

Dear Tomahawk Business Owner,

Bridge and street construction are underway, and yes, it is a mess. We understand that business is down, but we have to keep trying to get customers in your business.

Tomahawk Main Street and the Tomhawk Regional Chamber of Commerce are working together to BRIDGE THE GAP with some fun promotions. Among them are:

* Invite Toby, Merlin and their bridge into your business for up to two weeks. Plan some type of display with handouts, specials or something creative. It's up to you. This package includes radio and newspaper advertising.

* Starting January 15, 2011, Black Out Bingo begins. Game cards will be available on Nelson's County Market paper bags. A list of Black Out Bingo businesses will be distributed to participating businesses. There is also an option for service-oriented businesses to participate. Once the customer's game card is filled, and they've turned it in, they have a chance to win a \$100.00 weekly drawing. This promotion will run for eight weeks, and ends March 12, 2011.

THIS IS ONLY THE BEGINNING OF NUMEROUS TRAFFIC BUILDING PROMOTIONS!

We are working on a trivia contest and a treasure map, just to name a few. Promotions will continue throughout the entire bridge and N. 4th Street reconstruction period.

The only way your business can participate in any or all of the promotions is to send a one-time payment of \$100.00 (this is less than \$10 per month) by January 11, 2011. Please make checks payable to

BRIDGE THE GAP, P.O. BOX 412 Tomahawk WI 54487

All money collected is designated for BRIDGE THE GAP activities.

Thank you in advance for your participation and cooperation,

the Bridge the Gap committee

Yes, I would like to participate in Bridge the Gap activities!
Enclosed is my payment for \$100.00

Business Name _____
Address _____
Phone _____

Please send to **BRIDGE THE GAP, PO BOX 412**
TOMAHAWK, WI 54487
or drop off at the Tomahawk Main Street or Chamber offices.

No, thank you.
Reason _____

BRIDGING THE GAP
a few more minutes...a few more miles

