



## DURANGO BUSINESS IMPROVEMENT DISTRICT

# 2019 Holiday Decorating contest

The contest is open to all businesses located in the District. Our boundaries are the Central Business District and North Main Ave north to the City limits. To participate in the contest, you must register your business by November 22. Scott Smith with Imagesmith will take a picture of each registered business. BID will post all photos on its Facebook page for a public vote. A cash prize will be awarded for the Best in the North Main District and Best in Historic Downtown Durango. Additionally, we will award second and third place overall. Holiday displays can include light displays on the entire building, and/or window decorations. All decorations need to be visible from the outside.

### Holiday Decorating Contest Rules:

- Business must be located within the district (Central Business District or North Main Ave.)
- Businesses must register for the contest to be eligible.
- Only outdoor lighting/decorating, and window displays, will be considered for the contest. Decorations must be visible from the outside.
- Photographs will be taken at dark, after hours. Photographer will be taking photos on his own schedule, no specific times will be scheduled.
- Displays should be full, colorful and have a lot of holiday lights. Be creative!
- Light displays should be on through the evening hours up to midnight during the week of November 25-30.
- **All decorations must be up no later than November 24. If decorations are not up by the deadline, you are not eligible for the contest.**
- Participating merchants will post voting information in their store from December 2 to the 20.
- Participating merchants are encouraged to share the link from BID's Facebook page with their own fans and ask them to vote. Additionally you can encourage customers to vote through email marketing, and handing out information at your store location.

**Voting for the contest will take place from December 2 to December 20. Winners announced on December 21.**

The album will be up for the public to view on December 1. Cash prizes will be awarded no later than January 1, 2020.

Questions? Contact Tanya at (970) 375-5067 or by email at [tanyac@downtowndurango](mailto:tanyac@downtowndurango)