

DRAFT
"Downtowners" Project

Objective: To ensure that the 200 to 300 new "downtowners" have a positive experience, so that they come to view Golden as their place to shop, enjoy local recreation opportunities, participate in cultural and entertainment venues, and feel this is their "home."

Purposes: To ensure that local merchants recognize that the new residents will bring people with higher incomes and higher shopping and dining customer expectations that must be, for the most part, met, in order for them to spend their money and time in downtown Golden.

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To assist local merchants with improving the "first-impressions" look and feel of their stores and the quality of customer service as they adapt to the future "downtowners" who will be, initially, new faces and downtown strangers. Some local stores may not get second chances.

To sensitize merchants to the likely need to adjust their hours of operation to those that may be desired by the new "downtowners."

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To increase local retail, food, and beverage sales and attendance at cultural events.

To enhance the experience of living downtown by improving communication and cooperation among downtown residents, businesses, the City, and GURA.

Deleted: To reduce potential complaints to City of Golden "downtowners" and the spreading of negative information about Golden's downtown.

To make sure that current downtown residents, as well as other interested citizens, are involved the development and implementation of this program.

Deleted: To reduce the potential for a future "downtowners' residents association" arising out of a

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Procedures:

1. Initial planning:

- a. Presentation to GURA Board
- b. Identify local businesses that have inviting store entrances and displays. See if these businesses would be willing to be peer “experts.”
- c. Mark Heller, Paul Imse, Preston Driggers, and Chris Ball (EdCom chair) need to meet. The purpose being to gain cooperation of EdCom for this idea and/or willingness to fund a “hands-on, small retail specialty business merchandising/marketing/customer service consultant” using GURA’s reinvestment funds.
- d. Mark, Paul, and Preston, Chris would then need to meet with the consultant to discuss estimated time, cost per store, estimated follow-up time, and evaluation time with individual store owners.

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- 2. Presentation of plan, costs, and timeframe to GURA Board.
- 3. Preparation of a short, factual, user-friendly handout addressed to downtown specialty retail business owners to explain the program.
- 4. Set up a one-to-one meeting that includes a local merchant peer “expert” and a motivated, interested retail business owner. Explain program and seek to do a demonstration project.
- 5. Share information about the program with the downtown merchants group.
- 6. Share success stories of upgrade projects with other merchants to get continued buy-in.