



INSPIRED STOREFRONTS

CREATING COMMUNITY THROUGH CREATIVITY



TRUST + VALUE = SALE

Your windows are your business. Humans are creatures of comfort. If we can't see in, we don't know what you're hiding and we will walk right by. Be proud! Show them what you've got. Build **trust**. Give them the **value** and they will come back for more.



THE REVEAL

You're invested.

You've worked hard, so show it off!

A good display showcases your finest and a great display tells a story. Your windows are the ultimate space in which to express your creativity and we want to help! Compliment your display with seasonal decorations and be a part of the **Inspired Storefronts** movement.



PROGRAM BENEFITS

Participating businesses will be:

- Promoted in all program marketing
- Featured on the program webpage
- Endorsed as a stop on the mobile app *Inspired Storefronts* tour
- Highlighted in scavenger hunts and display competitions scheduled during four popular downtown events.



GET INVOLVED

Sign up today and become a partner. Email RDP@gorenton.com by February 28 and you will receive four kits delivered to your door to help create a display to align with current events. The themes for 2020 include:

- Dragon Hatch Day
- Renton River Days
- Halloween Scarecrow competition
- Winter Holiday Season

Participation is FREE.



GET HELP

If you're thinking "I don't have time for this" or "I'm not creative enough" remember to take advantage of your surroundings. Reach out to a friend or local art program to adopt your window, or let us know you would like someone to come offer creative ideas.

LEARN MORE AT RENTONDOWNTOWN.COM/STOREFRONTS

DOWNTOWN

Inspired Storefronts

ALL EYES ON YOU

In Downtown Renton, cell phone reports indicate 1,727 people pass your window each day. One out of five people captivated by your windows, put down their phones, stop shopping online and spend their money with you. An amazing window display means 1,727 customers a day. Are you ready?

Show me the money!

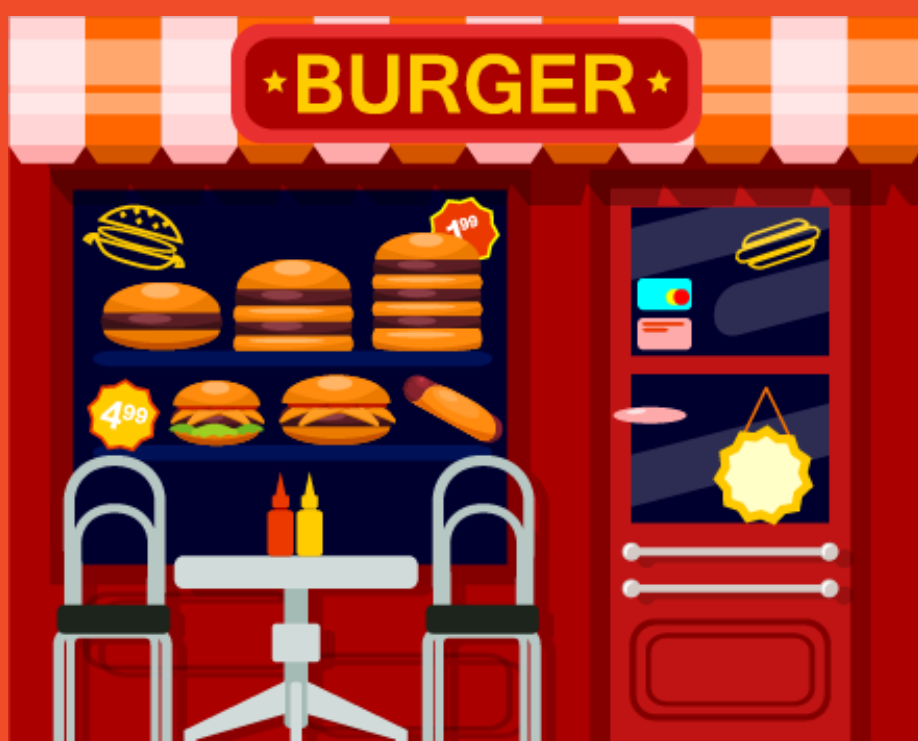
YOU CREATE THE FUTURE



Our downtown is a place of shared memory where the community comes together to live, work and play. People are ready for the next phase as we work together to build a vibrant, unified downtown that attracts and excites. You are the voice of historic, downtown Renton. We invite you to be a part of the *Inspired Storefronts* program as we work together to revitalize downtown!

YOUR WINDOW, YOUR VOICE, YOUR TEAM!

Research shows that when storefronts are improved, 90% of surrounding businesses report an increase in sales. So let's come together and work on it for each other! When you join, you will receive four kits to provide you with the inspiration to help you create a window to delight! There is no cost to participate in the program.



rentondowntown.com/storefronts