Getting Your Business Community on Board with Your Beautification Efforts
One Merchant’s Success Story
The Mayor's Perspective

- Healthy Community
- Safety
- Economic Vitality
- Cultural Arts
- Educational Opportunities
- Beautification Efforts
- Community Celebrations
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!