed, Bath, Beauty	Bank and Finance	Nonprofit
Casual Dinning	Bikes	Beauty, Salon, and Spas	Tattoo
Coffee, Tea , Bakery	Clothing, Shoes, Accessories	Bike Rental and Repair	Pet Care
Fine Dinning	Books and Magazines	Ski and Board Rentals	Insurance
Specialty foods	Gifts	Hotel and Hospitality	Internet and Telecommunications
Live Music	Souvenir shop, T-shirts, Durango Apparel	Professional Services	Acupuncture and Chiropractor
Winery	Home, Kitchen, Garden	Doctor, Dentist, Optometrist	Counseling /Therapy
Sweet Treats	Jewelry	Pharmacy	Personal Trainer
Local and Fast	Sporting Goods, Clothing	Veterinary	Academic Coaching / Tutoring
Fast Food	Ski And Board Shop Retail	Electronics and Computers	
Lunch	Second Hand	Fitness and Health	
Dinner	Specialty Foods	Media and Advertising	
Brew Pub	Antiques	Gas Stations	
Bar	Music	Grocery	
Distillery	Beer, Wine, Spirits	Home improvements and Interior Design	
Late Night	Pet Supplies	Laundry Services	
Catering	Photography	Office services and supplies	
	Herbs and Holistic Healing	Transportation	
	Tobacco and Dispensary	Real Estate	
	Children's Clothing	Attorney	
	Toy Store	CPA, Bookkeeping, Finance	
	Furniture	Architect	
	Sport Apparel	Government	
	Hardware Store	Massage and Yoga	
	Arts, Crafts and Framing	Photographer	
	Video Rental		

Please see next page for Arts & Culture and Attractions Categories.

<b>Arts &amp; Culture</b>	<b>Attractions</b>
Art Gallery	Train
Theatre	Recreation Activities
Music, Dance, Art Classes	Tours
Music	Kid and Family Activities
	Museum
	Theatre
	Music

**Please make sure to choose all categories that would fit your business. If you cannot find a category for your business please call 970-375-5067 or email [tanyac@downtowndurango.org](mailto:tanyac@downtowndurango.org)**