

It's Time for Some Spring Greening and Cleaning!

Planters, Gardens and Sprucing up your Building Front

Attitude. Success in business often depends on the correct attitude. The attitudes of a business owner, employees AND CUSTOMERS. It's that third group that I want to focus on with some simple things you can do to create a positive atmosphere in your building front, and thus create a positive attitude within your consuming public. During the Spring and Summer months, businesses have an opportunity to take advantage of planters, gardens and pedestrian friendly building fronts to create a more inviting atmosphere for the consuming public. Below are some spring tips AND a special Main Street offer to help you get started...



More Color Equals More Business- A publication of



"America In Bloom" distributed by Amy Jordan of the Lyon County Extension Service and Dr. Jim Stephens of the Small Business Development Center indicates that businesses which add color to their surroundings and store fronts through the use of planters or gardens encourage customers to stop, admire, linger and enter their business. Customers want to do business with businesses that care. If you show a customer that you are attentive to the exterior of your building, they will subconsciously assume you have a higher quality business.

If Your Store Front isn't Clean, Your Customers will fault YOU for it. People ask the Main Street office consistently, "how are things going with business X". A high percentage of the time, they are making assumptions about the health of a business based on the businesses outside appearance. Trash, cigarette butts, dirt, grime or left over snow removal material lends a negative image to the consumer. I understand that the Kansas wind makes it nearly impossible to keep your store front clean 100% of the time, but part of your daily staff chore list should be to sweep and/or pick up the outside of your business. People appreciate the effort. I can't tell you how many times I've heard people sing the praises of Jim Ayers from Browns Shoe Fit because they see his staff sweeping the store front. Clean sidewalks equal positive customer attitudes.

People want to see inside your business. Your windows can be a great traffic builder IF your windows are clean, your front displays are attractive and you aren't hiding who you are behind a litany of adhesive signs and promotional materials. Don't think of your window as just glass, think of it as a three dimensional billboard to help sell your business concept, products or value system to the world. I had a

conversation with a business about a month ago who lamented the fact that people walked by their business every day, but those people didn't understand what products they carried and who they were. Yes, there were some marketing procedures that they needed to update, but the business had windows that were obviously not a display priority. You can build traffic with a little elbow grease and some attention to detail.

Adopt a Garden. Last year's garden adoption program was a



huge hit! Adopted gardens looked tremendously better, simply due to the fact that people added color and additional care to each adopted flower bed. With custom garden signs created by Flint Hills Laser Expressions, businesses, organizations and families adopting local gardens got some extra "PR" while creating positive community perceptions. We have three gardens up for adoption for 2010, [click HERE to view the three unadopted gardens \(red dots\), adoption guidelines and planting advice specific to Kansas and our Emporia Gardens.](#)

Adopt a PLANTER. Emporia Main Street is officially

announcing Phase II of the "adopt-a-garden" project with our "adopt-a-planter" project. By working with Waters True Value Hardware, the Emporia Main Street Design Committee has identified a planter for businesses that want to participate in a new program. This basic 20" sage planter is normally \$19.00, but Emporia Main Street will pick up half of the bill for the first 30 planters adopted. We even have information on optimum planting styles for planters provided by Amy Jordan and Dave McCullough (my two favorite horticulture gurus). [Click HERE for planting suggestions](#), and e-mail Emporia Main Street at main.street@emporia-kansas.gov for more information.



Help Clean Up the Community- Emporia Main Street



volunteers have already removed about 7 full garbage bags of trash from the downtown area over the past two weeks. However, what we've done so far is simply a small independent effort. To really clean up the downtown area (or your specific area) requires a larger volunteer force. Saturday, April 3, starting at 10:00 a.m. from the Emporia Main Street office, we hope to have our first official downtown clean up of the year. If you, your staff or any organization you are affiliated with would like to help, please contact Emporia Main Street! We will supply trash bags, some tools and some gloves (while supplies last), but we need your muscle to keep our community clean

and inviting.

For more information on planting flora and keeping Emporia beautiful, check out the Emporia Main Street web site by clicking [HERE](#).

[For past editions of the Emporia Main Street E-News, check out our E-News archives by clicking HERE.](#)

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