

## Redevelopment Authority of the City of Watertown, WI (RDA)

### 2025 Social Media Messaging Calendar

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#### January

##### Week 3:

- **Post 2:** What is TIF (Tax Increment Financing), and how does it benefit Watertown? [Link to TIF explainer] – Continues current TIF education pieces

##### Week 4:

- **Post 1:** Spotlight on the Rock River District Vision: Transforming our waterfront into a vibrant community hub! [High Level Details]
  - **Post 2:** The Beltz Foundation Grant Program: Funding opportunities for your innovative projects. [Link to Grant Info...pending release of new funds]
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#### February

##### Week 1:

- **Post 1:** February Focus: Housing Development. Learn why it's a priority for the RDA. [Link to Housing Initiatives]
- **Post 2:** Did you know? The RDA manages grants to maintain existing housing. [Link to Home Rehab Grant page]

##### Week 2:

- **Post 1:** Partner spotlight: Thrive ED [Link to website]
- **Post 2:** TIF Terminology Explained: What is a "TIF District"? [Infographic]

##### Week 3:

- **Post 1:** Housing Highlight: Watertown's current plans for more housing. [Link to Article]
- **Post 2:** Business Growth Spotlight: Local entrepreneur shares how the Revolving Loan Fund made a difference. [Testimonial Video]

##### Week 4:

- **Post 1:** Grant Application Tips: Maximize your chances with the Beltz Foundation Grant. [List of easy guidelines]

- **Post 2:** RDA's Role in Revitalization: A closer look at our key projects. [Link to Project Overview]
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## March

### Week 1:

- **Post 1:** Historic Art Wall ribbon cutting [Tentative...TBD]
- **Post 2:** TIF Q&A: We're answering your top questions! Comment below or DM us. [Open for Engagement]

### Week 2:

- **Post 1:** Main Street Bridge spotlight [Graphic celebrating the re-opening of the bridge...TBD]
- **Post 2:** Rock River District Vision: Exciting updates on the waterfront project. [Link to Update]

### Week 3:

- **Post 1:** Partner spotlight: WEDA [Link to website]
- **Post 2:** The Impact Report [Link to report on website]

### Week 4:

- **Post 1:** Did you know? TIF funds can only be used for specific types of projects. Learn more here. [Link to TIF Guidelines]
  - **Post 2:** Dodge County's New Housing Development Fund [Link to Article]
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## April

### Week 1:

- **Post 1:** Spring into Action: How you can get involved with the RDA's efforts. [Volunteer/Engagement Opportunities]
- **Post 2:** Transforming Watertown: A deep dive into the Rock River District Vision. [Video Overview]

### Week 2:

- **Post 1:** TIF Success Story: Major milestones in Watertown's development. [Photo and Description]

- **Post 2:** Housing Highlight: Community benefits of mixed-use developments. [Infographic]

#### **Week 3:**

- **Post 1:** Partner spotlight: MadREP [Link to website]
- **Post 2:** Grant Opportunities: How to apply for the Beltz Foundation Grant. [Link to Application]

#### **Week 4:**

- **Post 1:** Earth Day Focus: The RDA's role in sustainable development. [Link to Sustainability Efforts]
- **Post 2:** Community Input: Share your thoughts on future RDA projects. [Engagement Post]

### **May**

#### **Week 1:**

- **Post 1:** Watertown's Revolving Loan Fund: Helping small businesses grow and thrive. [Link to Loan Info]
- **Post 2:** Why housing matters: Addressing Watertown's housing needs for a brighter future. [Link to Housing Report]

#### **Week 2:**

- **Post 1:** The Bentzin Family Town Square: Two years in [Highlights and recap of project importance]
- **Post 2:** Meet the RDA team: Working for Watertown's future. [Photo and short bio of team members] – This can be done over eight separate posts...start with new members first

#### **Week 3:**

- **Post 1:** Why downtowns matter [Summary explaining value of downtown density, walkability, and character]
- **Post 2:** Community Input: What are your ideas for things you'd like to see in our downtown? [Engagement Post]

#### **Week 4:**

- **Post 1:** Memorial Day: Respectful recognition post

- **Post 2:** Community Input: Share your thoughts on future RDA projects. [Engagement Post]

## June

### Week 1:

- **Post 1:** Summertime in economic development [Highlight seasonal activities in the community]
- **Post 2:** TIF education: How TIF can help housing development [Infographic]

### Week 2:

- **Post 1:** Partner spotlight: M7 [Pending interaction through Jefferson County]
- **Post 2:** Data trends [Infographic of data from ESRI showing favorable Watertown trends]

### Week 3:

- **Post 1:** Commercial development [Bullet points on what retailers look for in communities]
- **Post 2:** The Live Local Development Fund [Link to website]

### Week 4:

- **Post 1:** Understanding energy [Discuss current power capacity limitations]
- **Post 2:** Rock River District Vision: Next steps [Infographic]

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*(Continue similar structured messaging through December, maintaining a balance of educational posts, success stories, community engagement opportunities, and program highlights for the Beltz Foundation Grant, TIF, Revolving Loan Fund, and housing initiatives. Include special posts for key events, holidays, and milestones.)*

### 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.