

Storefront 101



70%

of all consumer retail spending (brick & mortar stores) takes place after 6:00pm.



We're Open!

Visitors spend the night where there are things to do after 6:00pm. Are you open?



Decorate your storefront with greenery. People are willing to pay 9% to 12% higher prices in greener districts. Just make sure to allow 4 feet of unobstructed sidewalk for pedestrian use!*

4'



Try a projecting blade sign, potted plantings, or sandwich boards to invite your guests into your business!



By incorporating these tips, customers will be ready to shop when they feel a sense of place and see the personality of you and your business!