



City of Kingsburg

1401 Draper Street, Kingsburg, CA 93631-1908
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Mayor Laura North
Mayor Pro Tem Vince Palomar
Council Member Michelle Roman
Council Member Jewel Hurtado
Council Member Brandon Pursell, Jr.
City Manager Alexander J. Henderson

AGENDA

Kingsburg Downtown Business Improvement District Advisory Board

THE COUNCIL CHAMBER IS OPEN TO THE PUBLIC AT 100% CAPACITY.

**Kingsburg City Council Chamber
1401 Draper Street, Kingsburg, CA 93631
Monday, June 13, 2022 at 3:30pm**

- I. Call to Order**
- II. Public Comment**
- III. Swedish Festival Photo Campaign- Possible Action**
- IV. Reports from Board Members**
- V. Other Business**
- VI. Adjourn to next meeting as decided.**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the office of the City Clerk (559) 897-6520. Notification 48 hours prior to a meeting will enable the City to make reasonable arrangements to ensure accessibility to that meeting [28 CFR 35 .102.35.104 ADA Title II].

I hereby certify, under penalty of perjury under the laws of the State of California that the foregoing Agenda was posted at the front entrance of City Hall not less than 72 hours prior to the meeting. Dated this 10th day of June 2022.

Abigail Palsgaard, City Clerk



May 30, 2022

PROPOSAL

Swedish Festival Community Photo Contest

Our Goals with this Campaign:

- Show Appreciation for Our Community
- Promote BID Member Businesses
- Build Community Awareness of BID
- Collect Swedish Festival Photos for BID Website & Social Media

Plan of Action:

Immediate email to BID Member Businesses (see attached):

- informing them of the Swedish Festival Photo Contest
- asking for donation of prizes representing their business as a sponsor of the Swedish Festival Photography Contest with a deadline of June 6th

Social Media Campaign on FB & Instagram (see sample Instagram Story attached):

- to begin June 8th with photo submission deadline of June 24th
- informing of the Swedish Festival Contest & Guidelines (see attached)
- promoting sponsor BID businesses & prizes

Collection of Images:

- submitted to kim@tenacityteam.com
- professional or private images in jpeg format
- deadline of 5:00 PM on June 24th

Selection of Winning Images for BID Website:

- contest runs from June 8th - June 24th
- winners announced July 8th via social media
- prizes picked up at the sponsoring businesses



May 31, 2022

Dear BID Member,

We are sponsoring a Swedish Festival Photo Contest and want to promote your BID Businesses!

From June 8th - June 24th, community members can submit their favorite private or professional photos of the events of the Swedish Festival for a chance to win prizes, be included in our new BID website and be featured on our social media pages.

OUR GOALS WITH THIS CAMPAIGN:

- Show Appreciation for Our Community
- Promote BID Member Businesses
- Build Community Awareness of BID
- Collect Swedish Festival Photos for BID Website & Social Media

HOW YOU CAN HELP:

- Sponsor a prize that represents your business
- Be a judge on our panel
- Share the BID posts on your social media pages

To participate as a Sponsor or Judge, please contact Kim Hoff of Tenacity Pro Photo immediately at: (559) 578-2421.

We look forward to a campaign that is fun for the entire community!

Best Regards,
Your BID Board



Swedish Festival Community Photo Contest Information & Guidelines

Submit your very favorite moments from this year's Swedish Festival for a chance to have your photo appear on the new Kingsburg Business Improvement District (BID) Website and our social media pages!

WHAT WE WANT:

We are looking for happy faces eating pancakes, families cheering each other on through the relays, flying ribbons and flowers twirling around the May Pole Dancers, cheerful parade entrants and joyful moments all around our city during the 2022 Swedish Festival in Kingsburg.

GUIDELINES:

Photos can be professional or private, submitted in jpeg format and emailed to kim@tenacityteam.com by June 24th at 5PM. No watermarks, please. Each photo must be accompanied by a submission form with the photo. No limit to the number of photos submitted per person. All photos submitted automatically grant permission for use to the Kingsburg BID. Photos used will give credit to the photographer. If you would like to be tagged in your photo on our social media pages, please become a Fan or Friend of Kingsburg BID on Facebook and Instagram. We will do our best to tag you for credit and any use of your photo.

WINNERS:

Winning photos will be chosen based on photo content, originality, representation of the Swedish Festival and the smiles they bring to our panel of judges. Winners will be notified on or before July 8th and posted on the BID Social Media Facebook and Instagram pages. Winners will receive randomly distributed prizes donated by sponsoring BID Member Businesses and notified where to pick-up at sponsoring businesses. There is no cash value to prizes.