

Mark your calendars and say "YES" to our new marketing/promotions campaign and send additional customers to your business!

The Superior Chamber is coordinating two large groups visiting this summer which has given the BID unique marketing opportunities. We will be welcoming:

- **Northwoods Bike Tour group July 15th-16th**
 - 400 bicyclists will arrive and camp at the Superior Middle School .
 - Northwoods is running a " Best Town " contest and will award prizes such as bike racks to the city that is voted the most welcoming.
 - Additional festivities such as a bike helmet give away may bring in additional spectators to Superior .
- **Horseless Carriage Club will be at Barker's Island July 19th through the 24th**
 - Group totals 80-100 members

The BID Marketing and Promotion Committee has created a new promotion to drive your businesses. Here are the details:

BID businesses can create a special, discount or promotion to offer event participants and spectators.

The BID will create a directory with a map highlighting BID businesses offering a special discount or promotion.

BID promotions committee volunteers will hand out the directories at the event.

Please note, for the Northwoods Bike Tour event, you may want to offer free shipping to this group due to the inability for the cyclists to carry purchases.

"Welcome" signs will be printed for you to display in your business to signal you are in the BID.

All you need to do is spend a few minutes right now, create a discount offer, then reply to this e-mail telling what you are offering. Please respond by Friday, June 26th.

We'll do the rest!

If you have additional questions, please feel free to call the BID office. Thank you!

Kaye Tenerelli
Executive Director