



Beaver Falls Business District Authority

Fall 2015

Beaver Falls Christmas Parade

For more than 25 years, young and old alike have taken joy in the evening on which our beautiful downtown Beaver Falls is transformed into a moving Christmas light display via the Lighted Christmas Parade. This year, we are anticipating an added benefit to our businesses as this year's event has been moved to Small Business Saturday, November 28. What a way to display the heart and soul of our town! Consider this the perfect advertising event showcasing your business and plan to take full advantage of the obvious benefits. This year's theme is Christmas Past and Present ... imagine your windows decorated to the reflect the magic of the season ... consider offering a cup of hot cider and/or cookies to your customers as they browse your store for just the right gift on their list on those cold winter days .. have fun with it!



Sidewalk Décor

Our current currant "curb appeal spotlight" shines brightly on Vintage Reborn who has moved to 1522 7th Avenue ... a little paint and some outdoor planters make a big difference and draw the eye. How is your place looking to your customers? Thinking of going bigger? Try going to

www.beaverfalls.org and check out the Facade Improvement Program!



Save the dates!

Business District Trick-R-Treat

Sat., Oct. 24, 2015
1-3pm

Hand out candy from your shop to the trick-r-treaters. It's a great time to expose people to your business, so feel free to put in a coupon or ad!

Christmas Parade

Sat. Nov. 28, 2015 7pm

Contact Nathan Goughnour @ 724-513-1792 or Nancy Valentine @ 724-683-2926 for sponsorship opportunities. A great way to promote your business and support the wonderful effort of the parade committee!

Small Business Saturday

Sat., Nov. 28, 2015

It's the Businesses' day to shine! Promote local shopping with sales & events to kick off the Christmas season. Don't forget to stay open before and/or after the parade!

Window Display Contest



Ready! Set! Go!

It's your time to sparkle and shine and to win \$100 towards your city taxes!

Imagine the new family tradition of walking our sidewalks from shop to shop, children gazing wide eyed at our windows decorated with the spirit and the magic of Christmas! Judging will be during the Christmas Parade so light them up big and bold!

Welcome New Business !!

How exciting that we welcome City Hardware to Beaver Falls!! **City Hardware** has moved their home from Midland to 1502 7th Avenue. Let's welcome them by stopping by, introducing yourself and giving them the housewarming gift of buying local! Keep your



eyes open for new and exciting things coming and encourage others to invest in our town when considering business opportunities and location!

Main Street For Sale

Spread the word! Wonderful restaurant opportunity at 1612 7th Avenue for only \$115,000! Seating for up to 50 people and off street parking to boot! Let's encourage those awesome cooks we know to think big and make their dreams come true



Farmer's Market

May--November

Mondays 4-7 p.m., May-Nov



The Farmer's Market is behind the Broadhead. Get fresh produce and connect with your neighbors! Farmers' are "local businesses" too!

Stay Connected

There are ACTIVE Facebook & Twitter accounts for both the City ("Beaver Falls Community") & the BFBDA (Beaver Falls Business District Authority). "Like" & follow us to the get up-to-date info you need! And most of all, get involved .. join us for the next open meeting on **Tuesday, November 17, 2015, in Council Chambers in the City Building!** Hope to see you!



Repeat Business = New Business

Looking for ways to attract new customers? It might be easier than you think!! www.waspbarcode.com writes that keeping your happy current customers will bring in more customers! If you're not doing it already, try these four tips to promote repeat business!

- Use **email** to get your business info and updates out - it's personal and quick!
- Try exclusive **customer promotions** and rewards for your repeat customers.
- **Offer discounts** – use your email to get the word out.
- Create a **positive and unique** customer service experience – and make sure your customer is properly thanked! A healthy **"thank you"** with eye contact is a sure winner!

