



Windows of Opportunity

Too many downtown landscapes are dotted with empty storefronts. These darkened spaces should never be ignored. Ever. They leave an overall negative impression and don't project a positive message or desire to lease the space.

A vacant storefront is the perfect stage to creatively promote the available space or to showcase other businesses and events in the area. Furthermore, clever window displays can tell a story, educate, entertain, lift spirits, and draw attention to downtowns. It's time to transform these blank canvases into attractive and engaging windows displays through a **visual storefront campaign**.

Let our team of display artists, designers and illustrators turn your empty windows into "Windows of Opportunity."

We will transform your shuttered storefronts into works of art that achieve community and/or site-specific goals. We will take the project from start to finish, or will collaborate with your team to achieve the desired results.



BID21 Windows, Milwaukee, WI



Bayshore shopping center, Milwaukee, WI



Bayshore shopping center, Milwaukee, WI

Retailworks' services include

*(*if collaborating with your team)*

- meeting with property owners to inform them of the plans and/or to persuade them to sign on
- conducting initial site visits with comprehensive checklist in hand to assess accessibility, take measurements, locate/test power sources, determine backdrops, etc.
- meeting with local team members to determine project goals, identify team leaders, and instruct volunteers on plans and procedures*
- determine theme of display(s), budget and timeline
- create designs (2-D and 3-D)
- develop/fabricate display props, backdrops, vinyl graphics, etc.
- train volunteers*
- prep windows (clean glass and interior, change lightbulbs, etc)
- assemble and install displays (guide/direct team and volunteers*)
- maintain displays (replace faded items, adjust shifted items, etc.)
- update displays (add a seasonal twist/accent pieces)
- remove or relocate displays (as spaces get leased)

Looking to house a pop-up in an empty storefront? Our team will also assist with kiosk design, or setting up a temporary retail stores.

Looking to fill a storefront for a one-night musical, dance, or theatrical performance? Maybe a weekend venue for classes? A corporate event? Again, our team can set the stage for whatever short story you want to tell.

Vacant storefront campaigns can be the catalyst to creating downtowns and shopping centers that get people talking, visiting, and sharing, with the ultimate goal of returning to full occupancy.

Call or email us for more information and pricing on this valuable service that can help produce positive results.



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