

SPRING INTO ESSEX



Essex in Bloom

May 19-21, 2023

essexma.org/bloom



This event is funded by the Executive Office of Housing and Economic Development's Urban Agenda Grant Program to the Town of Essex.

Business Owners Meeting

3-28-2023

Civic
Space
COLLABORATIVE

SPRING INTO ESSEX



May 19-21, 2023

essexma.org/bloom



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Agenda

- Welcome!
- Essex in Bloom: Overview
 - Program
 - Examples of what other businesses are doing
- Businesses: Permit Process
 - Business participation
 - Permits
- Questions

Meeting Goals

- Share Event plan
- Share what is needed from businesses to participate

Essex in Bloom: Marketing Package (online examples)

Home » Economic Development Committee

Essex in Bloom

SAVE THE DATE
Spring into Essex
Essex In Bloom

WELCOMING PEOPLE BACK TO DOWNTOWN ESSEX IN SPRING 2023
May 19, 20 & 21
WHERE: THROUGHOUT DOWNTOWN ESSEX

WITH: DINING, SHOP HOPPING, ENTERTAINMENT,
ART INSTALLATIONS, GAMES & MORE

How Businesses Can Get Involved

We would love to have your business involved with activities that weekend. A few ideas from businesses on how they might be involved have been:

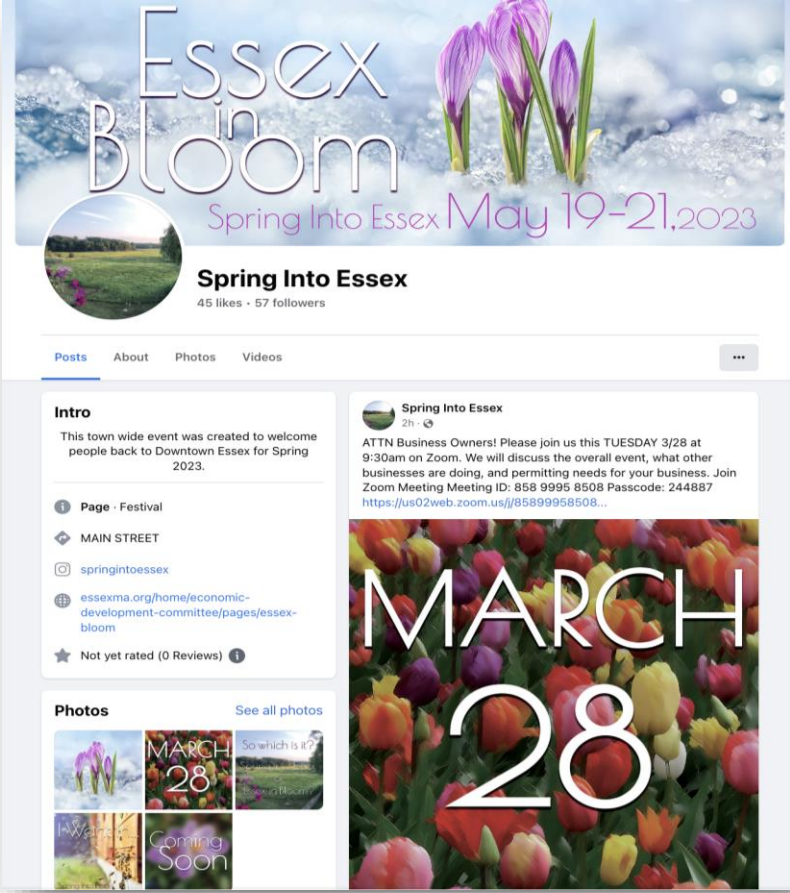
- Tastings: wine, beer, mead, etc.
- Cooking demos
- Store display

Please fill out this [form](#) with information about how your business can be involved. This information can be updated later on.

**Please note - your business may need special permits for certain activities.*

More information about the event, including updates on the event activities and resources on special permits, will be posted on WWW.ESSEXMA.ORG/bloom soon.

Town website



Essex Bloom
Spring Into Essex May 19-21, 2023

Spring Into Essex
45 likes · 57 followers

Posts About Photos Videos

Intro

This town wide event was created to welcome people back to Downtown Essex for Spring 2023.


- 1 Page · Festival
- MAIN STREET
- springintoessex
- essexma.org/home/economic-development-committee/pages/essex-bloom
- Not yet rated (0 Reviews)

Photos

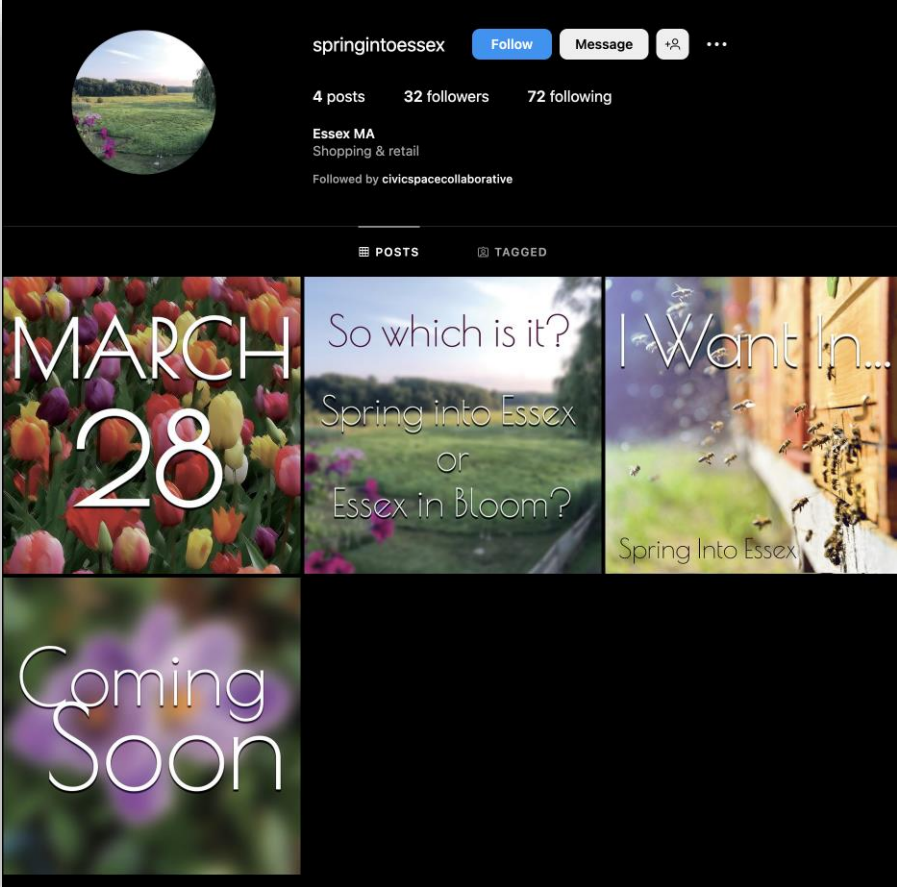
See all photos

Spring Into Essex 2h · 🌐

ATTN Business Owners! Please join us this TUESDAY 3/28 at 9:30am on Zoom. We will discuss the overall event, what other businesses are doing, and permitting needs for your business. Join Zoom Meeting Meeting ID: 858 9995 8508 Passcode: 244887 <https://us02web.zoom.us/j/85899958508...>



Facebook




springintoessex Follow Message +8 ...

4 posts 32 followers 72 following

Essex MA
Shopping & retail
Followed by civicspacecollaborative

POSTS TAGGED



MARCH 28

So which is it?
Spring into Essex
or
Essex in Bloom?

I Want In...
Spring Into Essex

Coming Soon

Instagram

Essex in Bloom: Marketing Package for Promotions

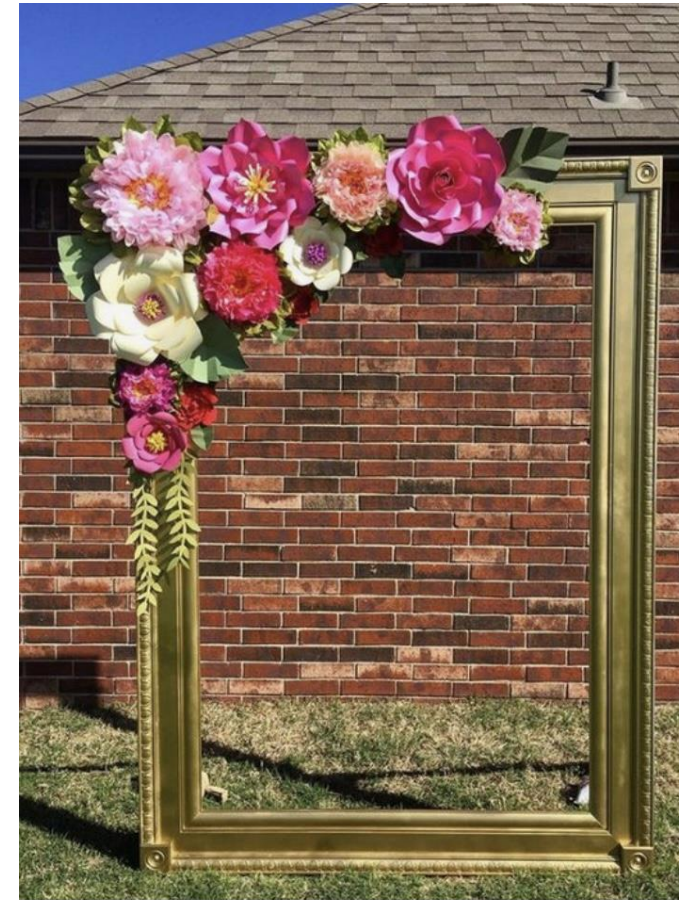
Provide the following information for marketing your promotion/offering. Email to brightideas@carmonemery.com

- Event/Special/Promotion key details
- Event images, if available (web banner, photo, etc)
- Business logo
- Businesses' social media/website links
- Desired tags, if any
 - @springintoessex #springintoessex #essexinbloom
- Any additional information

Community Programs + Installations

Art + Displays: All 3 days				
	Flowers		3-days	Install on Friday
	Window Displays at businesses		3-days	
	Photos		3-days	Install on Friday
	Chalk Artists		3-days	Install on Friday
	Selfie Station		3-days	
Performances / Entertainers				
	Musicians - in a public space		?	
	Balloon Artist		Saturday	
Activities + Programs				
	Games		Sat + Sun	
	story walk		3-days	
	geocaching		3-days	
	Paper flowers			Install on Friday
	Sound Trail		Anytime	
	Library - book signing "Swimming to the Top of the Tide"		Friday?	
	Birds, Bees and Butterflies		Saturday, 10am-1pm	
	Nature Walk		Sunday AM	
	Parade - around the park		Sunday AM - 11 -11	
Businesses				
	Events at shops + restaurants		3-days	

Flowers: Outdoor Displays



Flowers: Window Displays Examples



Chalk Artists: Examples

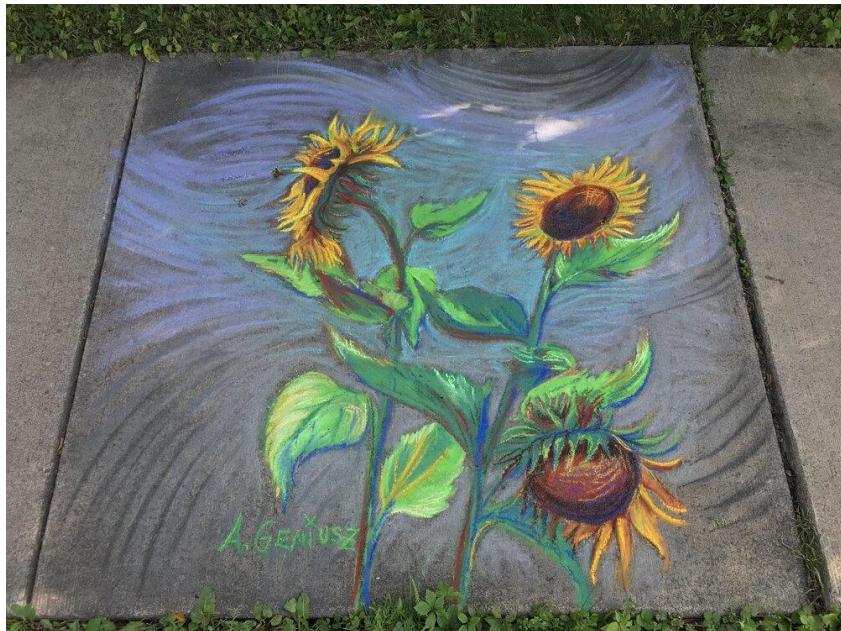


Photo Contest - Example

Picture This: Your Great Outdoors 2022 Photo Contest Winners

The 2022 contest was a hit with over 7,000 entries! Each image was reviewed carefully by our team and after much deliberation, we are happy to announce the winners of the 2022 photo contest.

Congratulations to all the winners, and thanks again to everyone who participated!

[SLIDESHOW OF ALL WINNERS >](#)

[Grand Prize](#) | [Birds](#) | [Mammals](#) | [Other Wildlife](#) | [Plants & Fungi](#) | [Landscapes](#) | [People in Nature](#) | [Honorable Mentions](#)

Grand Prize: Kimberly Robbins



Birds

18 & Over: Kimberly Robbins



Under 18: Nick Teague



Mammals

18 & Over: Darya Zelentsova



Under 18: Callyn Buchanan



Other Wildlife

18 & Over: James Doucett



Under 18: Aranya Karighattam



Businesses

Permitting Process

Permits

Submit all applications by **noon, Wednesday 4/12/23. NO exceptions!**

Permit	Fee	Applicant	Due	Approval
Food Establishment	\$175-275	Restaurants	30 days before opening/expiration of previous license	Board of Health
Temporary Food Event (TFE)	\$50	Vendors outside of their premises	30 days before	Board of Health
One-Day Wine & Malt Application	\$25	Vendors serving alcohol without existing permit		Licensing Board
One-Day Entertainment	\$25	Vendors, performers		Board of Selectmen

Next Steps

1. Business to submit **Business Participation form**
2. Business to submit **Business Marketing form** or email materials with event materials
3. Business to apply with the Town permits, as needed
 - **Submit by 4/12**
4. Working Group will share marketing materials (graphics for social media, postcards) in April