

BIRD is a one-stop online directory of links to websites of public, private, nonprofit organizations, community groups and businesses in greater Bloomington. The directory provided a 50-word description of each member's mission, service or product.

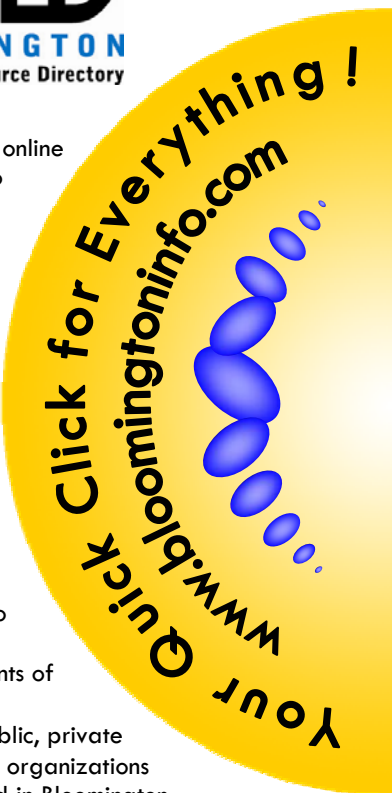
BIRD is designed to serve and connect:

- Current residents of Bloomington.
- Corporate, public, private and non-profit organizations headquartered in Bloomington.
- Professionals and workers commuting to and through Bloomington.
- Metro Area residents, businesses and workers looking for goods, services and opportunities in Bloomington.
- Visitors to Bloomington seeking information, entertainment & recreational opportunities.

BIRD is a creation of the Marketing Bloomington Team, a volunteer task force of business, government, volunteer and non-profit leaders.

Your website, product, service or mission will soar on BIRD. Join us in promoting greater Bloomington as a great place to live, work, play, learn, earn, invest, and serve!

The Marketing Bloomington Team



Register online at www.bloomingtoninfo.com

Business/Organization Name: _____
 Primary Contact, Last Name: _____ First Name: _____
 Mailing Address: _____ City: _____ State: _____ Zip: _____
 Business Phone: _____ Fax: _____
 E-mail Address: _____

- Basic Listing - Annual \$ 99
- Enhanced Listing (basic & logo) \$140
- Additional Categories \$ 20 each
- Ad Tile (limited availability) \$229
- Category Sponsor (limited availability) \$299

Payment type: Check (please enclose)
 Credit Card Type: MasterCard American Express Visa Discover
 Name on Credit Card _____
 Credit Card Number: _____ Exp. Date _____

Listing Information:

- Please select the category(s) where you want BIRD to place your mailing listing:
- Arts & Culture
 - Children's Activities & Services
 - Education & Schools
 - Hotels & Lodging
 - Parks & Recreation
 - Senior Living
 - Sports & Fitness
 - Volunteer Opportunities
 - Attractions & Entertainment
 - Clubs & Organizations
 - Government
 - Housing & Real Estate
 - Religion & Spirituality
 - Shopping & Retail
 - Transportation
 - Business & Professional Services
 - Eating Out
 - Health and Medical
 - Maps
 - Safety, Fire, & Police
 - Social Services
 - Visitor Information

Legal Name of your Organization: _____
 Your URL: _____

Please write in 50 words or less a description of your organization. You may also e-mail a Word document:

What is BIRD?

BIRD is the **Bloomington Information Resource Directory**, an online resource for up-to-date information, services and businesses within the Bloomington community. BIRD is a project of the Marketing Bloomington Team.

How does BIRD provide information?

BIRD is a one-stop directory of links to the websites of non-profit organizations, community groups and businesses in greater Bloomington. The directory provides a 50-word description of each member's mission, service or product.

What kinds of information can I find on BIRD?

- Arts & Culture
- Attractions & Entertainment
- Business & Professional Services
- Children's Activities & Services
- Clubs & Organizations
- Eating Out
- Education & Schools
- Government
- Health and Medical
- Hotels & Lodging
- Housing & Real Estate
- Maps
- Parks & Recreation
- Religion & Spirituality
- Safety, Fire, & Police
- Senior Living
- Shopping & Retail
- Social Services
- Sports & Fitness
- Transportation
- Visitor Information
- Volunteer Opportunities

Where do I find more information on BIRD?

Online at www.bloomingtoninfo.com

How will BIRD be promoted?

BIRD's marketing team will soon launch a multimedia public relations and marketing campaign to promote BIRD! Cross-promotion on other Bloomington sites will expand visibility. Soon BIRD will be known as the place for residents and visitors to find what they want to do, learn, know or buy in Bloomington.



Who is responsible for BIRD?

Bloomington leaders recognized the need for a simple, quick, comprehensive and cost-effective web-based connection to Bloomington's many resources. The Marketing Bloomington Team, (MBT) with representatives of 20 key Bloomington organizations and businesses, established BIRD as a low-cost communications service. MBT members include Bloomington Public Schools, City of Bloomington, Hennepin County Libraries, Chamber of Commerce, Convention & Visitors Bureau, non-profit organizations, realtors and other businesses.

Marketing Bloomington Team Mission:

Connect current residents and businesses to the many useful and enjoyable resources available within our community and to project Bloomington's image as a great place to live, work, play and shop.

How will MBT guarantee a high-quality service that will enhance the image of my organization through BIRD?

- BIRD commits to maintaining a site that is accurate, timely and functions smoothly.
- The Information Provider Agreement commits all members to keep their websites accurate, up to date and free of illegal or objectionable material.
- MBT commits to frequent review and enforcement of its requirements of timeliness, accuracy and community standards of members' posted information.

Why did the Marketing Bloomington Team establish the BIRD?

MBT recognized that Bloomington needed more communication so residents, businesses and visitors can quickly find or promote Bloomington's resources. BIRD provides an easy-to-use online connection to all the great resources Bloomington has to offer.

We invite you and your organization to become Charter Members of Bloomington Information Resource Directory - BIRD! Value added services for Charter Members include:

- Instant link to your own website.
- 50-word description of your product, mission or service.
- Listing in one or more categories that best position your organization.
- Search engine marketing of the BIRD site.
- First opportunity for future promotional enhancements.

How do I list my organization's information on BIRD?

Follow one of two simple steps to become an Information Provider on BIRD.

Register conveniently online at www.bloomingtoninfo.com

Or complete, sign and mail the BIRD Agreement on reverse along with your membership fee to:

BIRD

c/o Bloomington Convention and Visitors Bureau
7900 International Drive, Suite 990
Bloomington, MN 55425

Once your payment is received, you will be notified by email that your organization's listing is active.

