

BID Marketing Consortium

Mission: We are committed to goodwill community partnerships, for the greater good of our downtown businesses, increased membership participation and increased profitability to our members. This is accomplished through effective advertising and specialized events, which draws the consumer to downtown.

Consortium Facts:

- A committee whose focus is marketing and event planning for Downtown Oshkosh
- Membership dues are \$35.00 annually for BID businesses and \$60.00 for businesses and/or advocates that fall outside of the BID district
- Your membership dues go towards the BID M/C events & joint marketing efforts, such as our holiday passport program
- Guests are welcome to attend 1 meeting before paying membership dues
- Originated as a small group in 2006
- This group has now grown to over 40 members

Marketing Consortium offers:

- Monthly educational and networking meetings to discuss event ideas, and downtown issues
 - 2nd Wednesday of every month starting at 8:15am at different downtown businesses
- Member input on meeting agendas
- Advertising opportunities for your business
- Awareness of what services and products are available in Downtown Oshkosh.

Events: The 2 events that the BID Marketing Consortium focuses on & has direct committees for are:

- Chalk Walk (Aug.)
- Whoville Holiday (Nov.)

We invite any members to join either of these committees!

**Interested in joining or have additional questions? Contact Cassie Daniels,
Downtown Oshkosh BID Manager at 920-303-2265 ext 11.**

**We also welcome you to join our downtown facebook
groups for further downtown communications:**

www.facebook.com/groups/154004934655700/
www.facebook.com/groups/156173824419815/

We hope you will be joining us soon!

