

## Spruce up, brand up, & watch the magic happen!

Invite us in and we'll spend time in your community. We stroll, shop, meander, inquire, take photos, and just plain participate in your community from morning to evening. We look at the physical structures, green spaces, empty lots, and more, all to determine the level of emotional engagement that takes place in your downtown. We experience and analyze your community through all six senses. We rate the level of vibrancy, and determine what's working and what isn't. We identify the holes as well as the opportunities. Then we find answers/solutions. We'll create an outline that maps out how to improve your visitor's experience. (And yes, we're sensitive to budgets and small staffs.) We can help you figure out how to get the work done. We know how important your downtown is to you. It is to us as well.

## Items evaluated:

- Storefronts
- Signage/Wayfinding
- Community information/directories
- Landscaping
- Lighting
- Music
- Aroma
- Streetscaping Elements (street lamps, benches, planters, waste receptacles, bike racks)
- Decorative access (awnings, banners, community clock, sculptures)
- Street art
- Water features
- Seasonal decor
- Gathering areas
- Green spaces
- Parklets
- Empty lots
- Alley ways
- Parking lots
- Notable geography
- Overall "brand/image" (history, theme)
- Vacant storefronts
- Level of street energy; vibrancy
- Overall Maintenance and cleanliness
- Temporary pop-ups/kiosks/food trucks

**Call or email us for more information and pricing on these valuable audits!**



424 West Walnut Street  
Milwaukee, WI 53212

800.379.1438 • 414.249.4881  
solutions@retailworksinc.com  
www.retailworksinc.com

