# Downtown Businesses

*November 2011 Update*

Beverly Main Streets

**Dear Downtown Business Owners,**

- ***Don't Forget* - Winter Window Decorating Contest** Judging starts on Friday, Nov 18. Categories include: Overall Best Design, Most Whimsical, Most Traditional, Most Elegant and Most Creative Lighting/Sound/Animation. All businesses located in the Beverly Main Streets district are eligible to win. What will you do to decorate?

- **Merry Main Streets - An Afternoon of Caroling & Holiday Cheer!** Join us Dec 10 from 1-3pm. Free performances at Ellis Square and strolling carolers along Cabot St. Have a special holiday shopping promotion.

- **Winter Flower Box Displays** Evergreens, berries and bows make an attractive array that will endure all winter long and keep our downtown looking bright. It's best to have the winter displays done around Thanksgiving, before the soil freezes and makes placement difficult.

- **Spirit of Beverly Main Streets Award Winners** Each year, we nominate businesses that exemplify the spirit of BMS - those who work to make downtown a great place to live, work, create, invest and experience. We are proud to announce the ultimate winners of the "Spirit of Beverly Main Streets" awards: Atomic Cafe, Chianti Restaurant & Jazz Lounge and Marino's Cafe. Award Finalists included Centrااl Cycle, Clay Dreaming Pottery Studio, Gloria Food Store, Studios at Porter Mill & What's Brewin' Cafe. Congratulations to all!

*Award Winners – Rich Marino (Chianti Restaurant & Jazz Lounge), Victoria Farnsworth (Marino's Cafe), John Mahoney (Atomic Cafe) & BMS Co-Presidents Mary Grant & Miranda Gooding.*

*Trick or treat was tricky this year from the rain! Thanks to everyone who participated.*

## Opportunities to promote your business

**11/26 - Small Business Saturday**
Go to www.smallbusinesssaturday.com for marking tips. Get free in-store signage, e-marketing materials, and $100 worth of free Facebook ads. It's not too late to plan something special for your customers.

**Take advantage of upcoming events that bring hundreds of visitors to downtown - get your marketing and promotions ready**
11/27 - Holiday Parade
12/2-12/3 - Beverly Art Walk
12/10 - Merry Main Streets Strolling Carolers

## Join our emailing list!

If we don't have your email address, you are missing out on updates and important downtown news. Email us to sign up at info@beverlymainstreets.org.


**Beverly Main Streets**
248 Cabot Street – 978.922.8558
info@beverlymainstreets.org
www.beverlymainstreets.org
Find us on Facebook


*Beverly Main Streets – be a part of it!*