



An award-winning interior design, display, branding, and consulting firm known for

Changing the Visitor's Experience



Turn your downtown into a destination!



www.retailworksinc.com





Since the 1980's, Lyn Falk has been creating and delivering smart, effective and award-winning 3-D brand and design solutions, positively affecting the bottom line of hundreds of businesses across the country. She's a consumer behavior specialist, international speaker, and published author, whose work has been acknowledged over 150 times in over 80 publications.

But it's not just Lyn. She surrounds herself with a smart and artistic team of experts that will **change not only the way you look at your downtown, but the way your downtown looks!**

Attract more visitors Secure more businesses Generate more tax revenue

ON-SITE AUDITS: To determine your community's health

How well is your community really doing? Find out what's working for you and/or against you. Our experts will determine strengths, weaknesses and areas of opportunities to help you make informed and effective decisions when it comes to updating your image, identity, brand, signage, building façades, streetscape amenities, and business mix.



ATTRACTIONS: What's your sticky factor?

What brings customers downtown? Destination retail, unique food offerings, cool art installations that represent your community's offerings, programmed green spaces, and heritage centers that provide amazing visitor experiences. These are what get people moving, shopping, sharing, and coming back again and again. Our team can identify, create, and help implement all of these vital components.



UGLY (VACANT) DUCKLINGS

Tired of having to deal with dark empty storefronts, dirty alleys, and unused green space? Can't get your merchants to improve their window displays? Bring our 'display brigade' to town and watch the transformation begin. They'll clean up, dress up, and lighten up all your eyesores. Watch them create some visual magic in your downtown!



A UNITED DOWNTOWN: Branded seasonal decor

Cohesive branding efforts can strengthen the messaging of your downtown as a whole, benefiting all local businesses. Our Branded Seasonal Decor (a series of custom designed window decals and coordinated window displays), and a community-wide sign plan will help your downtown make a bigger visual impact.



DESIGN & MERCHANDISING MAKEOVERS

Need an injection of quick results in your downtown? Ask us about our "48-Hour" and "24-Hour" Makeovers for small businesses. Be part of the planning and makeover process, then alert the media for ribbon-cutting. They are great community-building activities!



424 West Walnut Street
Milwaukee, WI 53212

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



best
You can trust us to do the job for you.

