

Friends in the Wayzata business community,

The Chamber organized a merchants meeting this past Weds morning at city hall and will follow up with a second meeting this coming Weds morning. One item discussed was expansion of our Bay Center direct mail program to include other Wayzata merchants. In the past, we have sent quarterly an oversize postcard mailer to about 10,000 homes (see example attached)—and our retailers report a respectable and trackable result from this. Kara Rudie of the Zimmerman Group, our PR and media consultants, has researched what we can do to expand the mailing to include more Wayzata merchants and to expand the distribution from 10,000 area homes to a wider 15,000 audience. **Here is our proposal for expanded direct mail participation:**

The Bay Center is planning to send out a coupon postcard to 15,000 households at the end of August (which will hit homes in early September). In an effort to collaborate with other downtown Wayzata merchants and business owners, we think it would be beneficial to widen merchant participation in the direct mail coupon piece. The Zimmerman Group to develop an overall "Visit Wayzata" theme and message on this postcard. In past mailers, Bay Center merchants have seen very good success with the coupons, so we have high hopes that success would extend to new Wayzata participants as well.

We will have room for only 20 new coupons on the expanded postcard which will be double our current size--and we will fill them on a first come, first served basis. We would like to get the local restaurants (North Coast, Giannis, Sunsets, the new sushi place, Blue Point, Wayzata Eatery and Jade Fountain) on board, since we feel that having restaurant coupons will help broaden the appeal and therefore help increase response. In order to accommodate these additional 20 coupons we will increase the size of the existing postcard and are asking all merchants who participate to help offset our incremental production and mailing costs by paying a small participation fee of \$250.

This mailer will be delivered to 15,000 households in the surrounding area so it will be a great investment and a very low unit cost that no individual merchant could match. Please note, these costs are dependent on receiving 20 participating downtown merchants. If we do not receive 20 new participants to cover the incremental costs estimated to be \$5,000, we will not be able to do the expanded program, and we will revert to our basic Bay Center program.

We need to have feedback from participating merchants no later than Monday, August 17th so that we can adhere to our late August mailing deadline. We also need to have from participating merchants the coupon value (terms of their offer) and a hi-resolution image of their logo by that

date also. We will use a standard expiration date across all coupons of 11/1/09 (we are planning to send another mailer out in late October for the Nov-Dec holiday season).

Please feel free to contact Kara Rudie of The Zimmerman Group at 952 470 8830 x137 with any questions or if you would like to discuss this promotional mailer. We believe this could be an effective way to reach a large portion of the greater Wayzata market area and we are hopeful that the cooperative effort can be mobilized with your support and participation. Best regards,

Ed Briesemeister, Managing Director  
Wayzata Bay Redevelopment Company  
763 245 0962

<p><b>the FOURSOME</b> 20% OFF Any one regular price item. Expires 7/31/09 952.473.4667 www.theboursome.com</p>	<p><b>HEALTHY FOODS &amp; HEALTHY WAYS</b> 25% OFF all regular priced items Except groceries &amp; professional lines. Expires 7/31/09 952.448.3154</p>	<p><b>½ OFF Watch Batteries</b> Installed while you wait. Up to \$10 regular value. One battery per customer. Expires 7/31/09 LINDBLOM JEWELERS Your Jewelers in Wayzata 952.476.9597 www.lindblomjewelers.com</p>	<p><b>We pay CASH for GOLD.</b> 10% extra cash paid with coupon diamond, dental gold, platinum, coins, watches, 10ct, 18ct, 14ct. Expires 7/31/09 LINDBLOM JEWELERS Your Jewelers in Wayzata 952.476.9597 www.lindblomjewelers.com</p>	
<p><b>THE Original PANCAKE HOUSE</b> \$5 OFF One per table/one per table. No cash back. Expires 7/31/09 952.475.9151</p>	<p>Buy one of our famous pub burgers for \$7.50 get a second for \$1.95 Monday - Thursday Only With purchase of any 2 beverages. One per customer. Not valid with other coupons. ALL AOD ONG - EXPIRES 7/31/09 952.473.5286</p>	<p><b>15% OFF ALL WINE</b> Check out our incredible wine selection. Expires 7/31/09 952.473.7191</p>	<p><b>FREE SHOE SHINE</b> With \$45 or greater repair. Expires 7/31/09 952.473.8248</p>	
<p><i>trio...furniture accessories design</i> 20% OFF One regular priced item. Expires 7/31/09 952.767.9080</p>	<p><b>Adele's FROZEN CUSTARD</b> <b>FREE Custard Cone</b> When you buy one of equal or greater value Opening in former Glacier's location. Expires 7/31/09 952-473-2636 www.adelescustard.com</p>	<p><b>Untied's Garden Market</b> <b>15% OFF</b> One reg priced 12"geranium patio pot. Expires 7/31/09</p>	<p><b>KRAEMER'S HARDWARE True Value</b> <b>\$10.00 OFF</b> Any purchase of \$50 or more. Expires 7/31/09 952-473-2501</p>	
<p><b>DESTINATION:</b> <i>Wayzata Bay Center</i> Shop. Eat. Enjoy. www.wayzatabaycenter.com</p>				<p><b>ALL COUPONS:</b> Not valid with other offers. Must present coupon at time of purchase. One per customer.</p>