



The East Side Insider program is offered to businesses that lie outside the East Side BID boundaries that would like to be more directly involved with the BID and its events, programs, and services provided. With this program, we aim to grow connections among businesses throughout the East Side, provide support to more East Side businesses, and thereby strengthen our local economy.

Eligible Locations

The Insider program is available to any business not currently included in the East Side BID that have a location near the BID boundaries. The Insider boundaries are set forth below:

- East: Lake Michigan
- West: Humboldt Ave.
- North: Bradford Ave.
- South: Brady Street

Assets Available to East Side Insider:

Businesses within these extended boundaries are eligible to receive a plethora of BID services and benefits*, outlined below:

- BID #20 advocacy on the part of businesses
- First knowledge of work plans, BID/area events, grants, and business resources
- Receive BID Business to Business emails with information on webinars, grants, loans, trainings, roundtables, etc
- Listing at East Side Insider on BID 20 Website Directory
- Event listings on BID 20 Website Calendar
- Positive press listings on BID 20 Website 'News' page
- Event listings in "East Side Happenings" section of BID 20 Newsletter
- Ability to host Coffee/Cocktails and Conversation series
- Ability to be featured in the East Side ON series (newsletter, podcast, and Rally)
- East Side as a co-host on Facebook events & sharing of events
- Sharing of special content through the East Side's Instagram page
- BID 20 Board member and Committee member consideration
- Participation in BID 20 events
 - Discounted vendor spaces at BID-run events
 - Included in 'crawls', district-wide holiday promos, Romp
 - First info about upcoming event planning/sponsorship opportunities
 - Additional media consideration (ex. Referring media outlets to business)



*Some services and benefits may be impacted by COVID-19 currently.

Pricing

In an effort to be fair to our existing BID businesses, the base rate for the program is calculated on the approximate assessment rate if a business were located in the BID. We use 50% of what would be the BID assessment rate, as we offer about 50% of the services to outside-BID businesses (services like graffiti removal, trash collection, planter maintenance, and holiday lighting are not available outside the BID boundaries). There is a minimum of \$250 and a cap of \$2,500 to cover administrative fees. For each additional block outside the existing BID boundaries, the cost goes down by 10%, as proximity is a value for BID businesses.

Example: A property located at Greenwich and Frederick, 1 block outside of the immediately adjacent BID boundary, incurs a BID assessment of \$1000/year. The Insider base rate for that property is \$500, but factor in proximity to the BID (1 block off off immediately adjacent boundary) so 10% is taken off, which makes their Insider fee for the year \$400.

How to Apply

Application timeline:

While initial applications are encouraged in September, they can be submitted at any time for a pro-rated investment. Approval of applications to the program will be communicated by email and will include the total fees specific to the business/property. Membership is effective upon BID 20 receiving payment for the program fees. The following September, East Side Insiders will receive a renewal letter inquiring about renewal to the program for the 12 months following and including the invoice for the upcoming year.

Applications will be processed and responded to within 7 business days. Complete the East Side Insider Program application (available on our website) and submit by email to Specialprojects@theeastside.org with subject line “[Business Name] East Side Insider Application.

Renewal timeline:

Each year, East Side Insiders will receive a renewal letter by the end of September inquiring about renewal to the program for the following 12 months which will include the bill for the upcoming year. To remain in the program, bills must be paid by the end of October.

Please contact Larissa Gladding at Specialprojects@theeastside.org with any questions.