



West End Neighbors Civic Association
218 E Park Avenue, Suite 512 • Long Beach, NY 11561



September 12, 2011

Dear Business Owner,

The West End Beautification Committee of the West End Neighbors Civic Association (WENCA) has identified a number of initiatives to enhance the appearance of the Beech Street commercial district. This is part of a broader plan to attract new business and encourage a thriving commercial corridor year-round.

But our success will largely be determined by the cooperation of the store owners like you. That is why we are excited to announce the launch of the West End Beautification Program.

The goal of the Program is to acknowledge and reward the business owners and organizations that consistently comply with Long Beach sanitation codes and present a clean, attractive streetscape.

Please read the enclosed description of the Program, especially its benefits to your business, and return your participation form in the postage paid envelope today. Awards will be presented to recipients at the November 16th WENCA meeting.

If you have any questions about the West End Beautification Program, we encourage you to contact the Program Director, Jerry Romanoff. He can be contacted at (516) 889-4808 or via email at jerryromanoff@aol.com.

Thank you for joining us in helping to make the West End the best that it can be. We look forward to working with you on this exciting new opportunity.

Sincerely,

Mary Ellen Pollina and Judy Rudnic
Co-Chairs, Beautification Committee
West End Neighbors Civic Association

cc: Rick Hoffman, President, WENCA
Maria Fitzgerald, Vice President, WENCA
Damian Walsh, Treasurer, WENCA
Karen McInnis, Secretary, WENCA



West End Neighbors Civic Association
218 E Park Avenue, Suite 512 • Long Beach, NY 11561



West End Beautification Program

“The goal of the **West End Beautification Program** is to acknowledge and reward the business owners and organizations who consistently comply with Long Beach sanitation codes and present a clean, attractive streetscape.”



Table of Contents

- Benefits of Participation
- Procedure for Participation
- Criteria for Achieving Awards
- Sample: Participation Sticker
- Sample: Good Neighbor Award Sticker
- Sample: Good Neighbor "Above and Beyond" Award Sticker
- Application for participation in West End Beautification Program
- Application for membership in WENCA
- Self-addressed stamped envelope



West End Neighbors Civic Association

218 E Park Avenue, Suite 512 • Long Beach, NY 11561



Benefits of Participation

- Your business or organization will receive extensive publicity in the Long Beach Herald, longbeachpatch.com, Half-Time Howie (local radio station), West End Neighbors Civic Association (WENCA) newsletter and website as well as press releases to Long Beach civic leaders and organizations.
- You will receive an attractive, customized sticker to display in your storefront window (see sample enclosed). Achievement certificate and window sticker will be awarded at a special ceremony hosted by the Beautification Committee of WENCA.
- It's FREE
- You will be contributing to the beauty and economic success of the community we love.



WEST
END

NEIGHBORS

West End Neighbors Civic Association

218 E Park Avenue, Suite 512 • Long Beach, NY 11561



Program Procedure and Description

1. Complete the Participation Application and return in the postage-free envelope.
2. Once your application is received, you will be given a participation sticker to display in your window.
3. Over the following six weeks your compliance with the award criteria will be discreetly monitored by residents who are members of WENCA.
4. At the end of the period, the scores will be tallied and averaged by the WENCA Board members, Beautification committee co-chairs and Program Director.
5. Winners will be notified and invited to participate in the award ceremony.



WEST
END

NEIGHBORS

West End Neighbors Civic Association

218 E Park Avenue, Suite 512 • Long Beach, NY 11561



Criteria for Awards

Activity	Code	Points
Clean Sidewalks so that they are litter free throughout the day	Sec 23.7(a)	20
Clean streets up to 18" from curb throughout the day	Sec. 23.7(a)	20
Use clean, covered garbage cans and secured, tied bags		15
Break down all boxes , bale or tie	Sec. 12-23 (c)2	15
Power wash the sidewalk regularly		10
Remove weeds from sidewalk cracks		10
Clean windows		10
Total Points Available		100
Minimum Points Required for Award		70

Bonus Activities for "Above and Beyond" Award

Outside Plantings

Attractive Window Displays

*All businesses and organizations that receive a minimum of 70 points will be recognized with a **Good Neighbor Award** at a ceremony hosted by the Beautification Committee. Those that receive at least 70 points PLUS display outside plantings and use attractive window displays will receive the **Good Neighbor "Above and Beyond" Award.***

Sample: Participation Sticker



west end beautification

Proud Participant

The 2011 West End Beautification Program

All businesses and organizations that achieve the minimum 70 points will receive a Good Neighbor award certificate plus a decal for their window that will look like this:



Recipient of the
2011
Good Neighbor
Award

(Your Business Name Here)

All businesses and organizations that achieve the minimum 70 points and displays outdoor plantings and attractive window arrangements will receive a Good Neighbor "Above and Beyond" award certificate plus a decal for their window that will look like this:



Recipient of the

2011

Good Neighbor
"Above and Beyond"
Award

(Your Business Name Here)



West End Neighbors Civic Association
218 E Park Avenue, Suite 512 -Long Beach, NY 11561



WE'RE IN!!!

**WE WANT TO PARTICIPATE IN
"THE WEST END BEAUTIFICATION PROGRAM"**

PLEASE SEND US THE PARTICIPATION WINDOW STICKER

Name (please print) _____

**Business or
Organization** _____

Address _____

Mailing Address(if different from above)

Telephone _____

Please Mail This Form To:

**WEST END NEIGHBORS CIVIC ASSOCIATION
218 EAST PARK AVENUE, SUITE 512
LONG BEACH, NY 11561**

OR use the enclosed, stamped self-addressed envelope

OR FAX TO: JERRY ROMANOFF 516-889-4193

QUESTIONS? CALL JERRY ROMANOFF AT 516-889-4808



West End Neighbors Civic Association
218 E Park Avenue, Suite 512 • Long Beach, NY 11561

WENCA Membership Benefits

1. You will receive our newsletter which will promote business owners who are participating in the Beautification Program.
2. You will be kept informed of important issues concerning your business and West End residents (parking, crime, etc.).
3. You will meet and learn important neighborhood information from the City Manager, City Council members, police personnel and others who are frequent speakers at the WENCA meetings.
4. You will get to know and understand the needs of your community and patrons and they will get to know you.

2011 Membership Application

Make checks payable to: WEST END NEIGHBORS CIVIC ASSOCIATION

Annual Dues \$20 _____

Voluntary Donation for Beautification Program _____

Total Amount Enclosed _____

Name (please print) _____

Business name _____

Address _____

Mailing Address (if different from above)

Email address _____

Telephone _____

Return this form with your payment in the enclosed stamped, self-addressed envelope