

# Introducing Bmail monthly

## Blanket the city with your brand

On Jan. 1, the City of Biloxi is launching "Bmail monthly," a full-color, eight-page newsletter/calendar of events that will be delivered to all residents and businesses in Biloxi the last week of each month. Bonus copies also will be available at the Biloxi Visitors Center and other city facilities.

The new city publication, which will also be featured on the city's website each month, is an exclusive opportunity for ONE image-conscious Biloxi business to reach all of Biloxi.

Each month, "Bmail monthly" will offer the successful Biloxi business the back page, half-page panel ad of your design, which is prominently displayed when folded down for mailing. In addition to the citywide postal audience, the newsletter will have a presence on the city website, and you will have a hyperlinked tile ad in the city's popular Bmail e-news service, delivered to an audience of 9,000 three to four times a week.

The City of Biloxi pays for all design, printing and postage of the newsletter. The successful bidder supplies a 5½ by 8½ full-color ad each month for the half-page advertisement, which will be on the back cover.

The city plans to launch Bmail monthly in January 2018. We are seeking a sponsor for the first quarter – January, February and March 2018. We are accepting bids, with a minimum bid of \$13,500 for the first quarter (or \$4,500 per month) with the high bidder receiving exclusive rights for January, February and March 2018.

**Bmail Monthly**  
OCTOBER 2017  
A compendium of what's happening in Biloxi  
Biloxi established 1699

**Oscar Renda plan**  
Sidewalks are being installed on the eastern end of Division Street and paving

Halloween safety tips, Veterans Day festival  
To: Your Name Here  
Reply-To: City of Biloxi

City of Biloxi  
Oscar Renda plan

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**Bmail**  
The City of Biloxi's Information Source

E-Services | Calendar | Visitor Info | Photos/Videos

Oct. 30, 2017

**Trick or treaters, keep these safety tips**

Halloween is Tuesday night, and Biloxi police families who are not participating in organized when trick-or-treating in city neighborhoods.

**When trick-or-treating:**

- A parent or responsible adult should accompany children.
- Use a flashlight to see and be seen.
- Remove any mask or costume that obstructs vision.
- Stay in a group, walk slowly, and avoid shortcuts.
- Trick-or-treat only in well-known neighborhoods.
- Remain on well-lit streets and use the farthest edge of roadway facing traffic.
- Never cut across yards or use alleys.
- Never enter a stranger's home or car.
- Obey all traffic and pedestrian regulations.
- Always walk. Never run across a street.
- Don't assume the right of way. Motorists are often unaware of children in the neighborhood. In fact, no treats should be eaten until thoroughly inspected.
- Authorities should be notified immediately.

**After trick-or-treating:**

- Wait until children are home to sort out a responsible adult should closely examine all unwrapped or suspicious items.
- Try to apportion treats for the days ahead.
- Although sharing is encouraged, make (such as hard candies) are given only to those who have them.

**City to host Veterans Day festival, parade**

The City of Biloxi will host the Red, White, and Blue on the Green festival, in conjunction with the 17th annual Gulf Coast Veterans Day Parade, on Saturday, Nov. 11 on the Biloxi Town Green, 710 Beach Blvd.

From 10 a.m. to 3 p.m. the Town Green will be filled with live entertainment and dozens of food and arts and craft vendors, all gathered to honor and celebrate America's veterans. Admission to the festival is free and vendor space is still available. Those interested should contact the Biloxi Main Street office at 228-435-6339.

The parade itself, boasting a lineup of 1,900 marchers and scheduled to begin at 11 a.m., will travel south on Callievet Street to Esters Boulevard, east on Esters to Lameuse Street, south on Lameuse passing Biloxi City Hall and the reviewing stands, and to the Biloxi Town Green, at Lameuse Street and U.S. 90.

As pre-parade entertainment, the Mississippi National Guard jazz ensemble will perform at 10:30 a.m. on the steps of the Biloxi City Hall on Lameuse Street.

See the parade flyer  
See the parade route  
See the roster of parade participants

**News and notes: 'FoFo' TV; Lighthouse parking; U.S. 90 lights; weekly review, lifeguards**

**All the news that fits:** Mayor Andrew "FoFo" Gilich, in a weekend appearance on WLOX News This Week, answered questions about a host of topics: the latest court battle with the Mississippi Secretary of State, proposed ordinances on panhandling and loitering, infrastructure work headed south of the CSX railway, downtown restoration and a beachfront boardwalk. To see the nine-minute segment, [click here](#).

**Lighthouse parking improvements:** The public parking lot south of the Biloxi Lighthouse will be closed for several weeks while city contractors add parking islands and parking bays, designed to generally spruce up the area. To see the layout and progress, [click here](#).

**Let there be light:** City contractors are continuing work this week on repairing street lights in the center median of U.S. 90. Workers also are replacing poles that have been downed by wayward motorists. To see a photo of the work today, [click here](#).

**The week that was:** Last week, the Fire Department answered 125 calls for service including 64 for medical emergencies and seven fires; the Police Department handled 2,267 calls for service; the Community Development Department issued 44 building permits with a construction valuation more than \$1.75 million; and the Engineering Department continued to progress on projects throughout the city. To see the complete reports, [click here](#).

**Lifeguards needed:** The city is still seeking lifeguards for the pools at the Biloxi Natatorium and Donal M. Snyder Sr. Community Center. Retiring lifeguard Danny Walton explains in a story on WXXX-TV. To see it, [click here](#).

Released by Vincent Creel and Cecilia Dobbs Walton

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