

# Great Ideas for Your Downtown

1. Hire a manager to help coordinate the activities of the downtown organization. Establish an office in a downtown location.
2. Beat the streets...know the constituents and keep them informed! Find out the needs of the downtown businesses by communicating with them on a regular basis. React with appropriate projects.
3. Publish a newsletter to keep primary stakeholders and others in the community informed about your progress.
4. Recognize a volunteer of the month in the newsletter or the local newspaper.
5. Develop a work plan for the upcoming year that clearly defines the organization's mission, goals, projects, and specific tasks. Develop a timeline and budget for each task, and delegate the projects to specific individuals. Develop a budget for the organization based on this work plan.
6. Hold a town meeting. Identify downtown priorities by building consensus.
7. Hold a fundraiser for a specific downtown project. (could be a Placemaking project)
8. Educate various stakeholder and community groups about the importance of downtown.
9. Throw a party to bring people together. Tell them about the organization.
10. Hold town meetings. Show some of the Main Street slide shows or videos available from the Wyoming Main Street Program.
11. Create a brochure to explain the downtown revitalization. Emphasize the importance of volunteers to the effort.
12. Organize a youth advisory board to tap into students' viewpoints about downtown, increase the volunteer pool, and provide an educational opportunity for area youth.
13. Sponsor monthly "coffee beaks" for merchants to talk about downtown revitalization activities and issues that affect them. Rotate the locations among businesses.
14. Take a field trip to other communities that have implemented successful downtown revitalization programs or projects.
15. Put together a slide show highlighting the organization's accomplishments for presentations to community groups.
16. Create an instantly recognizable logo for the organization that symbolizes the downtown. Make sure the logo is easy to use and will be able to meet various graphic needs.
17. Build a strong relationship with the area's news media. Make it easy for them to cover stories about the program.
18. Install quality "Welcome to Downtown" signs at the entrance to the central commercial district.
19. Hold an annual cleanup day with the assistance of volunteers and community groups. Make it fun! Also develop an ongoing downtown maintenance program.
20. Participate in Historic Preservation Month, typically held in May.
21. Create incentive programs for building renovation projects. Grant and loan programs have been used successfully by many communities.
22. Coordinate a walk through downtown. Identify "problem areas" that need attention. A survey list is available to use through the Wyoming Main Street program.
23. Spruce up...plant flowers, clean the alleys, sweep the streets, pull the weeds.
24. Encourage business owners to change their window displays frequently, and to light them at night. Sponsor a window display and interior merchandising workshop.

25. Put attractive displays in vacant winddowns. Local organization, school classes, your local historical society or other businesses may be very willing to help.
26. Put together a banner program.
27. Target some realistic façade improvement projects in the early stages of the program.
28. Put together a downtown “sign squad”. Remove signs and the supporting hardware that no longer serve existing businesses.
29. Sponsor design workshops to educate building owners, contractors and volunteers n appropriate building improvement projects.
30. Meet with area realtors. Let them know what Main Street’s goals are, especially in relation to downtown properties.
31. Conduct a Historic Preservation 101 for realtors. Contact Linda Kiisk at the State Historic Preservation Office. ([linda.kiisk@wyo.gov](mailto:linda.kiisk@wyo.gov), 307-777-7566)
32. Develop an architectural awareness contest that draws attention to downtown’s historic assets.
33. Save an endangered building.
34. Complete an inventory of the streetscape amenities, such as trash receptacles, benches, street lights and trees. Develop a plan for future improvements.
35. Showcase a recent downtown façade and interior renovation. Provide a tour of a quality interior remodeling or upper floor residential conversion. Publish a photo of a quality façade renovation in the local newspaper.
36. Create a downtown people place – a park, children’s play area or a town square/plaza.
37. Create a historic walking tour and brochure to promote downtown history.
38. Assess downtown parking. Encourage business owners to leave prime spaces for customers.
39. Plan and publish a calendar of events for the downtown.
40. Invite citizens to teach a craft or hobby downtown.
41. Involve children in revitalization activities by providing them with activities that help them understand downtown’s importance.
42. Have a parade! Maybe make it a pet parade?
43. Hold a street dance!
44. Coordinate an exciting holiday promotion to bring people downtown.
45. On a designated evening or Sunday afternoon, have merchants fix simple hors d’oeuvres to serve in their business.
46. Develop a downtown business directory with a map to help visitors and local people find what they are looking for. Business directories also call attention to he wide variety of retail businesses, services, professional and government offices that the downtown has to offer.
47. In the summer, show movies on the outside of a building.
48. Schedule performances in downtown by local artists and musicians.
49. Hold a downtown treasure hunt.
50. Sponsor an advertising and marketing seminar.
51. Conduct a downtown market analysis to better understand the customers and to help identify their needs. Gather census information on the community and trade area. Also, conduct “focus groups.”
52. Encourage businesses to extend store hours so employees can shop on their way to or from work. Also, establish uniform hours for downtown stores.

DON'T FORGET!!! Send copies of event posters, brochures, photos, newsletters, and other things you've been successful with to Wyoming Main Street, 214 W. 15<sup>th</sup> Street, Cheyenne, WY 82002 or [linda.klinck@wyo.gov](mailto:linda.klinck@wyo.gov). We want to include your downtown revitalization successes with others.