

FREE WINDOW BOXES AND FLAGS!

## 2016 STAR Program

Storefront Adornment & Redesign

### Improve your storefront for FREE! Time to spruce up your business!

Winter's over and customers are coming out from hibernation to enjoy the downtown. If you've been thinking about sprucing up your storefront, we can help you!

### First come, first served until the funds run out!

Now in its 6<sup>th</sup> year, the STAR program allows us to help you make your storefront look great by reimbursing you for flowers and flags. If you've been considering adding window boxes or a custom flag to your storefront, now's the time. Funds will be allocated on a first-come, first-served basis. When the funds run out, the program closes for the year. So don't delay!

We will reimburse any downtown business owner for approved purchases on any of our STAR program offerings. **See sidebar for details.**

### Sound too good to be true?

Well, it's for real! All we ask in exchange is your agreement to maintain your storefront and its enhancements. Additionally, you will be agreeing to follow all city ordinances regarding window signage, sidewalk sweeping and shoveling, and trash management. Ordinances can be found at [beverlymainstreets.org](http://beverlymainstreets.org) or [beverlyma.gov](http://beverlyma.gov).

### Apply for FREE STAR funds to make your storefront look nicer!

**Examples of custom flags that are eligible for reimbursement:**



### Renew! Refresh! Redesign!

Reimbursement up to \$150 maximum for:

- Window Boxes - \$75 per box, max 2 (No hanging baskets or planters)
- Custom Flag - \$150 max (Get a custom flag! Regular "open" flags are not eligible for reimbursement)

How it works:

- Complete and submit application (available at [beverlymainstreets.org](http://beverlymainstreets.org))
- Upon approval, purchase your products
- Submit your original receipts to BMS be reimbursed
- Email before and after photos to BMS
- Note maximum reimbursement is \$150 per business
- Maintain your property per the guidelines

Submit application to

Heather Wolsey

Marketing Coordinator

Beverly Main Streets

248 Cabot Street

978.922.8558

[hwolsey@beverlymainstreets.org](mailto:hwolsey@beverlymainstreets.org)

[beverlymainstreets.org](http://beverlymainstreets.org)

**Standard "Open" flags are NOT eligible for reimbursement:**



FREE WINDOW BOXES AND CUSTOM FLAGS!

# 2016 STAR APPLICATION

Storefront Adornment & Redesign



**Simply put: You apply. We approve. You purchase. We reimburse.\***

**Here's the fine print:** Complete this application and submit to Heather Wolsey at Beverly Main Streets office at 248 Cabot St. Upon application approval, purchase your products and make your property improvements. Assembly, installation and landlord approval (if required) are your responsibility. Then submit your original receipts to BMS for reimbursement. It's that simple.

\*STAR program funds are limited. Reimbursements will be made on a first come, first served basis based on receipt(s) arrival to BMS office. Once the fund is depleted, the program closes. Act fast!

Each business can apply once every five years but priority will be given to new applicants.

**Choose as many items as you'd like but your total reimbursement cannot exceed \$150.**

I'd like:	STAR offering	Restrictions
1 window box 2 window boxes	Window boxes and flowers	Up to \$75 each for two window boxes (No hanging baskets or planters)
	CUSTOM Flag and mounting hardware <b>Please describe your custom flag:</b> _____ _____	Up to \$150 (You must install a custom flag with your name or images representing your business, we will NOT reimburse you for standard "open" flags – See examples of custom flags on page 1)
Contact Person		
Business		
Street Address		
Phone		
Email (Required)		



Beverly Main Streets' STAR Program reimbursed the YMCA for the cost of the flowers, the planters and the mounting hardware. We can do the same for you!

**Submit application to**  
**Heather Wolsey, Marketing Coordinator**  
Beverly Main Streets, 248 Cabot Street  
978.922.8558  
hwolsey@beverlymainstreets.org  
beverlymainstreets.org

Check all boxes to agree to the terms of the program:

- I agree that if BMS helps me improve my property, I'll maintain window boxes with real flowers and greens for ALL seasons; sweep and clear snow from sidewalks; abide by the city's sign ordinance as it relates to window signage and sandwich board signs.
- I have permission from my landlord/property owner to install and use the items requested. All items will be installed safely and will not impede passage on sidewalks.
- I will email before and after photos to [hwolsey@beverlymainstreets.org](mailto:hwolsey@beverlymainstreets.org) for marketing use.

**Applicant Signature:**

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**Date:**

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