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FORTUNE

BRIDGING THE DIGITAL GAP

How Cincinnati Bell helped make
Covington a hotspot.



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CREATING A NEW RENAISSANCE COVINGTON

Renaissance Covington is a non-profit organization whose mission is to socially and economically revitalize downtown Covington for everyone. Their approach is twofold: preserve the city while also igniting the community. And they're making a difference. Just a sample of RCOV's initiatives include the Covington Farmers Market, the Curb'd parklets, Look Here!, Covington Outdoors Weekend, and Make Covington Pop.

With all of their success, especially on the heels of their 2017 Great American Main Street Award win, it's hard to pinpoint where RCOV had room to improve. On the surface, there weren't any weaknesses. At least nothing tangible. But what they really needed was a digital boost. Enter Cincinnati Bell.

Cincinnati Bell brought an even greater resurgence to Renaissance Covington by equipping the community with free Fioptics Wi-Fi. Immediately, this gave Covington a strong backbone for innovation and experimentation. Surrounding businesses can now easily communicate with the public and share content about upcoming events and get a step ahead for logistical planning. It also helps Renaissance Covington by providing a tool to measure outcomes for specific projects and events they are hosting.

The partnership is truly a win for everyone. It's a match made in Covington.

"Public Wi-Fi offers a new dimension to Covington's urban core by offering a public service while also strengthening public spaces. It opens possibilities for distribution of information and broader community engagement. We are grateful for this partnership with Cincinnati Bell."



Katie Meyer
Executive Director of
Renaissance Covington



IT'S OUR BUSINESS TO MAKE YOURS SMARTER

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We're so positive you'll love Fioptics, it's guaranteed.

Fioptics Wi-Fi through Cincinnati Bell Business is more than just Internet. It's a growth plan. It connects you and your guests through free Wi-Fi by using the fastest Internet in town. Intelligent Wi-Fi gives you insights to make data-driven business decisions, enables highly targeted marketing capabilities through SMS, Email, Facebook and Google. And best of all, you receive free marketing support through Connect Cincinnati.

Fioptics Wi-Fi. It's the most important connection your business will ever make.

Learn more at cincinnatiBell.com/growthplan

