

Business Beautification Program

The Business Beautification Program aims to encourage local commercial businesses to beautify and maintain their storefronts and surrounding property all year round. The Business Beautification Program will provide the opportunity for participants to potentially qualify for some funding available designed to help offset the costs associated with improving your business.

Why Should You Participate?

- Attract more customers into your business and make more money! *#hellorevenue*
- Opportunity to receive one of two \$250 awards to offset the cost of your beautification project *#lovereimbursements*
- Get 25% off at Strathmore Canadian Tire's Garden Centre until June 30, 2020 with proof of program participation* *#thankyoulocalsponsors*
- Get social media shares of your project (before/after) via Communities in Bloom, the Chamber of Commerce and the Town of Strathmore's Facebook pages *#freemarketing*

How Do You Participate?

- Attend the Business Beautification Workshop February 24 8-9am to learn more and be inspired!
 - There will be awesome DOOR PRIZES including a self-watering planter by Eagle Lake Landscape, \$50 card by Peavey Mart and a \$50 card by Home Hardware *#thankyou*
- Take a BEFORE photo of your storefront (jpg or png less than 8MB)
- Fill out the attached application form and email it & your BEFORE photo to: cibstrathmore@gmail.com by the **DEADLINE: May 31, 2020**
- Complete your proposed project (keep receipts)
- Take an AFTER photo, (jpg or png less than 8MB) and email it, along with final project cost to cibstrathmore@gmail.com by the **DEADLINE: August 31, 2020**
- Paper application forms/photos can also be dropped off at Strathmore Entrepreneur Centre at Bow Valley College, c/o Jennifer Neufeld

How Do We Choose Award Recipients?

- All submissions will be reviewed in September 2020 by a committee from Communities in Bloom and the Strathmore Chamber of Commerce. They will assess how well the project contributes to one or more of the improvement categories.

*To receive the 25% discount for Strathmore Canadian Tire's Garden Centre, purchases must be made prior to June 30, 2020. Proof of program participation will be provided after applying and must be presented to redeem discount. Participants will be provided with a small Canadian Tire flag and must agree to take a photo of the completed project with the flag in it. This can be the same AFTER photo submitted for judging purposes.

- If your project is chosen, you will qualify to receive one of 2 awards:
 - Strathmore and Wheatland Chamber of Commerce Award of \$250 for the Chamber Member that best met the improvement category(ies)
 - Strathmore Communities in Bloom Award of \$250 for the business that best met the improvement category(ies)

Improvement Categories:

Tidiness: Evidence of how your business addresses the following criteria.

- Includes weed control, litter clean-up including cigarette butts and gum
- Improvements in condition of buildings (exterior maintenance) grounds, sidewalk and parking lots

Environmental Action: Evidence of how your business addresses the following criteria.

- Includes water conservation, energy consumption, waste reduction and recycling

Urban Forestry: Evidence of how your business addresses the following criteria.

- Includes contribution to expanding the overall tree inventory in Strathmore through planting trees/shrubs on your property or contributing to the tree inventory in Lions' Park (contact Robert Breitwieser 403-934-2005 or email breitwir@yahoo.com) or contributing to the Tree Initiative of the Town (contact Jason Montgomery 403-934-3133 or email jason.montgomery@strathmore.ca)
- Maintenance of trees on your property with best practices including watering and trimming

Landscaping: Evidence of how your business addresses the following criteria.

- Includes planning, design, construction and maintenance
- Includes how it is sustainable year round
- Site furniture, art, bike racks etc. are part of the design

Floral Displays: Evidence of how your business address the following criteria.

- Includes the efforts to design, plan and maintain floral displays
- Number of floral displays, baskets etc.

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Beautification Program Application Form

Business: _____

Name: _____

Address: _____

Town/Postal: _____

Phone Number: _____

Email: _____

Facebook Tag: _____

Provide a description of your planned project (100 words or less)

Which of the improvement categories does your project best fit. (See program details for descriptions)

- Floral Displays
- Landscaping
- Tidiness
- Environmental Action
- Urban Forestry

Approximate Cost of your Beautification Project: \$ _____

- Attach a BEFORE photo of your storefront with the completed application form. (Maximum 8MB png or jpg). **Application deadline is May 31, 2020.**
- Remember to take and submit an AFTER photo of your project (with Canadian Tire flag in it) (Maximum 8MB png or jpg). **Submission deadline is August 31, 2020.**

Email applications and BEFORE/AFTER photos to cibstrathmore@gmail.com