

**Draft**  
**“Downtowners” Project**

**Objective:** To make the 200 to 300 new “downtowners” have a positive experience so they view Golden as their place to shop, recreate and feel is their “home.”

**Purposes:** To ensure that local merchants recognize that the new residents will bring people who have higher incomes and higher shopping and dining customer expectations that must be catered to in order for them to spend their money and time in the downtown.

To assist local merchants to improve their stores “first-impressions” look and feel and to increase 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 need to increase hours of operations that may be desired by the the new “Downtowners.”

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

To reduce potential complaints to City of Golden, GURA, and Chamber from new “downtowners” and the spreading of negative information about Golden’s downtown.

To reduce the potential for a future “downtowners’ residents association” arising out of a critical mass of people living in the downtown core which might establish sets of negative demands on the city and other downtown stakeholders.

**Procedures:**

1. Initial planning:

- a. Presentation to GURA Board
- b. Identify local business that have inviting store entrances and displays. See if these would be willing to be peer “experts.”
- c. Mark, Paul, Preston and Chris Ball (EdCom chair) to meet. Gain cooperation of EdCom for idea and/or willingness to fund a “hands-on, small retail specialty business merchandising/marketing/customer service” consultant” using GURA’s reinvestment funds.

- d. Meeting with Mark, Paul, and Preston, Chris and the consultant to discuss estimated time cost per store, estimated follow-up time, and the use of secret shopper to do follow up with individual store owner.
2. Presentation of Plan and costs and timeframe to GURA board.
3. Preparation of a short, factual, user-friendly handout addressed to downtown specialty retail business owners to explain 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 downtown merchants group.
6. Share success stories of upgrade projects with other merchants to get continued buy-in.