GET STREET SMART

THRIVING DISTRICTS BY DESIGN

Do you own or manage a retail shop, restaurant or ground floor business? Join our free 1-hour meet-ups with storefront, merchandising and design pros.

FREE! No registration necessary

6 sessions

In just six fast-paced sessions, our experts will share valuable tricks and tools to polish your business profile and boost sales. Get inspired with fresh ideas and insights. Join in with your stories about the successes and challenges of growing a small, local business. Chat with neighboring establishments about how your collective efforts can help your district thrive.

Presented by the City of Gresham and Metro

8 A.M. JUNE 20

Low-cost high-impact storefronts

Gresham City Hall, Oregon Trail Room
1333 NW Eastman Parkway, Gresham

Whether you're pondering paint colors or more dramatic renovations, you want investments in your business to be worth it. Our experts will highlight the ins and outs of storefront improvements and show how a fresh exterior might enhance your business profile. If you're ready to invest or just looking for attractive, low-cost solutions, learn how to make it all happen.

8 A.M. JULY 11

Boost visibility with sidewalk appeal

Gresham City Hall, Oregon Trail Room
1333 NW Eastman Parkway, Gresham

Tired of customers passing you by? Discover the elements of sidewalk appeal that will draw folks through your front door. From seating, to planters, to sidewalk displays, staging your business from the outside in will increase visibility and encourage customers to linger.

8 A.M. AUGUST 16

Trade secrets of distinctive signs and lighting

Gresham City Hall, Council Chambers
1333 NW Eastman Parkway, Gresham

More than just a finishing touch, signage and lighting are essential details that will get your business noticed. From DIY strategies to more sophisticated elements requiring permits or engineering, our team of experts will help you consider options and approaches that will set your business apart and help it shine.

8 A.M. SEPTEMBER 14

Design your way to improved sales

Gresham City Hall, Oregon Trail Room
1333 NW Eastman Parkway, Gresham

Every business can make a great impression. Careful attention to color, layout, merchandising and branding will draw customers in and invite them to stay. Artfully maximize your square footage to delight your customers and shape their experience. Learn where and how to highlight inventory, and how to tie it all neatly to your brand.

8 A.M. OCTOBER 10

Window reflections (Is your best side showing?)

Gresham City Hall, Oregon Trail Room
1333 NW Eastman Parkway, Gresham

Your front window is your calling card 24/7. Whether your business is open or closed, your window can and should be your most effective advertising. Discover how to stage a compelling window display, tips for keeping your look fresh and strategies for making streetside restaurants and service businesses more enticing.

8 A.M. NOVEMBER 14

Can-do customer promotions

Gresham City Hall, Oregon Trail Room
1333 NW Eastman Parkway, Gresham

It doesn't take an advertising wiz or a large stash of cash to promote your business. Reach new customers and keep them coming back. Our pros will share time-tested examples and new concepts for promotions that can expand your customer base. Discover how to make event planning manageable with step-by-step processes to help carry it off without a hitch.

MAKING A GREAT PLACE

www.oregonmetro.gov/getstreetsmart

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