



Getting Your Business Community on Board with Your Beautification Efforts

One Merchant's Success Story



The Mayor's Perspective





From Boring to Spectacular

What's the Special Sauce?









Making it Happen (1)

- ▶ Create Environment for Beautification to Flourish
- ▶ Be a Relentless, Unapologetic Advocate
- ▶ Use Language Businesses Understand (more feet on the street, more heads in beds, people spend more when they are happy, beautiful things make people smile)
- ▶ Take Field Trips to Beautiful Communities
- ▶ Keep it Simple (start small and celebrate the heck out of each success)

Making it Happen (2)

- ▶ Build Support Network
 - ▶ Downtown Merchants Association



Making it Happen (2)

- Build Support Network
 - Community Foundation



Encourage Friendly Competition



Build Your Volunteer Base



- Lead by Example, but Don't Plant all the Flowers!
- Always keep a Credit Balance!

Enjoy the Ride!



- ▶ Make it Fun!
- ▶ Let the Passionate be Passionate and Get Out of Their Way!