

## **YOU INVEST IN LOWELL!**

### **MARKETING your business –**

Maximize your potential through community networking, advertisements, and creative promotions

### **BEING VISIBLE to your customers –**

Emphasize the quality of your business through interesting window displays

### **ESTABLISHING a stable image –**

Advertise your professionalism and dedication by avoiding banners and handmade signs

### **STRIVING for excellence –**

Capitalize on the sense of pride created by being part of a historic district and a National Park

## **LOWELL INVESTS IN YOU!**

### **MARKETING our uniqueness –**

The City of Lowell and the National Park spend approximately \$1 million annually on marketing

### **BRINGING consumers to Lowell –**

history-minded visitors spend two and a half times more money than other visitors\*

### **OFFERING expertise and grants –**

Our sponsors offer free guidance and financial assistance in making your store successful

### **STRIVING for excellence –**

The Historic Board guidelines strive to create a sense of place that provides prosperity for businesses and promotes the historic heritage of Lowell.

\*Source: Travel Industry Association of America, 1997

## **SPONSORED BY**

the  
**Lowell Historic Board**



and the  
**City of Lowell**



## **IN COLLABORATION WITH**

**Lowell National Historical Park**

**Cultural Organization of Lowell**

**Lowell Small Business Assistance Center**

**Downtown Lowell Business Association**

**Center City Committee**

**Greater Lowell Chamber of Commerce**

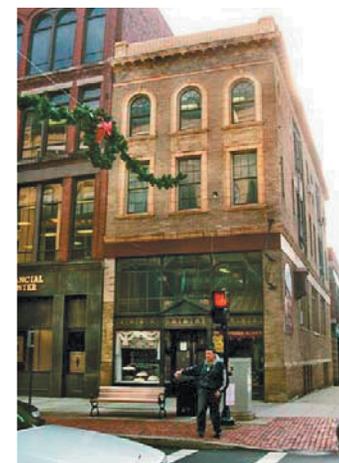
**Promoting and encouraging the coalition of economic development, historic preservation, and public art.**

**For more information, contact the Lowell Historic Board at 978-446-7200**

# **A Sense of PLACE**



## **Downtown Lowell Historic District**



# **A Sense of PRIDE**

## LOST REVENUE!

Surveys indicate that a dull and dirty appearance keeps customers out.



**HISTORIC BOARD REGULATIONS REQUIRE:**

### The REMOVAL of

- Overhanging advertising flags of any sort
- Paper signage adhered to the glass

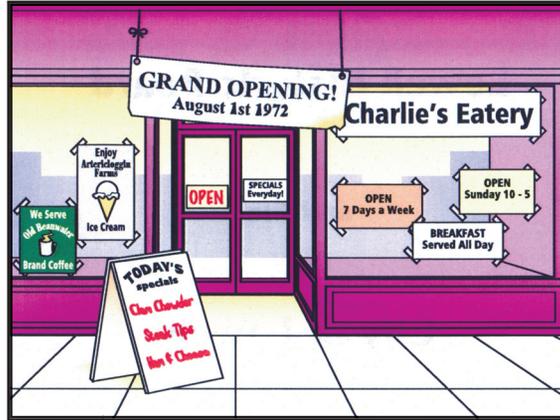
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### The MAINTENANCE of a building façade

- Removal of graffiti
- Proper upkeep of the paint and other surfaces

## LOST POTENTIAL!

Customers are drawn to places offering a pleasant experience and a quality product.



**HISTORIC BOARD REGULATIONS REQUIRE:**

### The REMOVAL of

- Sidewalk signs
- Temporary Banners

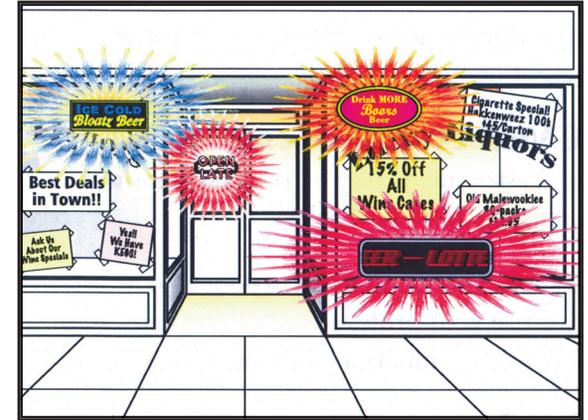
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### The INSTALLATION of

- Permanent primary signage on signboard
- Operable awnings, if desired, ONLY for sunny locations

## LOST CUSTOMERS!

Offering products that appeal to a wide range of clients increases your bottom line.



**HISTORIC BOARD REGULATIONS REQUIRE:**

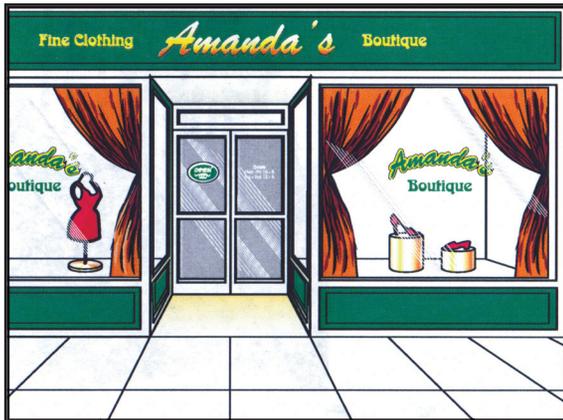
### The REMOVAL of

- Mass-produced internally-illuminated or neon signs
- Paper signage adhered to the glass

— and —

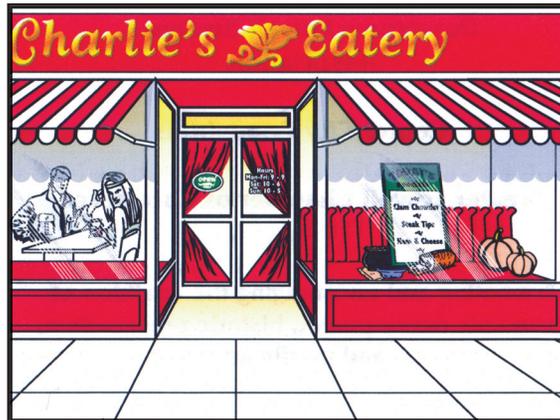
### The INSTALLATION of

- Permanent primary signage on signboard
- Displays sensitive to the area's historic nature



## PROFESSIONAL IMAGE!

Simple changes can change your look and draw in new customers!



## LOCATION! LOCATION! LOCATION!

Simple changes can convey the message that you are committed to your business and your customers.



## \$ COMPETITIVE EDGE \$

Stay one step ahead of your competitors. Don't copy them – UPSTAGE them with creative promotions and displays.