



June 18, 2015

To: Fox Cities Transit Commission

From: Nikki Voelzke
Community Relations Specialist

Subject: Summer Promotional Activities and the 25th Anniversary Celebration of the Transit Center

In an effort to encourage people to ride the bus and visit the Transit Center as well as create positive publicity for Valley Transit this summer, we are bringing back lunchtime concerts on Fridays and have created a new event that will be held on Wednesdays.

Project Wednesday will run from June 17 – August 26 and features a different creative activity each week, such as chess, painting, gardening, bean bag toss and other various do-it-yourself activities. Projects during the first and second Wednesdays of each month will be geared toward kids ages 8-12, and the last two will feature activities for teens and adults. **Programs are free and will be held on Wednesdays from 11 a.m. to 1 p.m. at the Transit Center.** Activities will take place outside in the south section of the Transit Center property, weather permitting. Some activities may be moved inside the Transit Center in the event of rain but others may need to be cancelled. Information on the event, including a link to sign up to participate is located at: www.myvalleytransit.com/projectwednesday.

Out To Lunch: Live Music On Washington Square will run every Friday from June 19 – August 21 from 11 a.m. – 1 p.m. at the Transit Center. *Out To Lunch* will feature different local musicians and food vendors. People living or working downtown can kick off their weekend by relaxing as they eat lunch and listen to live music on Washington Square. This activity will also be held outside in the south section of the Transit Center property. Attendees can bring their own lunch or purchase food from a food vendor near the Transit Center. A food truck will be parked on Washington St. in the “Bus Zone Only” section during the event. Information on the event is located at www.myvalleytransit.com/outtolunch.

25th Anniversary Celebration of the Transit Center - this year marks the 25th anniversary of the Transit Center so we are planning a celebration that will take place on Wednesday, August 5. The event will start with a brief press event at 10:30 AM where a number of people will speak, including City of Appleton Mayor Time Hanna. Following that we will have a musical performance to celebrate our third year of participation in Mile of Music which kicks off the following day (August 6). This event will also be when we officially reveal a public transportation-themed mural that will be created in the coming weeks by Chad Brady. The mural will feature a vintage-themed bus along with other modes of transportation including bicycles. Although

federal and state funds can no longer be used to pay for public art projects, we have identified several possible private funding sources and will be discussing the project with them.

During our 25th Anniversary Celebration, we will also hold a drawing competition for kids and teens that will give them the opportunity to share their artistic talent with the community. The competition will be split into two categories, children ages 7 to 12 and teens ages 13 to 17. Children (7-12 years old) will be asked to draw a picture of what Valley Transit means to them. Teens (13-17 years old) will be asked to draw a picture of how Valley Transit connects our communities. The winners of each age group will have their drawings featured on the side of a Valley Transit bus. Winners will be contacted upon being chosen and will have their drawings revealed at the 25th Anniversary celebration.

All of these events will be promoted through our website and social media pages along with printed materials on the buses, inside and outside the Transit Center and on our digital signage boards. All of the activities will be entered in Appleton Downtown Inc.'s calendar so that they can be included in their e-blasts. News releases and media alerts will also be issued.