Narrative for the Estacada Main Street monthly Newsletter application for the Best Promotional Category:

As the Estacada Main Street Manager, I do my best to email a monthly newsletter to over 100 recipients.

Each month the newsletter includes the same sort of format – some parts change; and some parts stay the same. I create it in Windows Publisher. There are no costs involved for this project, other than my time.

As mentioned above the Estacada Main Street Newsletter goes to over 100 emails, and growing. Our audience includes the Estacada Development Association’s board and committee members; the Estacada City Council, staff, and commission members; Estacada business and building owners; and other interested Estacada fans.

This newsletter impacts our community by helping to keep those receiving this monthly missive the opportunity to stay on top of “all the goings on” in our beautiful downtown and community. Plus I occasionally share tips and ideas for small businesses.

All in all this source of information has been a success. One person told me that our monthly creation “is one of the most professional newsletters she’s see in her career.” Another reader says she “looks forward to reading each edition.”

What more can one hope for?

Attached find two pdf copies of newsletters from May 2013; and December 2012; as support material. PLUS a .jpg of the first page of each newsletter.