

MEMO

To: Clallam County Business Owner/Manager

From: 30,000 Jefferson County Residents

Topic: We'd Like To Get To Know You!

Hi there. We are the 30,000 people of Port Townsend and Jefferson County. You know a few of us already. But you are about to get to know a lot more.

At midnight on May 1, 2009 the Hood Canal Floating Bridge closes for six weeks. Three studies show that we Jefferson County residents do 50 percent of our shopping **OUTSIDE** Jefferson County. That is over \$100 million per year, or \$1.92 million a week. For the six weeks of the bridge closure, we are projected to spend \$11.52 million outside our home county.

Today 71 percent of that money goes to Kitsap County and points east. The Pulse Research study showed on average we go to Kitsap County to shop more than once a week. We spend an average of \$140 per trip. The same survey indicated that we go to Clallam County on average 1.5 times per month, where we spend \$60.75 per trip.

Guess what? When the bridge closes for six weeks, those of us who treat Silverdale as our Main Street will instead be coming to Sequim and Port Angeles. We're eager to know what you have to offer. We'll start coming before the bridge closes. We'll come in droves during the bridge closure. And if you do a good job informing us and providing good service, many of us may become loyal customers after the bridge reopens in mid-June.

There are two great ways for you to introduce yourself to almost all 30,000 of us in the coming weeks and months.

1. Discover Your Own Backyard

This is a one-time guide published in early April to give alternative transportation routes and Olympic Peninsula day-trip highlights. It will be delivered to almost every home in the North Olympic Peninsula. Both Jefferson and Clallam county residents will use it as their "survival guide" during the bridge closure. **Discover Your Own Backyard** is designed to tie the Olympic Peninsula together for business as never before. Its 34,500 copies will be seen by 80,000 Peninsula residents.

2. The Port Townsend & Jefferson County Leader

The Leader is by far the dominant newspaper for Jefferson County. The weekly Leader goes into over 80 percent of the homes in Port Townsend, and 70 percent of most other Jefferson County communities. (The Port Angeles daily reaches just over 20 percent of the homes of our county). Our friendly Leader Sales Representatives are ready to help you reach out to Jefferson County residents before, during and after the bridge closure. Call **(360) 385-2900**. The Leader also has a close working relationship with the **Sequim Gazette**. Your ad in the Gazette can easily do double duty in The Leader with a single call and a single bill. Ask your Gazette Sales Representative about it. Call **(360) 683-3311**.

We'd like to get to know you! We hope to see you soon in one of the publications we really read! We'll come say hi when we're in your store.

Sincerely,

30,000 People
of Port Townsend & Jefferson County

Guess What We Say About Shopping? *(Results from the 2004 Pulse Consumer Survey of Jefferson County Residents)*

1. When we leave Jefferson County to shop, 41 percent of us combine that with dining out and 24 percent look for evening entertainment. Some 36 percent of us also visit a medical practitioner.

2. When we shop outside Jefferson County, 83.7 of us are looking for a wider selection of goods, and 70.7 percent are looking for better prices.

3. Of those who filled out the survey, we are 32 to 71 years old, we are 73 percent female, and our average household income is \$57,407. We've lived in Jefferson County for 11 years.

4. The primary goods and services that we leave Jefferson County to find are:

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| --- Women's clothing and shoes | --- Office and school supplies |
| --- Men's clothing and shoes | --- Lumber, hardware |
| --- Children's clothing and shoes | --- Personal care products |
| --- Furniture | --- Sporting goods |
| --- Home computers | --- Jewelry |
| --- Other consumer electronics | --- Pet supplies |
| --- Appliances | --- Fabric |
| --- New and used cars | --- Medical services |