



Some Quick and Easy Tips for a Great First Impression

- Sweep away debris and litter.
- Clean the sidewalk in front of your store.
- Install flower boxes and planters.
- Add a new welcome flag or sign.
- Refresh your window displays often.
- Decorate for the season.
- Dust and organize your merchandise.
- Ensure your lighting works properly.
- Make sure your sign is fresh and clean.
- Give your front door and trim a fresh coat of paint.

Check These Items Daily

- National Studies show that a prospective customer takes just four seconds to decide whether or not to enter your store.
- That decision is based purely on the aesthetics and cleanliness of your exterior.
- Do these simple steps daily and potential customers won't pass you by.

Task	M	T	W	T	F	S
Sidewalk						
Windows						
Facade						
Displays						
Planters						



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Downtown Farmington *Front Porch Initiative*



Downtown Farmington: A MainStreet Project

Just like we want the front porch of our home to be welcoming and attractive, our downtown serves as the front porch of our community. This brochure offers some ideas on making your business and property entries more attractive to our residents, visitors, and customers. National research shows, when people feel welcomed and comfortable they will spend more as customers and tenants.

Jolt their Journey and help us make Downtown "The Heart" of Farmington again.



Look Through Your Customer's Eyes.

Outside Appearance

Sidewalk

Is it clear and free from debris, litter, and snow? Is it easy for your customers to access your business? Do you have an attractive mini-street-scape or a sea of weeds, leaves, and cigarette butts?

Windows

Can you see directly into the store from the sidewalk? Is the window glass clean? Are there unnecessary, out of date, faded or hand-lettered posters or signs? Is it well lit with state of the art LED bulbs? Lighting a window display is the least expensive advertising you can do. Leave your window lights on a timer to shine after hours.

Front Door & Facade

Does your door open easily? Is it clean and well painted? Are plantings and window-boxes kept up and changed seasonally? Are flags fresh and clean? Is your sign in good condition? Are your store hours posted?

Inside Appearance

Decor

Is the carpeting or flooring well maintained and clean? Is the ceiling clean and free of cobwebs? Is the lighting working and focused properly? Is the paint fresh and clean? Is the stor layout inviting for exploration?

Senses

Does the store smell fresh and clean? Is the music/noise at a comfortable level for your customers? Is the merchandise clean and free of dust?

Personal

Is everyone well dressed and groomed? Are they helpful and informed? Can they provide insight and information about the area?

Convenience

Store Hours

Do your store hours allow all your customers a chance to shop in your store? Are your hours consistent and predictable? Are you open nights and weekends? Successful downtown shopping districts have coordinated hours for evening shopping. With an influx of restaurant traffic, merchants find evening hours profitable.

Parking

Do you or your employees use the most convenient spots for your customers? Using on street parking in front of your store can cost you sales.

Why is our Front Porch Important?

- The historic commercial district is a reflection of our community image.
- Downtown is a prominent employment center.
- Downtown represents a significant portion of the tax base.
- Our downtown is ideal for independent businesses.
- Downtown is the historic "Heart" of our community.
- Historic communities are draws for tourism.
- Commercial districts often prevent sprawl.
- A pretty and clean downtown protects property values.
- Downtown shopping is convenient.
- The commercial district represents a public/private investment in our community.
- Downtown is a community gathering place.



Stay Fresh with Flowers

- Nothing is more welcoming than fresh flowers.
- Install window boxes or planters.
- Change the plantings seasonally.
- Assign a staff person to maintain.
- Send yourself flowers to your store.
- Give customers seeds as promo gifts.
- Big impact for a small investment.