FIRST FLOOR RETAIL VIBRANCY...
ADVOCATES

SANDRA HULL
MAINSTREET
WOOSTER, OH

DAVID WILLIAMS
CITYWIDE
DEVELOPMENT
DAYTON, OH

ADVOCATES
WHAT DOES IT TAKE ...

✓ CUSTOMER SERVICE...
✓ MARKETING/PR...
✓ STAYING FRESH...
  STORE/BUSINESS APPEARANCE...
  OFFERING/CURB APPEAL...
✓ TRAFFIC DRIVERS...
✓ SOCIAL MEDIA...
✓ PARKING...

DISCUSSION
DAY TO DAY MANAGEMENT...

- BOOK KEEPING...
- STAFFING...
- INVENTORY...

MARKETING...

- SOCIAL MEDIA...
- EARNED MEDIA...
- PRINT... ETC...

ANALYSIS
WHAT ROLL
WOULD YOU
LIKE THE
MAIN STREET
PROGRAM TO
PLAY?

✓ COMMUNICATION LIAISON...
✓ OTHER DOWNTOWN BUSINESSES...
✓ PERMITTING/ETC...
✓ EVENT/MARKETING/PR...
✓ BUILDING OWNER RELATIONS...
✓ LEASING/MAINTENANCE...
✓ RETAIL ENVIRONMENT...

DELIBERATION
WHAT HAS BEEN THE BIGGEST CHALLENGE/S AS A MAIN STREET RETAILER?

CONSIDERATION
WHAT HAS BEEN THE BEST REASON FOR BEING A MAIN STREET RETAILER?

CONSULTATION
CONUNDRUMS & EPIPHANIES

DAVID WIESENBERG
OWNER

BRENT JOHNSON
PARTNER

MIKE MARIOLA
RESTAURANTEUR

BRIANA SNYDER
PROPRIETOR

CONUNDRUMS & EPIPHANIES
AND THE WINNERS ARE...

ALL OF YOU