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?





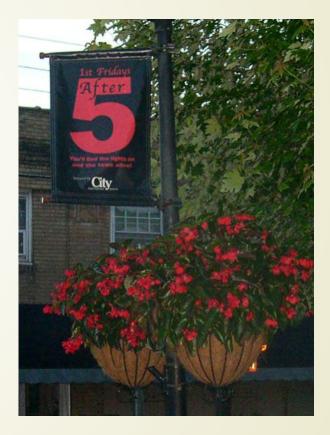


Making it Happen (1)

- 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!