

South Side Neighborhood **Bright Side Business**



As a Bright Side Business, we will actively:

✓ **Advocate for ideas that support the diversity of the South Side**

Examples include: writing letters of support on behalf of your business for South Side initiatives, and working with your staff to share personal, positive South Side experiences

✓ **Be a Bright Spot**

Bright Side Businesses are recognized for their demonstrated commitment to making the South Side a healthier, more vibrant neighborhood -- the *Bright Side of the Tracks*.

✓ **Promote South Side events and activities among employees and visitors**

Examples include: posting event flyers, sharing South Side specific newsletters/electronic newsletters, and creating a community board in a public area to post South Side information

✓ **Encourage employee participation in South Side events and activities**

Examples include: Support employee volunteerism on South Side projects, and developing business team challenges as part of Brighten Up initiatives

✓ **Support events that brighten up the South Side throughout the year**

Examples include: providing supplies, giving financial assistance, and allowing employees to volunteer as part of work time

✓ **Keep our business and surrounding property clean and tidy**

Examples include: removing snow from public areas, cleaning up trash and other debris around business exteriors, and planting flowers

