

Your **Business Improvement District (BID)** Investment At Work

Public Relations & Marketing

Downtown Directory Brochure

BID Activities:

Warm Your Heart (February)

Ultimate Ladies Day (April)

Summer Madness Sale (August)

Small Business Saturday
(November)

Community Event Partner: Vintage
Adventure w/Historical Society, BooFest,
and Neenah High School Art Display

Gift Certificate Program

Secret Shopper Program

Destination Marketing - Partner
w/Convention & Visitors Bureau:

Host Travel Writers

Maintenance

Keep district clean: sweep,
weed, etc.

Purchase Banners

Contract Flowers in Tree Bed

Contract Centralized Recycling

Snow removal over 2"

Bulb Recycling Program

Seasonal decor: lights, bows,
garland

Purchase & maintain: benches,
picnic tables, trash cans

Welcome monument at
entrance to district

Retention & Recruitment

Grant Programs:

Retention & Recruitment Grant

Facade Grant Program

Awning Grant Program

Sandwich Board Grant Program

Office Space Open House & Ads

Recruit New & Retain Existing
Businesses

Administration

Office/Staff People/Information
Services

Host BID annual meeting in Feb.

Communicate w/BID

Annual Operating Plan

Monthly Newsletter

Agendas & Minutes

Bi-annual Co-op Meetings
w/City, BID & Future Neenah

Downtown Grouping in
Annual Guide

ATW (airport) Display

Market analysis and branding
study w/new logo identity

Increase Awareness & Visibility:

Patron mail & email blasts

Updated website &
Online Presence incl. Instagram
Acct.

Facebook posts

Exposure In Future Neenah
Magazine

Advertising to Promote District

