

Here's an updated **July–December 2025** social media messaging calendar for the Watertown Redevelopment Authority. This continuation maintains the established format and content mix: education, engagement, success stories, program highlights (including TIF, the Revolving Loan Fund, and Beltz grants), and consistent updates on the Rock River District Vision.

July 2025

Week 1

- **Post 1:** Celebrate Independence Day: Patriotic post highlighting celebration in Watertown.
- **Post 2:** Summer Construction Season: Imagery of Rock River Ridge or another development (another drone flyover would be great, if possible)

Week 2

- **Post 1:** Revolving Loan Fund 101: What it is, who it's for, and how to apply.
- **Post 2:** Housing Highlight: Adaptive reuse of older buildings for new residential space. [Can be examples]

Week 3

- **Post 1:** Partner Spotlight: Jefferson County Economic Development Consortium
- **Post 2:** Business Testimonial: "The RLF gave me the boost I needed." [Quote + photo]

Week 4

- **Post 1:** Beltz Grant Highlight: Meet a recipient and their project.
 - **Post 2:** Community Q&A: Ask us anything about downtown revitalization
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August 2025

Week 1

- **Post 1:** Rock River District Vision: What's next for the riverwalk? [Infographic update]
- **Post 2:** 50 Years of TIF: An infographic on this economic development tool's history in Wisconsin

Week 2

- **Post 1:** Revolving Loan Fund Spotlight: Funding available—apply now!
- **Post 2:** Community Voices: “Here’s what I love about downtown Watertown...” [Engagement Post]

Week 3

- **Post 1:** Partner Spotlight: Wisconsin Housing and Economic Development Authority (WHEDA)
- **Post 2:** Highlight the Plaza project [possibly feature construction photos]

Week 4

- **Post 1:** Back to School, Back to Business: How quality education fuels community development and growth
 - **Post 2:** Alleyway Revitalization: Highlight Leadership Watertown Class Project and mention RDA donation
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September 2025

Week 1

- **Post 1:** Labor Day: Honoring the workforce that powers Watertown.
- **Post 2:** Downtown business activities/stats [could be vacancy rate, new business openings, etc]

Week 2

- **Post 1:** Citywide Sign Grant Program: How to Apply (if approved by Common Council)
- **Post 2:** Revolving Loan Fund Highlight: Before-and-after success story.

Week 3

- **Post 1:** Housing Highlight: What’s in the pipeline for multifamily and infill?
- **Post 2:** Comprehensive Plan Lookback: Bullet points highlighting some of the concepts that have been brought to the forefront from the 2019 document

Week 4

- **Post 1:** Grant Tips: Writing a strong Beltz Foundation proposal.

- **Post 2:** Community Poll: “What would you love to see along the riverfront?”
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October 2025

Week 1

- **Post 1:** Fall Focus: Planning for growth in 2026—share your priorities.
- **Post 2:** Construction update: Share photos of a major construction project (ideally downtown).

Week 2

- **Post 1:** Partner Spotlight: Local banks supporting the Revolving Loan Fund.
- **Post 2:** TIF Explained: What happens when a TID closes? (TID #4 example)

Week 3

- **Post 1:** RDA Success Story: From blight to beauty—highlighting a redevelopment.
- **Post 2:** Housing Highlight: Recap of the Housing Rehab Grant Program successes

Week 4

- **Post 1:** Halloween Post: “Don’t let your project ideas haunt you—apply for RDA support!”
 - **Post 2:** Community Engagement: What are some activities you’d like to see more of in downtown Watertown?
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November 2025

Week 1

- **Post 1:** Economic Development and Gratitude: Giving thanks for our growing community.
- **Post 2:** Beltz Grant Recipient Feature: Fall check-in on a project in progress.

Week 2

- **Post 1:** WHEDA Housing Tools
- **Post 2:** Partner Spotlight: Small Business Development Center.

Week 3

- **Post 1:** Promoting local holiday shopping
- **Post 2:** Rock River District Vision: Top 5 Questions We Hear—Answered! [FAQ Post]

Week 4

- **Post 1:** Thanksgiving: Community Gratitude Wall—What are *you* thankful for in Watertown?
- **Post 2:** Beltz Grants: Thank you to the Dr. John Beltz Charitable Foundation

December 2025

Week 1

- **Post 1:** Year in Review: Top 5 downtown milestones
- **Post 2:** Revolving Loan Fund: Meet our newest borrowers! (or just general post about the RLF's available funding)

Week 2

- **Post 1:** Partner Spotlight: WEDA
- **Post 2:** Holiday Highlight: Bentzin Family Town Square decorations and events.

Week 3

- **Post 1:** Partner Spotlight: Watertown Main Street Program
- **Post 2:** What's Coming in 2026: Teaser for Rock River District milestones

Week 4

- **Post 1:** Happy Holidays from the RDA!
- **Post 2:** New Year's Goals: What are your hopes for Watertown next year? [Engagement Post]

Notes for Execution:

1. **Visual Content:** Use infographics, photos, and videos to enhance engagement.
2. **Engagement Focus:** Encourage community interaction with occasional Q&A, polls, and feedback requests.

3. **Regular Updates:** Highlight ongoing progress for major projects like the Rock River District Vision and new Beltz Grant recipients.
4. **Measurement:** Track post performance monthly to adjust content strategies as needed.