

Belmar Shines Program

Overview

Committee:

A four-person committee will evaluate and select the winners for this program. Three times a year, a winner will be selected to receive an award of \$250 to be used within the Belmar business community. Awards will be presented in April, August, and November for the three program periods.

A period begins on the date of award of the previous period and will be judged during the first half of the month of a period's ending date. For example, a period will begin on April 15th for the August award. The judging for the August award will be conducted by the (to be developed) BBP committee during the first two weeks of August.

The committee will be composed of the Visual Improvement Committee chair, a BBP media representative, and two peer Belmar business owners who will be selected from those expressing an interest to serve in that capacity.

Once this committee is selected, that committee will develop and publish the criteria they will be using in making their assessments.

Once you fill out a simple application, a digital photograph will be taken of your business. This will be used in conjunction with the evaluation process. The participant's goal is to improve customer interest and satisfaction by providing an improved or new visual presentation and a friendly and organized interior for their customers.

If you choose, the committee can help you formulate a plan or you can do it in your own way. A winner will be selected two weeks prior to the end of a period. If you are not selected, you may continue to be considered by expressing this to the BBP office or to a committee member and completing a renewal application for the next award period.

In some instances, it may take time for you to implement you plan and improve the image of your business or building. You might want to apply for a BBP Façade Improvement Grant, or apply for assistance in a new or replacement awning to help achieve your goal. All along the way, the Belmar Shines Committee will be available to provide feedback and make suggestions if you desire their help. Your improvements will not be reviewed by the committee prior to the date you indicate that your improvements will be completed.

Tools:

As Belmar businesses, we should try to use the resources already in our community. Materials are available for purchase at Taylor Hardware, lumber at Jeager Lumber, and paint from Belmar Paint and Decorating come to mind. I am sure there are other resources in the community to aide.

As expressed earlier, awnings may be something you wish to investigate. The BBP has grants and information to help you. You may also want to investigate a BBP Façade Improvement Grant or a Grow Monmouth Grant from the county if your plans are more comprehensive and costly.

Perhaps the greatest tool is the feedback of your family, friends, and peers who may be willing to provide ideas and inspiration that may be needed to achieve the goal you as a business set for your business.

Application: Available online or on request - No fees, no penalties.