







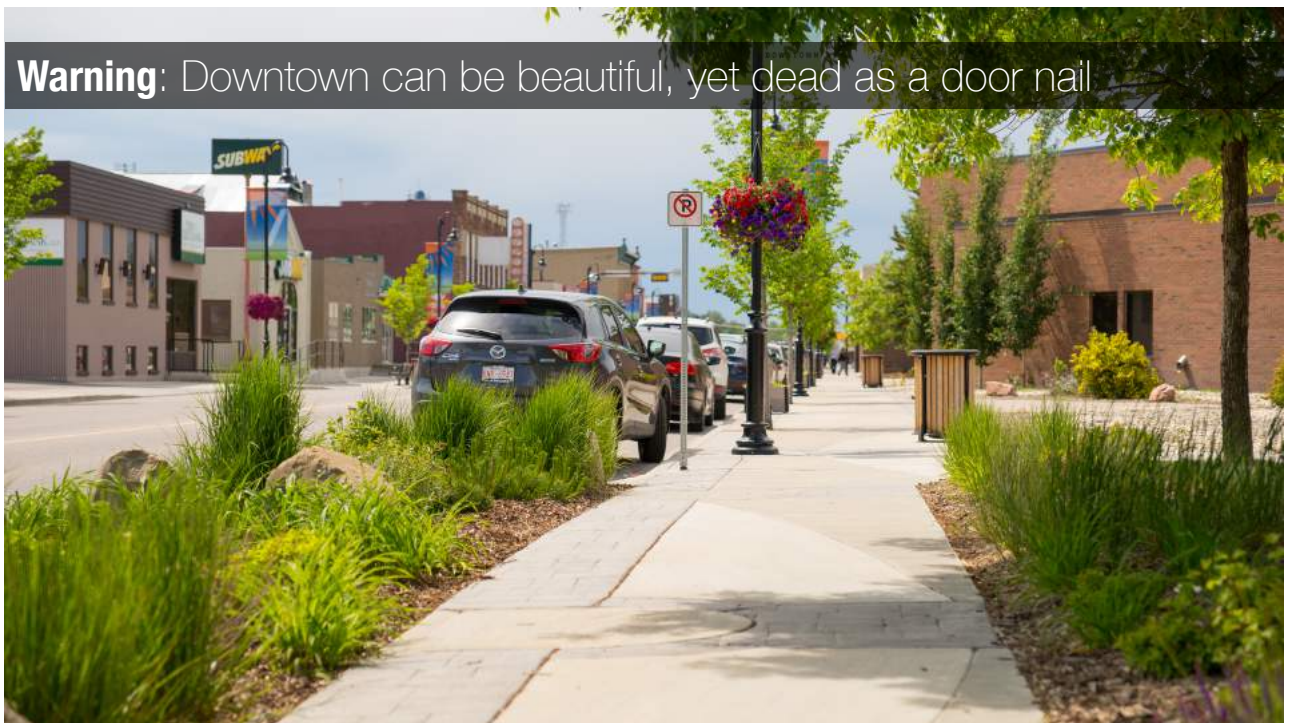


KERRVILLE, TX
**PINT &
PLOW**
BREWING CO

The **Five Key Ingredients** to an Amazing Downtown

- Business mix
- **Beautification**
- Cultural depth
- Focus: People, not cars
- Life after 6:00

Warning: Downtown can be beautiful, yet dead as a door nail



THE 70% RULE: CURB APPEAL AND FIRST TIME SALES

Presented by Roger Brooks



Creative Ideas to Pull Customers into Shops and Eateries On a minuscule budget

[DDA Resource Center >](#)

[Video Library >](#)

For Local
Businesses

THE THREE RULES OF BEAUTIFICATION

RULE #1

70%

of first-time sales can come from curb appeal

Where do first-time sales at retail shops & eateries come from?

1. Curb appeal
2. Word of mouth
3. Online reviews
4. Social media
5. Publicity



"That looks like a nice place to eat."

Looking at homes

87% of prospective buyers will drive by, and based on curb appeal, they will decide whether or not they want to go inside



RULE #2

Your town's most important public-private partnership:

Curb-side beautification: City or town

Facade-side beautification: Merchant | Association

Maintenance: Both town, volunteers, downtown assoc.



After



RULE #3 Maintenance is just as critical as getting downtown beautified



THE SIX KEY ELEMENTS

to a beautiful downtown

The **Six Key Elements** to Facade-side beautification

- Street trees
- Pots, planters, window boxes
- Benches, chairs & tables
- Window displays in exterior spaces
- Attractive, well-lit, interior window displays
- Awnings & blade signs



HANDOUT:

High resolution, two slides per page. Share these with your local merchants!

#1

STREET TREES





#2

POTS, PLANTERS, WINDOW BOXES,
& HANGING BASKETS













#3

BENCHES, CHAIRS & TABLES











Ashland, OR



Wickford, RI



#4

EXTERIOR WINDOW DISPLAYS



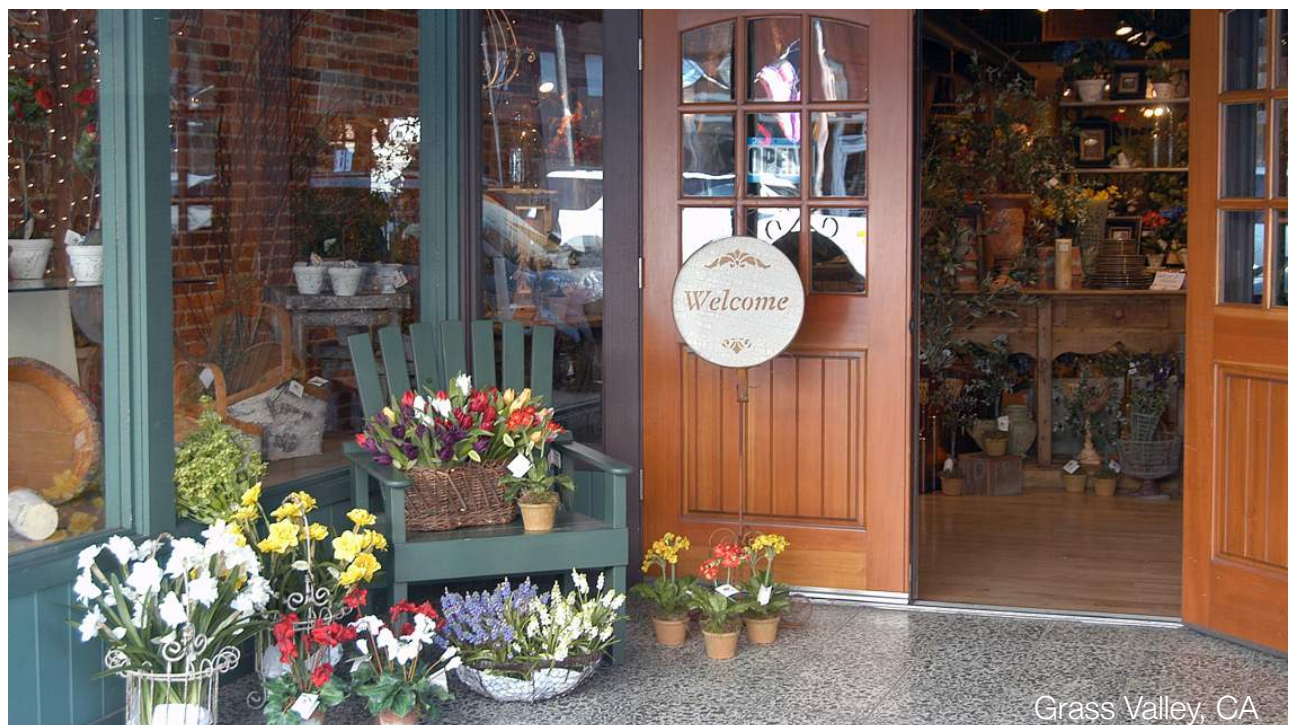






What to do

Consider an air curtain so that the open door is welcoming - even during fall & winter months



Grass Valley, CA

#5

LIGHTING & WINDOW DISPLAYS

Banff, Alberta





Corning



Kerrville



Kerrville

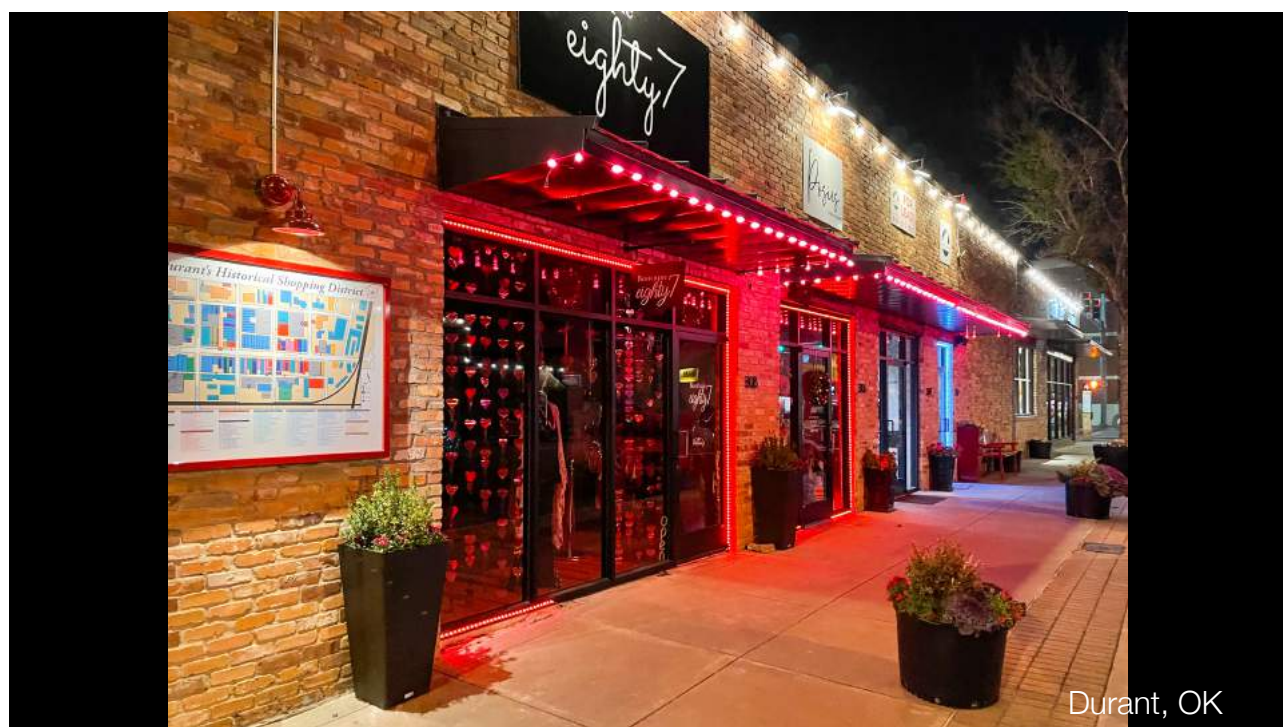


What to do

Make sure you use “warm” light:
2700k color temperature



Durant, OK





Durant, OK



Durant, OK



Durant, OK

What to do

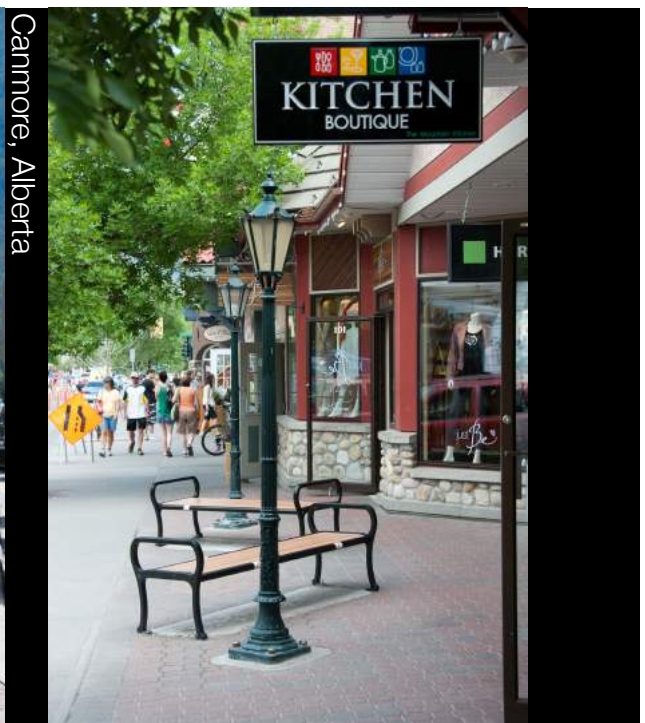
Line the retail rooftops, and around windows,
with LED rope lighting



Durant, OK

#6

AWNINGS & BLADE SIGNS



Canmore, Alberta



Leavenworth, WA

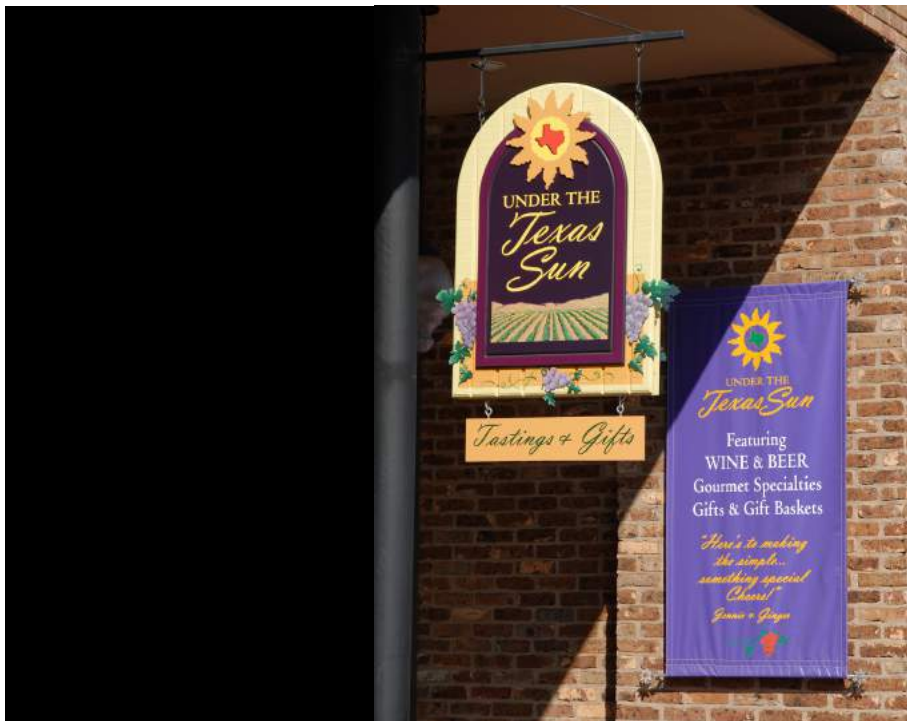
General blade sign rules:

- Never more than four words (the fewer, the better)
- Always promote the lure, not the name of your shop
- No lower than 7', no higher than 9', no wider than 42"
- Use LED spot lights to light the sign at night



Carmel, California

Valparaiso, Indiana





General blade sign rules:

- Avoid script fonts on your signage
- Also avoid logos (the 1/2 second rule)



Concord, MA





Create a buying co-op and work with a local architect on design



Replace the flat awnings with fabric awnings throughout downtown



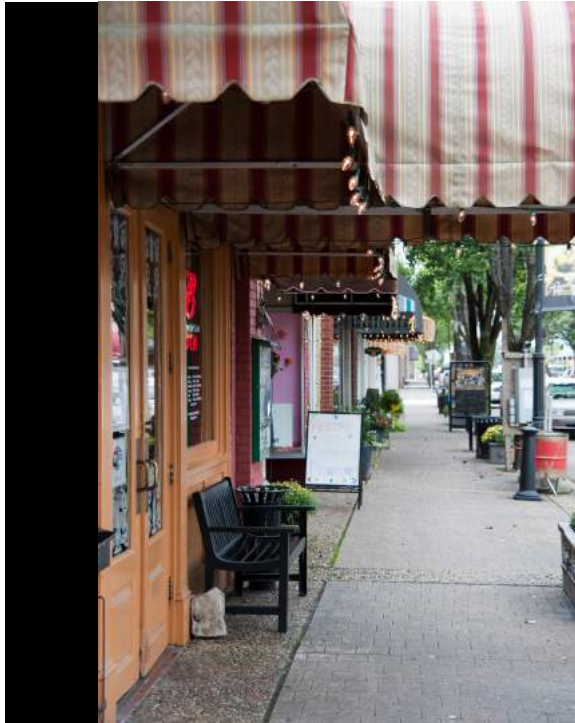
What to do

Add white string lights below your awnings.
And blade signs (no taller than 6")



El Dorado, AR



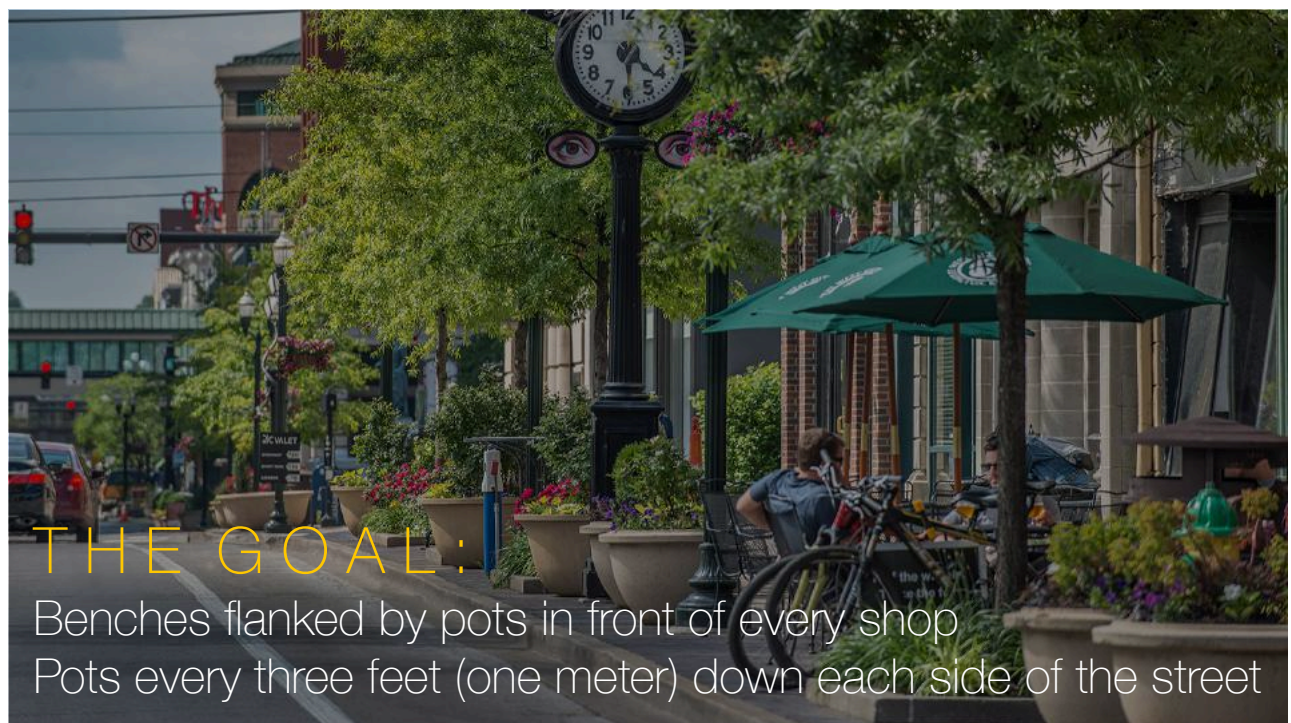


El Dorado, Arkansas



El Dorado, AR

HOW TO GET THESE ON A MINUSCULE BUDGET



THE GOAL:

Benches flanked by pots in front of every shop
Pots every three feet (one meter) down each side of the street



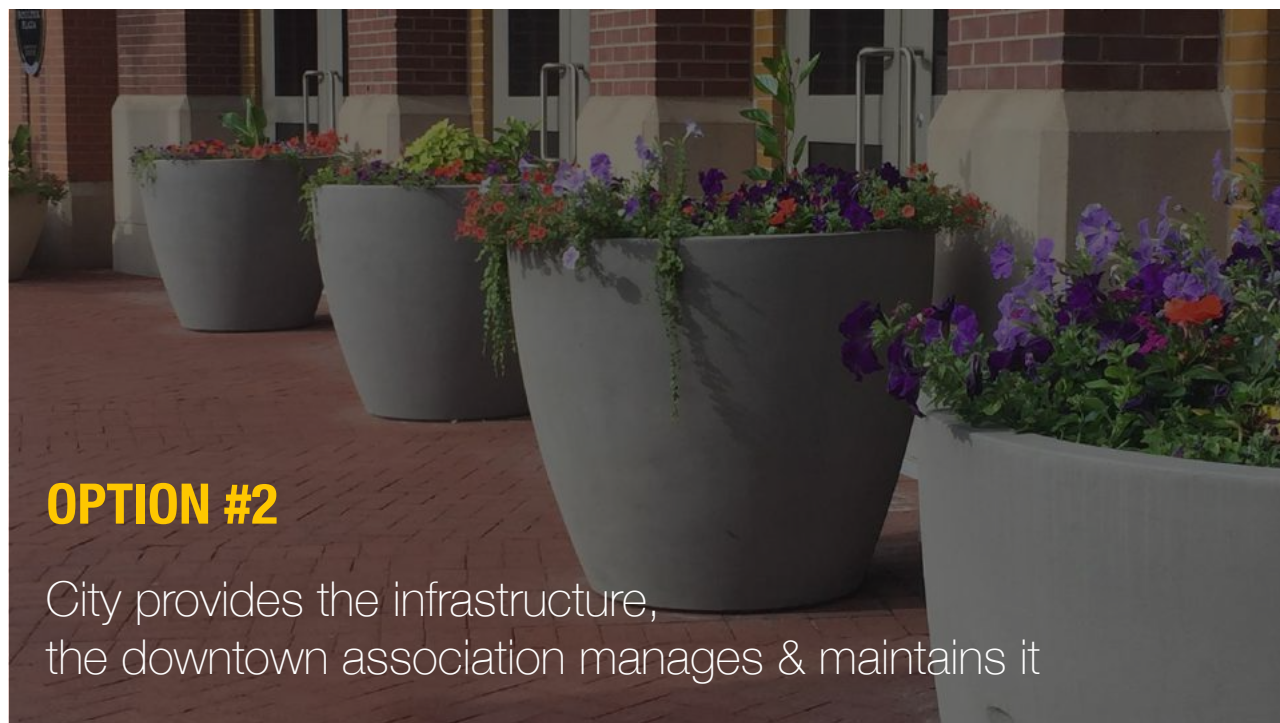
Non-profit managed or
Public-private partnerships

OPTION #1

The downtown association does all of the
facade-side beautification.

The city does the curb-side beautification*
(street trees, medians, curb & gutter, etc.)

* Parks Department over Public Works - no offense!



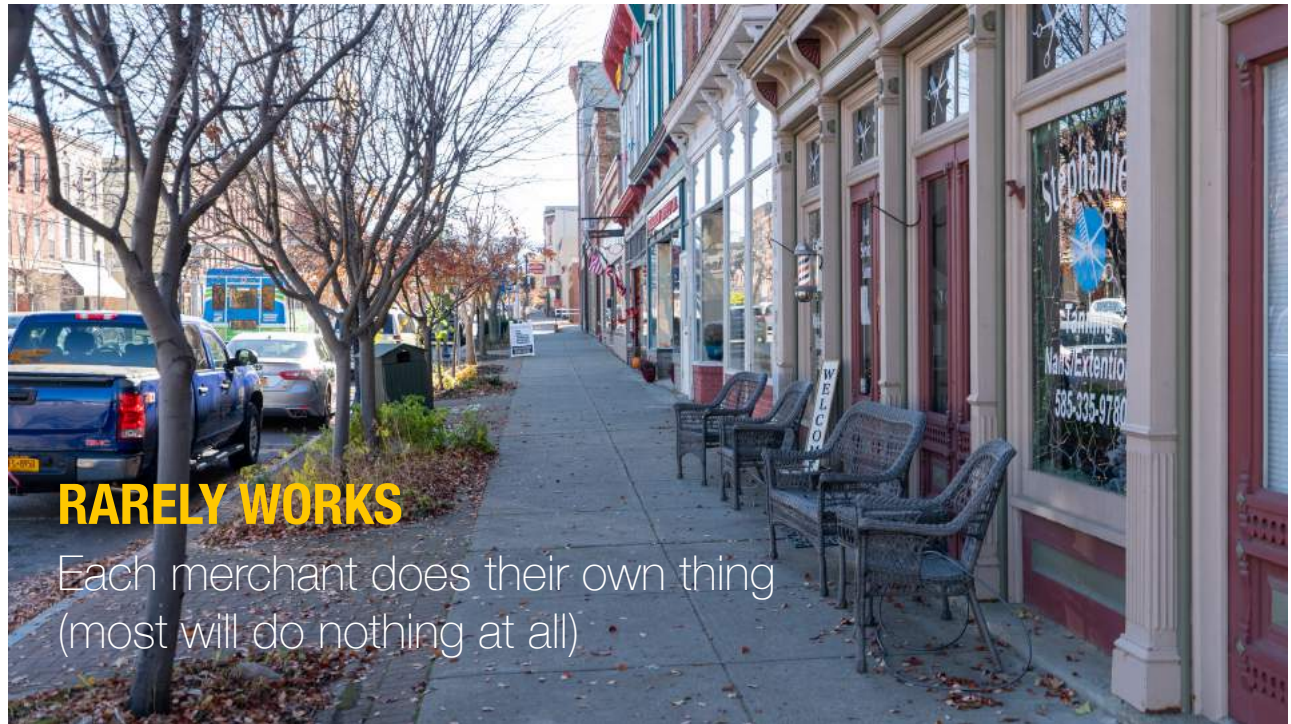
OPTION #2

City provides the infrastructure,
the downtown association manages & maintains it



OPTION #3

The downtown association puts it altogether,
City assists by watering and fertilizing facade side
pots & planters as well as the curb-side baskets



RARELY WORKS

Each merchant does their own thing
(most will do nothing at all)



Fund-raising events:
The Beautification Ball (or auction)



Co-op purchasing program

CASE HISTORY

Fredericksburg, Texas

Downtown merchants program

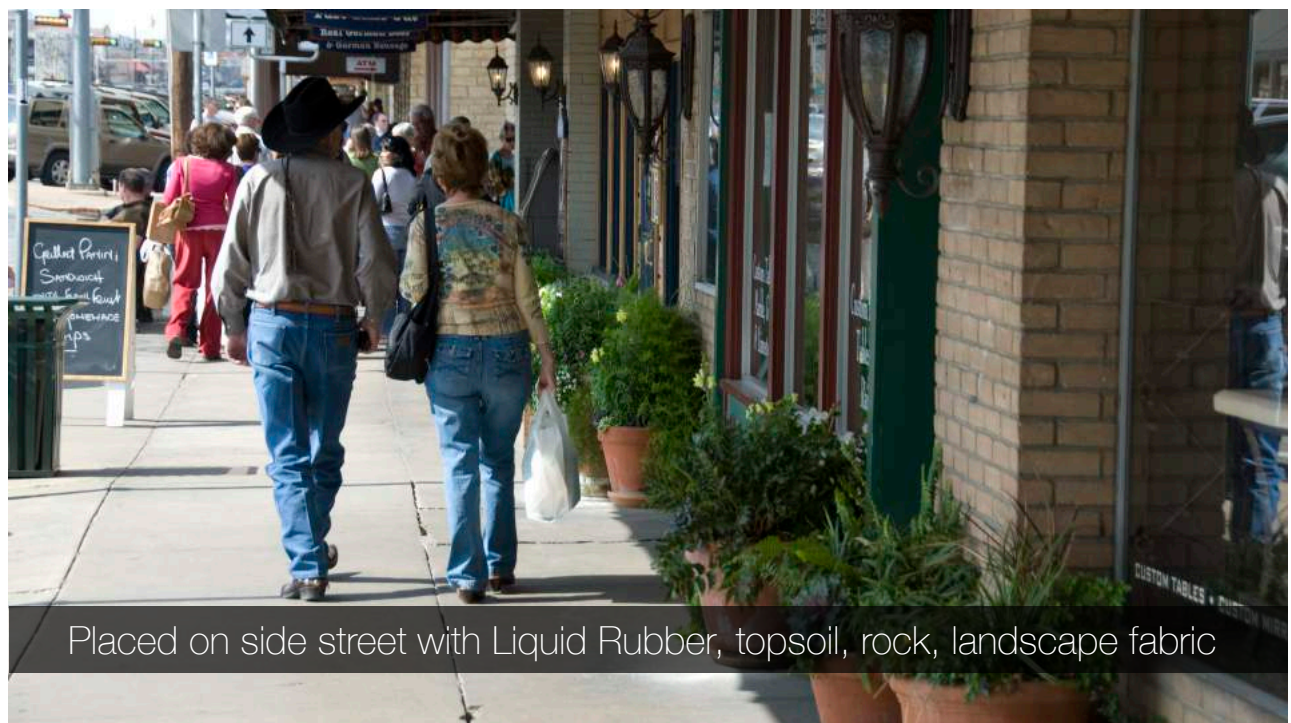
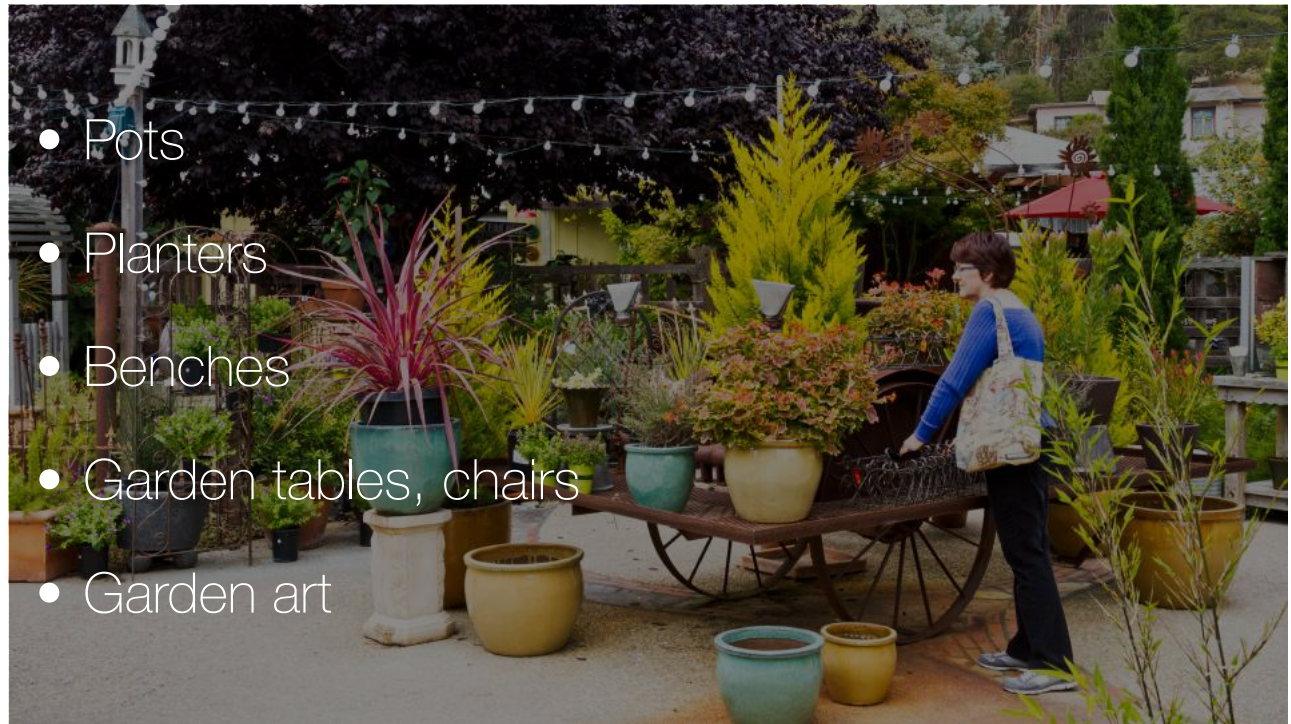
Fredericksburg CVB
Ernie Loeffler, Pres. & CEO

Door to door for beautification efforts: Raised several thousand dollars



Nurseries: Scratched, chips, hairline cracks, 21" or larger opening









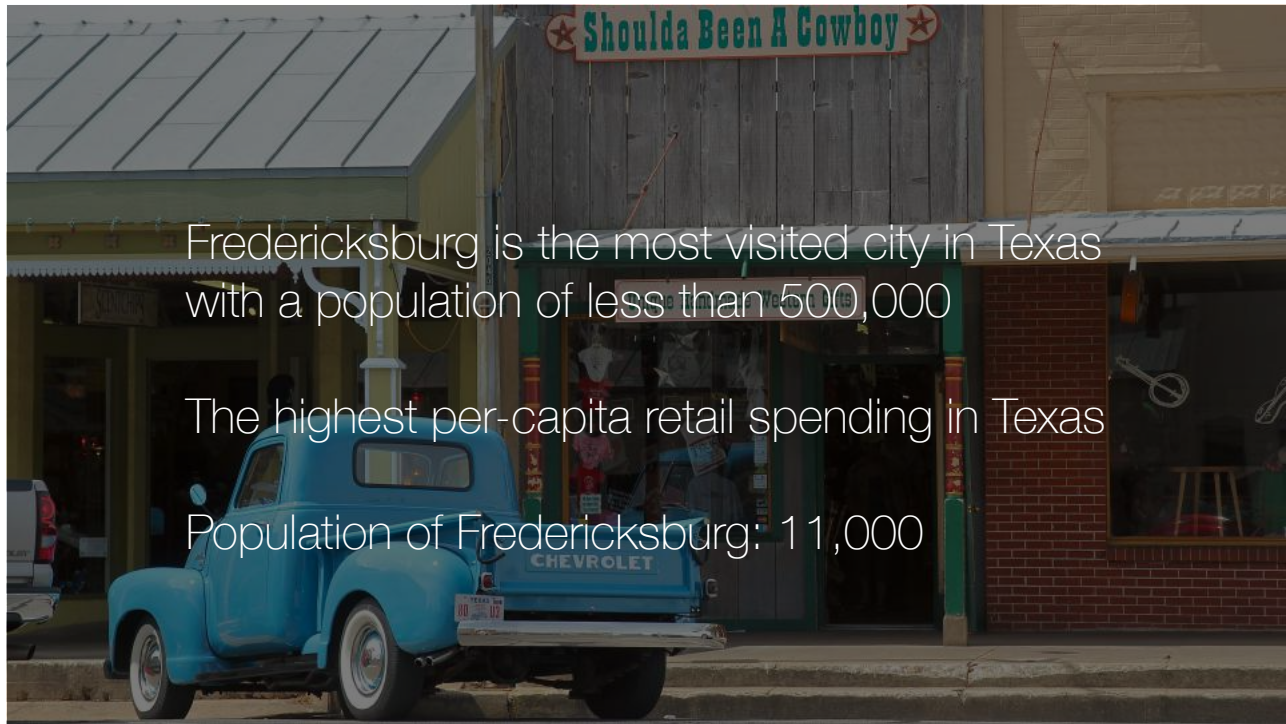
Consider cedar planters
such as these











Places to look for bulk-purchases, surplus, seconds

- Wholesale nurseries
- Signage design & fabrication companies
- Retail nurseries at end of season
- Local retailers (scratch and dent)
- overstock.com
- Government surplus sites | auctions

Places to look for funding and/or sponsors

- Community-based foundations
- Universities
- Medical facilities
- Major employers
- Local philanthropic organizations (or people)
- Grants



Sponsorships

CASE HISTORY

Downtown Sydney, Cape Breton, Nova Scotia

Sydney Downtown Development Association

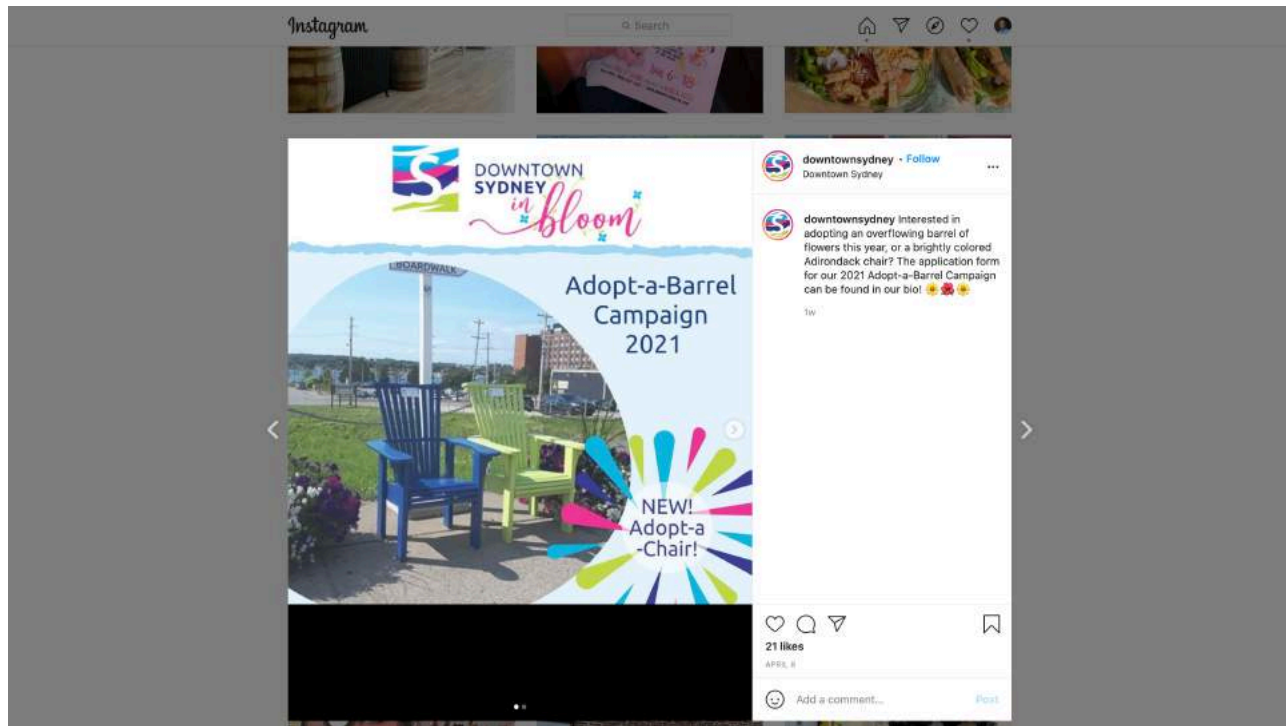
Michelle Wilson, Exec. Director











Adopt-a-Barrel Campaign 2021 - sponsorship form

Please fill out the following information if you are interested in adopting a flower barrel or chair, making sure to indicate sponsorship level. If you have any questions regarding this campaign, please don't hesitate to email danielle@downtownsydney.ca

The name and photo associated with your Google account will be recorded when you upload files and submit this form.

Any files that are uploaded will be shared outside of the organization they belong to.

Not roger@destinationdevelopment.org? [Switch account](#)



Adopt-a-Barrel Campaign

Seedling Sponsor - \$100

- Business name, personal name, or "In memory of" listed as text with multiple sponsors
- Sponsor will receive grouped shout out on social media to recognize contribution

Blossoming Sponsor - \$200

- Business logo will be one of two logos placed on barrel signage
- Sponsor will receive grouped shout out on social media to recognize contribution

Full Bloom Sponsor - \$400

- Business logo placement on barrel signage
- Exclusive recognition on barrel sign
- Sponsor will receive an individual social media post to recognize contribution
- **PLUS!** If you are a member of Sydney Downtown Development Association you can have the barrel placed in front of your business establishment in Downtown Sydney.

★ Chair Sponsor - \$400

- Business logo placement on chair signage

Email address:

Your answer:

Please select which level of sponsorship you are interested in:

☐ Seedling Sponsor \$100

☐ Blossoming Sponsor \$200

☐ Full Bloom Sponsor \$400

☐ Chair Sponsor \$400

For members who would like to be Full Bloom sponsors, please indicate where you would like the flower barrel to be placed

Your answer:

Please let us know what quantity you are interested in sponsoring. (i.e. Two Full Bloom and One Chair)

Your answer:

If you're a Blossoming, Full Bloom or Chair sponsor, please make sure to attach company logo that you would like to be used on sponsorship signage

[Add file](#)

Thank you for your interest and support with this initiative!

An invoice will be sent to the email address submitted above. Accepted methods of payment are cash, cheque, or transfer to daniella@downtownstoney.ca

[Submit](#)



Initial investment:

Annual cost:

Annual revenues:

Net loss (gain):



Activate garden clubs | Master Gardeners
Adopt-A-Block program



Texas Master Gardener: 50 hours of volunteer service within one year of training

University of Wisconsin-Madison
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Community Development
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University Extension Services are also a great resource

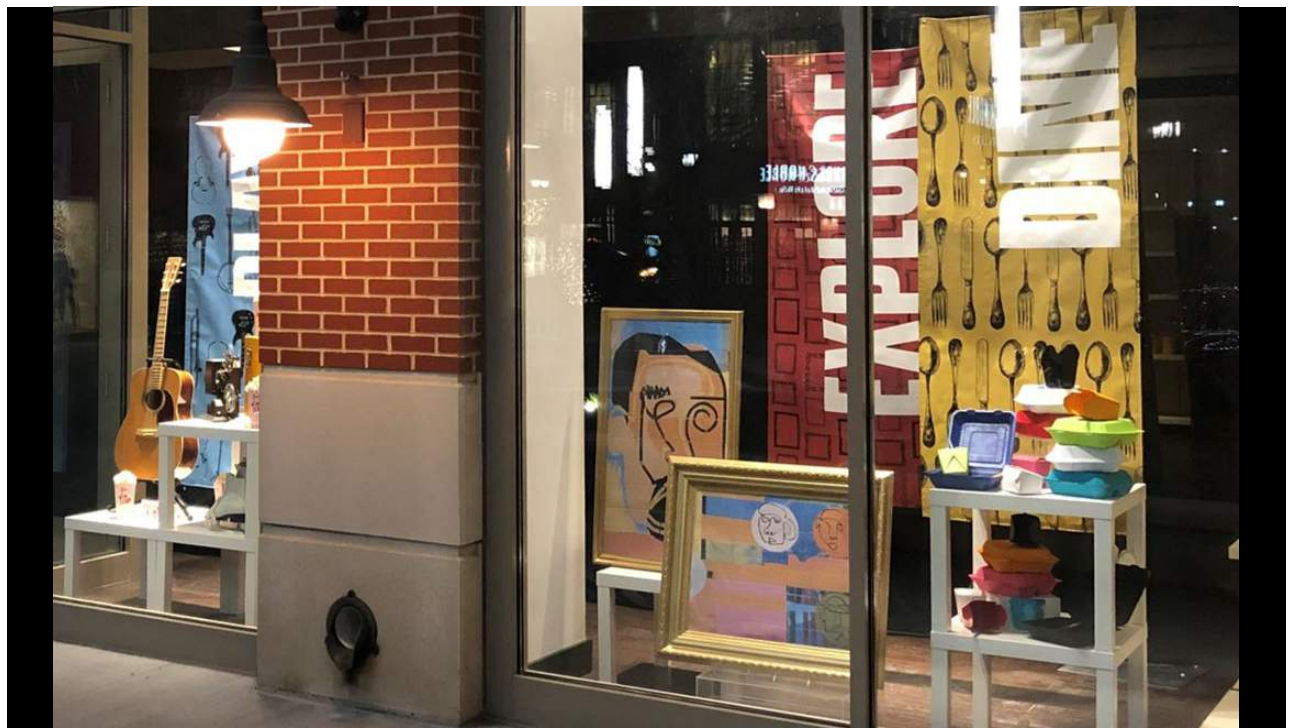
Extension's mission is to connect people with the University of Wisconsin. Thanks to joining forces with UW-Madison, we'll strengthen each other through exchanging experience and research statewide. No matter what you're trying to accomplish in Wisconsin, you'll find the support you need as we continue to bring our home state together, community by community.

Other key partners who often take the lead

- The city or town itself
- Downtown association
- Merchant volunteers
- Auxiliary organizations
- Educational institutions
- Advocates for the less-privileged or challenged



Window boxes in empty storefront windows









Maintenance:
Use donated or “on loan” equipment
Auxiliary organization volunteers

ONGOING MAINTENANCE

- Bucyrus, Ohio
- Population: 12,000
- Bucyrus Beautification Fund
- Sandusky Avenue
- 40 volunteers
- New tractor: Walmart, Tractor Supply, Shunk Foundation





Google commercial self watering planters

hanging baskets glowpear wick planter box trees plastic container gardening irrigation outdoor soil desert planters flower

Ads - Shop commercial self watering planters

Self-watering Insert For 2' X 8' \$14.99 Free shipping

Velo Self-Watering Resin \$12.99 Free shipping

2' X 8' Elevated Cypress Planter \$17.99 (47)

Crescent Garden Dot Self-WaterL \$15.99 (13)

Self-watering Insert For 2' X 2' \$14.99 (14)

Lechuza Cubico Premium Planter \$14.99 (14)

Self-watering Insert For 2' X 4' \$14.99 (14)

Lima Tapered Square Planter \$14.99 Free shipping

Crescent Garden Large Mod \$14.99 Free shipping

Classic Keyhole Garden 2' x 5' \$20.99 (20)

Crescent Garden Rim Self-Water \$14.99 Free shipping

Jules Dot 1 \$29.99 (1)

Self Watering Planters | Equinox Desert \$14.99 (14)

Aqueous Plastic Self Watering Planter \$14.99 (14)

Why Choose EarthPlanter Commercial Self \$14.99 (14)

Mod Self-Watering Planters \$14.99 (14)

Black Plastic Self Watering PL \$14.99 (14)

Commercial Self Watering Plastic \$14.99 (14)

self watering planter \$14.99 (14)

Urbanescape Self-Water \$14.99 (14)

Self Watering Planters | Equinox Desert \$14.99 (14)

Self watering planter \$14.99 (14)

Commercial Self Watering Planter \$14.99 (14)

Large Outdoor Planter Boxes \$14.99 (14)

Glowpear Self Watering Pots: Uni \$14.99 (14)

Self Watering Planters | Equinox Desert \$14.99 (14)

Self watering planters - simple \$14.99 (14)



TruDrop Self Watering Containers! // Garden Answer

90,856 views • May 29, 2017

👍 3K 🗨️ 27 ➦ SHARE 📌 SAVE ...

ONGOING MAINTENANCE

- Monday, Wednesday, Friday
- Early morning (takes about two hours)
- Fertilize them once a month
- Typical program: April through October (7 months)
- 90 watering days: 15 volunteers @ two weeks each (6 watering days)

SEASONALITY





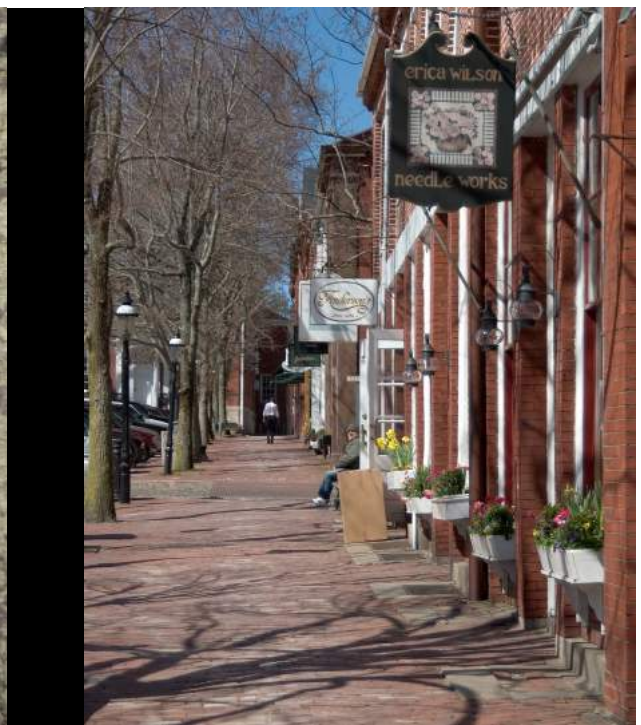
SPRING & SUMMER

WINTER

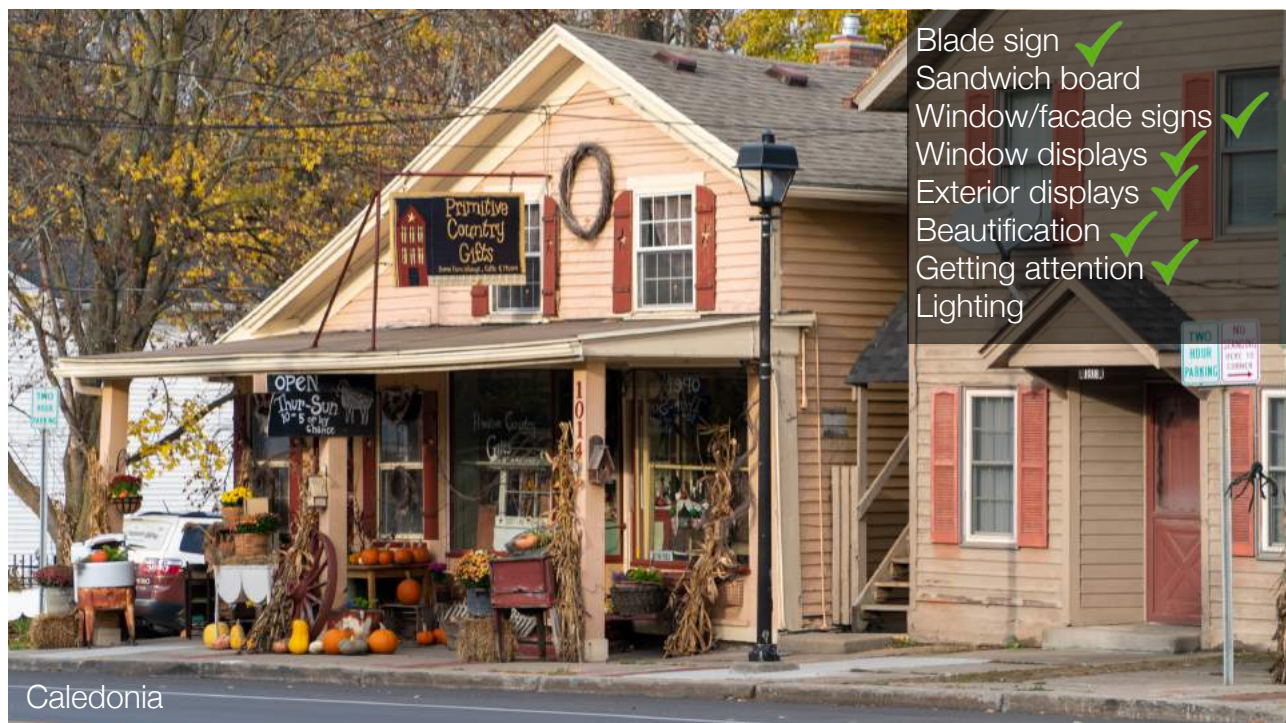


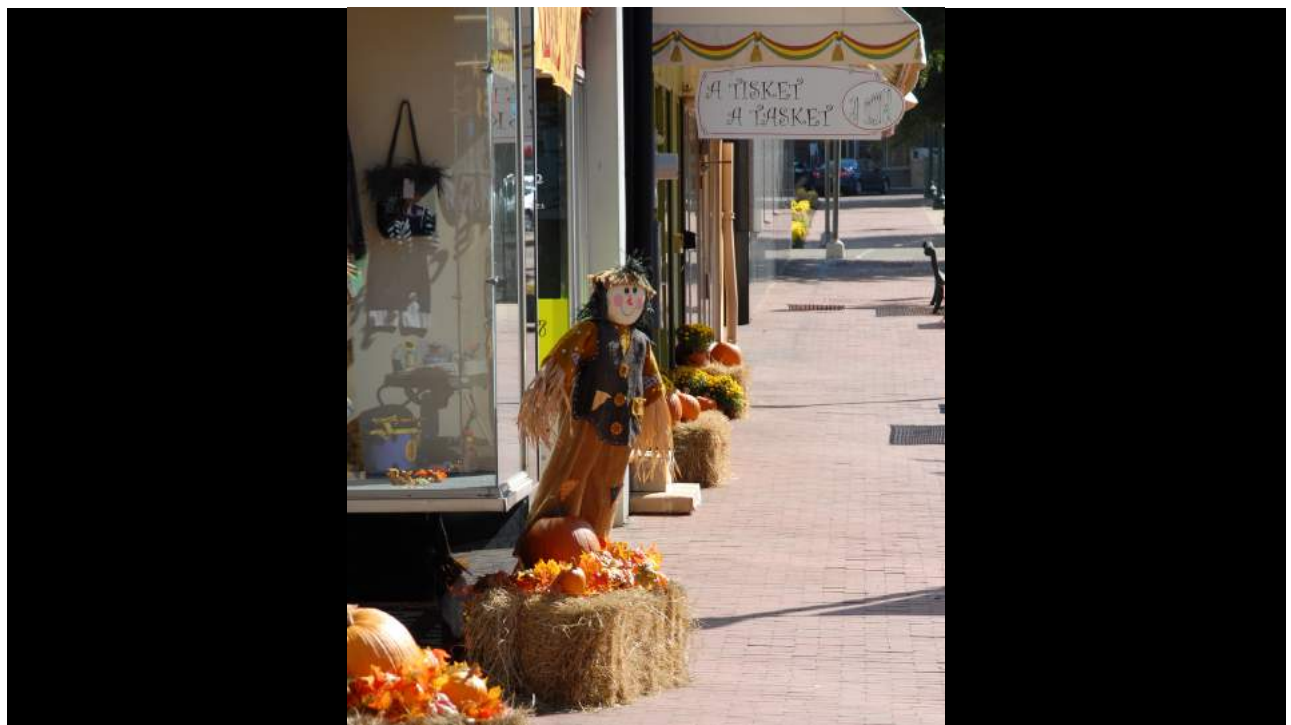






FALL

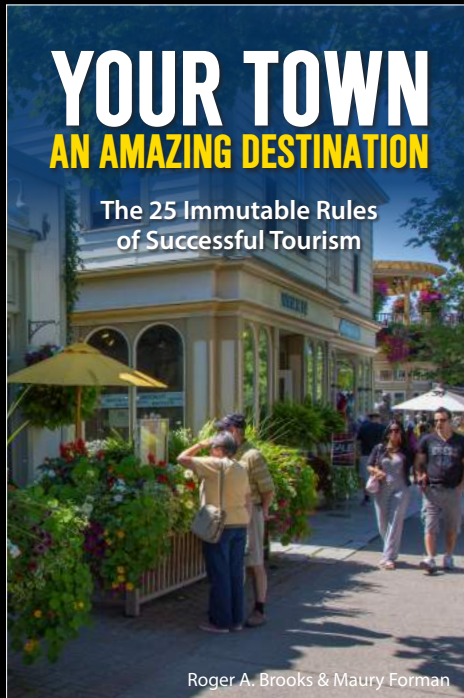






The 2021 webinar lineup

The Five Fastest Growing Tourism Trends And how to best tap into them 		Developing an Effective Marketing Plan The Step-By-Step Guide 	Make Your Downtown Look Amazing With a minimal budget 	Zoom Towns are Boomtowns Here's how to be one 	Advertising: Getting the Biggest Bang For Your Buck The Priority List 
January	February	March	April	May	June
Roger's 10 Favorite Places in America And Why They Made the List 	Roger's 10 Favorite Places in Canada And Why They Made the List 	Tipping the Scales: Product development vs. marketing Finding the right balance 	Influencer Marketing What (or who) to Look For, What to Spend, Expectations & Warnings 	The Five Most Important Ingredients to an Incredible Downtown And How To Get Them 	The Future of Meetings, Conference, Reunions & Trade Shows What you need and how to attract them 
July	August	September	October	November	December



Totally re-written and updated

Available on amazon.com

Print edition: \$39.95

Ebook edition: \$9.99

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