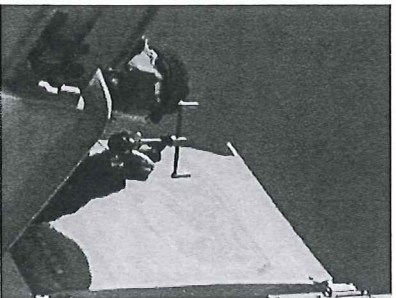


WHAT IS A BID?

A Business Improvement District, or "BID", is a downtown organization through which property and business owners in a designated area cooperate financially to provide services needed to market, maintain and manage the downtown. They are permitted by state legislation (Act 130 of 2000, P.L. 949; 73 P.S. § 831) that authorizes municipalities to create BIDs to "initiate and administer programs to promote and enhance more attractive and safer commercial, industrial, residential and mixed-use neighborhoods; economic growth; increased employment opportunities; and improved commercial, industrial, business districts and business climates. In essence, BIDs are "self-help through self-taxation", similar to the Common Area Maintenance (CAM) fees used to finance operations of shopping centers and office parks. There are over 1200 BIDs in the U.S. and Canada. Nearby BIDs are in Philadelphia (Center City, Manayunk, Old City, South Street, University City), West Chester, Ardmore, Lancaster, Allentown, Reading, Wilmington, DE (downtown and waterfront) and Media.



THE OXFORD BID PLAN

Implementation of the BID Plan will mean that the programs and projects of OMI will continue and be enhanced. The principal BID Plan objectives are:

- CUSTOMER MARKETING:** To attract customers and visitors to Downtown Oxford - increasing our market competitiveness with shopping centers, office parks and tourist destinations.
- Purchase multi-media group advertising (press, radio, cable TV, Internet) to promote the Downtown and individual businesses.
 - Create and distribute brochures listing downtown businesses, parking, and events in stores and regional locations.
 - Promote existing events -- such as the Mainstreet 5K Run, the Farmers Market and the Plant and Garden Sale -- and development new events to target local and regional markets.
 - Continue OMI logo merchandising.