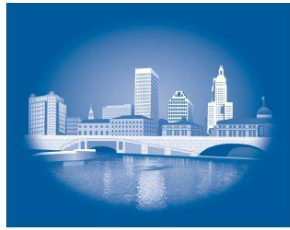


PROVIDENCE



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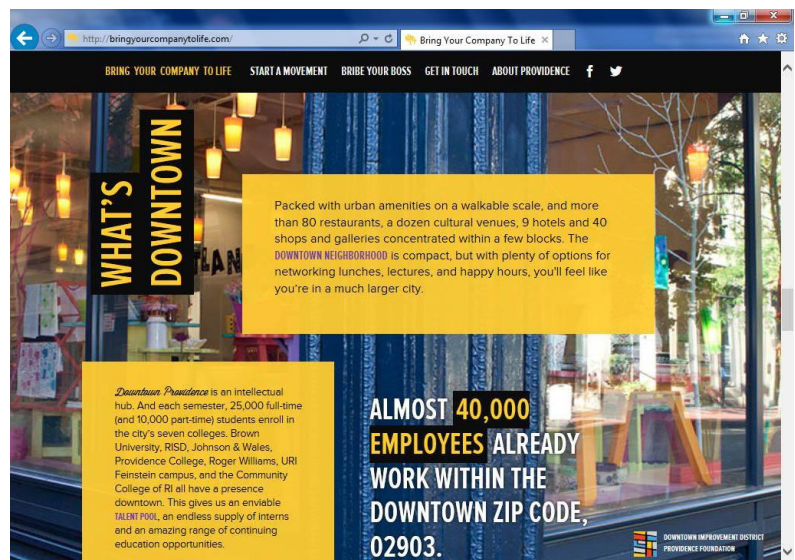
New Downtown Providence marketing campaign challenges businesses to “Bring Your Company to Life”

Campaign aims to attract entrepreneurial companies to downtown Providence

Providence, RI (May 22, 2014) – Downtown Providence, RI is a hip, vibrant and walkable city; the kind of place young employees and entrepreneurs want to be. This is what a new marketing and business development initiative is highlighting about this mid-sized city in the southeast corner of New England. The new [Bring Your Company to Life](http://bringyourcompanytolife.com) campaign challenges companies to move into the collaborative and engaging environment they need and that Providence offers.

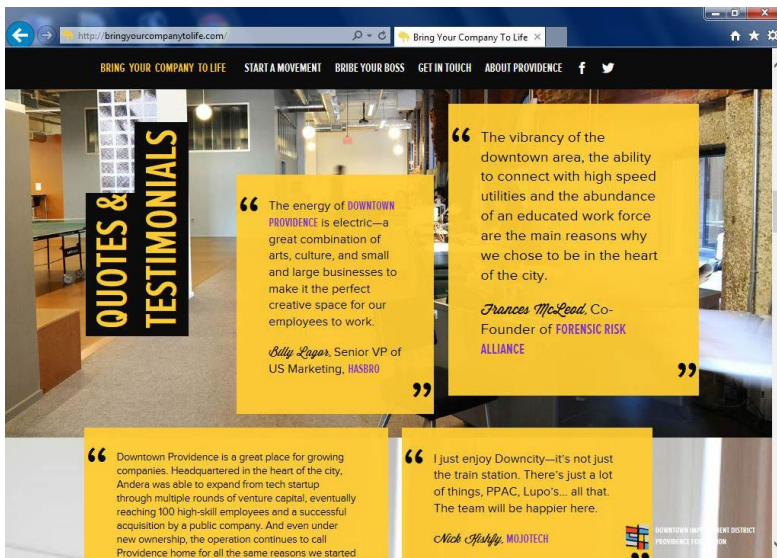
The [Bring Your Company to Life](http://bringyourcompanytolife.com) marketing effort harnesses the active and fresh energy of the start-ups and innovative businesses already located in downtown Providence. It is part of the Providence Downtown Improvement District (DID) and the Providence Foundation's ongoing comprehensive strategy that includes other tactics to attract and streamline new business relocations. The website is packed with bite-sized reasons why Providence is the ideal office location for small, creative and entrepreneurial businesses.

“Downtown Providence is a great place to grow a company,” states a quote on the website from Charlie Kroll, entrepreneur and founder of Andera, an online banking platform startup founded in Providence and recently acquired. “Headquartered in the heart of the city, Andera was able to expand from tech startup through multiple rounds of venture capital, eventually reaching 100 high-skill employees and a successful



acquisition by a public company. Even under new ownership, the operation continues to call Providence home for all the same reasons we started here.”

Primarily targeting out-of-state entrepreneurial businesses, **the website presents facts, figures, testimonials and resources with vivid imagery** that reflects the recent surge in development and preservation investment in downtown Providence. It highlights assets such as proximity to Boston, New York City and T.F. Green Airport, a strong college presence, a variety of business resources, and an influx of new shops and restaurants within the 80 blocks of downtown. And includes testimonials from start-up tech companies, accelerators and creative businesses already based downtown such as Hasbro, Mojotech, Green Bytes, Swipely, and Andera.



Created by Providence-based NAIL Communications, the website harkens the fun and independent spirit in the city, widely recognized known for its active creative sector. It gives employees tools to 'start a movement' or 'bribe your boss', and uses a Facebook page packed with memes and animated GIFs to create conversations in the office about more vibrant work environments. The campaign is delivered using location-

targeted on a variety of social platforms—Facebook, LinkedIn, Twitter and FourSquare.

The Bring Your Company to Life campaign specifically aims to increase Class B office occupancy in downtown Providence. Beyond the website, the strategy also includes: posting comprehensive information about doing business downtown on the DID's main website, downtownprovidence.com; freezing the commercial tax rate and developing a rapid permitting response – both advocated by the group and successfully enacted by the city; nurturing an ambassador team of current downtown Providence-based business owners for prospects thinking about moving; and, developing and maintaining an inventory of available spaces, including incubator spaces and ideal locations for start-ups and smaller entities. The entire effort is being integrated with other initiatives throughout Rhode Island, mainly the Greater Providence Chamber of Commerce and Commerce RI effort: GreaterRI.com

Bring Your Company to Life is an initiative of the Providence Downtown Improvement District and The Providence Foundation, partner organizations focused on marketing and improving downtown Providence, in coordination with the Providence Department of Economic Development, the Rhode Island Economic Development Corporation, the Rhode Island Foundation and the Greater Providence

Chamber of Commerce. It is partially funded through a grant by the RI Foundation's Make It Happen RI initiative.

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The PROVIDENCE DOWNTOWN IMPROVEMENT DISTRICT's (DID) mission is to continuously enhance the quality of life in downtown Providence. Since 2005, the organization has given special attention to the downtown core through its highly visible clean and safe programs, which enhance existing city services. Governed by a 9 member board, the DID also advocates for major initiatives—like streetscape and sidewalk improvements—and manages downtown landscaping, hospitality, marketing and economic development projects. For more information, visit www.downtownprovidence.com.