

Downtown Businesses

October 2011 Update



Dear Downtown Business Owners,

Fall has finally arrived and Halloween will be here soon. We have some exciting events coming up:

- **Downtown Trick or Treat:** Thurs, October 27 4-6pm.
 - If you would like to participate, please post the orange flyer on your front door now
 - Purchase individually wrapped candy to give out
 - Expect 400-600 kids on Cabot, 100 kids on Rantoul
 - Partner with a neighbor and share a table on the sidewalk to minimize costs
 - Consider giving parents a coupon to use on a future visit. Here are some other ideas:
 - Allyson Hines of Biba Hair Salon and Boutique at 271 Rantoul is selling raffle tickets to raise money for charity. To donate a prize or buy a ticket, email her at bibasalon@live.com.
 - Marino's Cafe at 200 Rantoul is offering free small coffees to parents during Trick or Treat.
 - If you have a Trick or Treat special – let us know!**
 - Dress in costume yourself

- **Winter Window Decorating Contest:** Our Promotions Committee is organizing our first Winter Window Decorating Contest. Judging will start on Friday, November 18 and winners will be announced at the holiday parade when 2,000 people will be enjoying downtown. Decorating contest categories include:

- **Overall Best Design**
- **Most Whimsical Design**
- **Most Traditional Design**
- **Most Elegant Design**
- **Most Creative Lighting/Sound/Animation**

All businesses located in the Beverly Main Streets district are eligible to win. Decorations should be visible from the street or sidewalk. We can't wait to see the winter season and holiday theme window decorations you are going to put up – just in time for the busy holiday shopping season!



Thank you to businesses that have planted fall flower displays. Here's what the YMCA did!

Annual Meeting

Our Annual Meeting is on Oct 20. If you are interested in attending, please email us for an invitation. We would love to hear from businesses that want to get involved.


Community Meeting Update

Thanks to those who attended our first Community Meeting and shared your vision for downtown with us. We were glad to hear feedback from 125 people. Some of the things people would like to see more of downtown are:

- Clean sidewalks
 - Trash put out the night before pick up
 - Snow removal
 - Charming details/flower boxes
 - Rear access to businesses
 - Websites for downtown businesses
- Is there anything on this list that your business can do? What else would you like to see? *Let us know your ideas!*

Beverly Main Streets

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