

NEENAH CENTRAL CITY BID (BUSINESS IMPROVEMENT DISTRICT) FACT SHEET

In 2001, business and property owners located within a proposed Central City Business Improvement District signed a petition requesting the creation of a Business Improvement District. The purpose of the District would be to sustain the competitiveness of Downtown and ensure a safe, clean environment conducive to business and recreational activity. The Neenah Central City BID started on January 1, 2002. It includes the businesses in a 22 square block area of downtown bounded by the Library on the East, the Main Street Overpass on the West, the canal on the North and Orange Street on the South. The businesses property owners within this defined district pay a special tax assessment for the betterment of the district.

The BID is overseen by an 11 member volunteer board consisting of 9 business and property owners from throughout the district, 1 community at large rep and 1 city rep. The Neenah Central City BID board meets at 8 a.m. on the third Tuesday of each month in the Hauser Room at Neenah City Hall. These are open, public meetings and anyone is welcome to attend.

The BID exists to serve four main purposes:

- Marketing & PR
- Retention & Recruitment
- Maintenance
- Centralized Management & Funding

Many projects, programs and events are conducted by the BID, including but not limited to...

- A gift certificate program
- A retention & recruitment grant program
- District beautification (banners/flower beds/district monument welcome sign)
- Maintenance (snow removal/recycling/bike racks/benches/trash receptacles)
- A downtown Neenah presence on the web & in the Future Neenah Magazine
- A Downtown directory map brochure
- Promotions & Events including a Holiday Live Mannequin Event & Ultimate Ladies Day
- A secret shopper program

*Future Neenah, Inc. administers the BID, providing management and staffing for the district.
For more information call (920) 722-1920.*



Did you know?

The average daily workforce population within a one mile radius of Commercial Street and Wisconsin Avenue is 13,000!