



Jaime Izurieta

Storefront Ninja, Storefront Mastery

[storefrontmastery.com](http://storefrontmastery.com)



Isaac Kremer

Executive Director, Metuchen Downtown Alliance

[downtownmetuchen.org](http://downtownmetuchen.org)



# Winning Winter

Make Cash Registers Ring  
When the Temperature Dips

Oct 2, 2020

[www.DowntownNJ.com](http://www.DowntownNJ.com)

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Virtual Downtown Conference  
January 19th – 22nd

## Upcoming Forums:

- *Send us your suggestions for future forums...*  
[info@downtownnj.com](mailto:info@downtownnj.com)

## Past Forums:

- September 18: The Retail New Deal
- August 18: Recovery Marketing
- July 29: Reinventing Events
- June 26: Commercial District Recovery
- June 19: Re-entry for Retailers
- June 12: Digital Resources for Downtowns
- May 29: NJEDA Phase 2 Small Business Assistance Grants
- May 22: Is Your Downtown Ready to Re-Open for Business?
- May 13: Farmers Markets in the New Normal
- May 8: Getting Back to Business Safely
- April 28: Supporting Local Economies Webinar
- April 24: Downtown Budgeting Now
- April 17: What's next for the Retail Real Estate Market?
- April 4: Survival Marketing Workshop
- March 27: State & Federal Relief Programs



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# Winning Winter

Make Cash Registers Ring  
When the Temperature Dips

Oct 2, 2020

[www.DowntownNJ.com](http://www.DowntownNJ.com)



# Winning Winter Challenge

Share images of your successes as:

#WinningWinterNJ

 @DOWNTOWNNEWJERSEY

 @DOWNTOWNNJ

 info@downtownnj.com

We will spotlight your efforts at:

Virtual Downtown Conference

January 19<sup>th</sup> – 22<sup>nd</sup>

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# Winter City, NJ

A primer by Jaime J. Izurieta

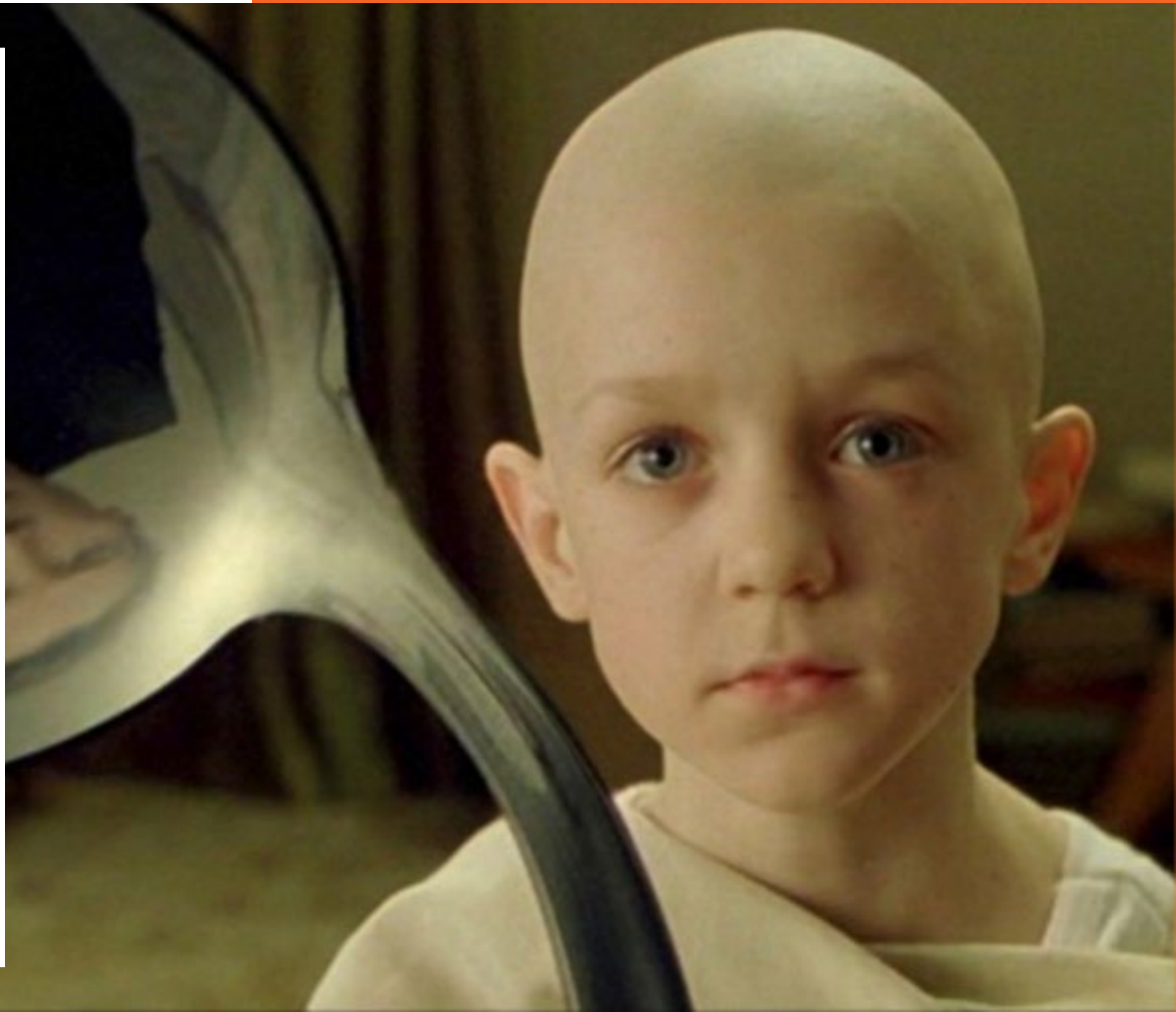
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—

How many propane heaters  
do you need to warm up **your**  
**entire downtown?**

What if I told you  
that you can have a  
great winter city  
with **ZERO**  
propane heaters?

We need, rather, to  
bend the perception.







## Meet Wayne.

He is responsible for thousands of people braving the bitter cold to see him play. And win.

Be like Wayne.



# Meet Tom

Has a loyal tribe all over the country that wouldn't mind the bad weather, stale beer and expensive junk food just to watch him score.

Be like Tom.



# What these guys have in common:

**They make people proud and inspire thousands**

And that inspires them to get out of bed despite the forecast

**They gather with identity and team spirit**

Camaraderie, welcoming warmth, “we’re together” kind of feeling

**They offer a tremendous reward**

Nothing like seeing your team win. Nothing like being the loyal fan while they wait to win again

The background of the image shows the silhouettes of several people sitting at a long table, looking out of a large window. Outside the window, a city skyline is visible, featuring a prominent domed building, likely a state capitol. The scene is dimly lit, suggesting an indoor setting with natural light coming from the window.

How does this translate into  
people eating outdoors  
during the cold winter  
months?

# The Winning Winter Strategy:

GOAL 1:

**Set the  
Stage**

GOAL 2:

**Build  
Pride**

GOAL 3:

**Boost  
Identity**

GOAL 4:

**Offer a  
Reward**

# Set the stage

**MOVE #1:** Use architectural features such as arcades, loggias or freestanding roofed elements to make sidewalks functional year-round despite weather events.

## **ACTIONS:**

- Set up a hackathon with local makers and carpenters to find fastest, safest, cheapest solution.
- Test prototype roll out tweaked iterations in other locations.
- Design KPIs and evaluation process



# Set the stage

**MOVE #2: Roll out a coherent, networked leverage of individual local businesses' Placemaking power.**

## **ACTIONS:**

- **Implement fast use permits to allow business owners to paint murals, yarn-bomb benches and trees, etc.**
- **Produce intervention guidelines and a vision to leverage individual actions within a controlled environment.**

# Build Pride



MOVE #3: Create a “Made in Winter City, NJ” brand

## ACTIONS:

- Start a collaborative, city-wide process of engagement and “Pridemaking” through brand creation
- Stamp the “made in” seal over locally produced goods, subsidized winter gear
- Articulate the brand with a unique event that starts a new tradition: e.g. polar bear dip, winter games

# Build Pride

**MOVE #4: Offer one-on-one assistance for retailers and F&B establishments to adapt their operations to winter conditions**

## **ACTIONS:**

- Hire assistance for individual businesses to create alternative cold weather menus, offer new products and pairing them with winter needs, primer on “Inside out” operations, adapting to an outdoor winter market context and staging proper “winter village” storefronts

# Boost identity

**MOVE #5: “Manufacturers of winter”**  
program with local blanket makers,  
knitters, potters, metalsmiths.

## **ACTIONS:**

- Season-long outdoor market offering winter goods
- Moving carts with subsidized, branded, prewarmed winter gear and coffee/warm cider/gluweihn

---

# Boost identity

**MOVE #6: Drama and folklore**

**ACTION:**

Research local lore for legendary Metuchen characters and have actors portray them and roam the streets to tell the story of how your city has survived winter in the past



---

# Boost identity

## MOVE #7: Guerrilla Warming

### ACTIONS:

- Paint “warm” murals wherever possible, even on the pavement
- Change the perception of leafless trees by rolling yarn or warm lights around trees
- Tell the story of surviving winter. Display in signs all over downtown
- Encourage warm light displays in storefronts, public spaces

# Offer a reward

**MOVE #8: Make downtown convenient and fun**

## **ACTIONS**

- Activated, value adding coffee carts, blanket, scarf and glove vending
- Firewood depot, “off the clock Santa”
- Winter survival clubs for knitters and other warm-feeling activities
- Offers and promotions for winter goods from local retailers, vendors

# Offer a reward

**MOVE #9: Give out free stuff**

**ACTIONS:**

- Show winter sports in pop-up outdoor venues in downtown open spaces.
- Transform parking lots into giant tailgate parties
- Create limited edition “Winter City” merchandise boxes
- Give out branded winter goods
- Free coffee, tea and apple cider

---

# What to do next?

We need heaters but most of all we need a very good reason to leave the house and gather outside.

## ACTIONS

Create a survey of local makers and manufacturers

Assess local regulations that can be waived/amended for local businesses to operate



Remember when  
our memories  
looked like this?

Isaac D. Kremer

Executive Director

Metuchen Downtown Alliance

and sons Tom and Ed









NORDIC NESTING













Kenneth  
Waddell...  
P.S. he's from  
Westfield





Dicken's  
Village,  
Maplewood





Holiday  
Market,  
Rochester,  
Michigan



Winter this year be different



## FAMILY

# The Winter Will Be Worse

When socializing outside gets harder in much of the U.S., daily life will get more dismal, and the virus might spread even further.

JOE PINSKER AUGUST 5, 2020



BRUNO BARBEY / MAGNUM

[illegible]

# The New Normal with COVID-19

That's because the **risk of spreading the coronavirus is heightened in enclosed spaces**. Outdoors, there is enough air for the virus to be “rapidly diluted,” as well as the helpful “virus-killing action of sunlight,” explains Linsey Marr, an engineering professor at Virginia Tech. Indoors, she told me, “**the virus can build up**” and be more easily inhaled, and “if the space is heated, it can lead to dry air,” which is more hospitable to the virus.

The experts I consulted were very concerned about the **risks of indoor gatherings**, but mentioned several measures that could make them safer if people decide to have them anyway: stay at least six feet apart, wear a mask, wipe down frequently touched surfaces, meet in a building with sufficient filters in its ventilation system, use a portable air purifier and a humidifier, and stay clear of crowded rooms. (If all of that sounds onerous, it's because **spending time indoors with people you don't live with is really risky—and better avoided if you can help it.**)

**The ADRR**

**Max Musicant**

# **Winter Downtown Activation Strategies**

**By Max Musicant, Founder and President of The Musicant Group**

## **Abstract**

Winter is coming.

For decades these are words that downtowns, retailers, and main streets loved to hear. But increasingly – and ever more so during the COVID pandemic – winter does not guarantee the financial windfall or the opportunities for social life and civic tradition that were the bedrocks of communities and downtowns in the past. This article investigates placemaking and activation strategies to foster commercial and social activity in downtowns and main streets with northern climates during the winter months during the holidays and beyond.

## **The Situation**

The winter holiday season has traditionally been a time of commercial bounty and social connection for downtowns. Our collective memories are filled with images of snow falling on

And there is an  
interesting e-  
conversation

with Max Musicant on  
Linkedin that you can  
participate in...

<https://www.linkedin.com/company/theadrr/>





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Me



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Learning

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Public Policy · New York · 85 followers

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### American Downtown Revitalization Review (ADRR)

85 followers

5d · Edited

Welcome to an e-conversation with Max Musicant, of The Musicant Group, to discuss his insightful article, Winter Downtown Activation Strategies, that appears in the current issue of The ADRR. (<https://lnkd.in/drw9bPG>). While strongl ...see more



8 · 44 Comments



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Comment



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Send



Add a comment...



Most Recent



Andrew Dane · 1st  
President at Neighborhood Planners

5d

Great article and excellent comments. I am particularly taken by the creative use of light in winter. It can feel very magical and intimate especially when combined with fire. Throw in some ice and you are good to go!

Hiring and Retaining Gen Z to Boomers

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Venture Capital & Private Equity

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gThankYou, LLC

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Messaging



Show all



20181229\_183035.jpg

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So what should we do?

# The Answer

I think the key is to **spread things out, both spatially, but also temporally**. Communities should translate their peak events that happened over a day or weekend and have elements of those occur over weeks or even months. **Lots of small good things**, rather than one big experience. I think this season also will push folks to **re-examine January-March**, which are often low points in the year, but when people most desperate for something to do and retailers could similarly use a boost. Finally, really **leaning into the community connections of small businesses and downtowns** will be essential to driving sales to them instead of to big box or online-only channels.

- Max Musicant, Principal Placemaker at the Muisant Group

# Small Good Things That Appeal to the Senses

- |           |                      |
|-----------|----------------------|
| • Sight   | Light, Color, Motion |
| • Hearing | Music                |
| • Smell   | Food                 |
| • Taste   | Food                 |
| • Touch   | Heat                 |

Plus

- Happiness, Connection, Adventure, and Wonder

The image features three overlapping circles of a medium blue color, arranged horizontally. They are set against a dark gray background. A solid white horizontal band cuts across the middle of the circles. The word "Sight" is centered within this white band.

Sight









Copenhagen,  
Denmark



SATURDAY, FEBRUARY 6, 2021

# LUMINARY LOPPET

WALK, SNOWSHOE, OR SKI THROUGH A FUN-FILLED,  
CANDLELIT NIGHT ON LAKE OF THE ISLES

[the loppet foundation](#) :: [events](#) :: [luminary loppet](#)



Part of the City of Lakes Loppet Winter Festival

[View Festival Information »](#)

On This Page:

[Luminary Loppet](#)







A lighting primer in 60  
seconds (or less)



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GET YOUR LIGHTS, TREES, DECOR AND ACCESSORIES NOW!

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Product Type

- ☐ LED Bulbs (71)
- ☐ Patio String Light Sets (34)
- ☐ Commercial String Light Sets (8)

Bulb Size

- ☐ G50 (33)
- ☐ C9 (29)
- ☐ S14 (17)
- ☐ C7 (11)
- ☐ ST64 (9)
- ☐ A19 (4)
- ☐ G95 (4)
- ☐ G125 (4)
- ☐ G45 (2)

Light Color

- ☐ Clear/White (63)
- ☐ Multicolor (19)
- ☐ Red (6)
- ☐ Green (6)

G50 Bulb Size

(33) G50



G50 Shatterproof Warm White FlexFilament TM Globe Light LED Edison Bulbs, E17 Base



G50 Shatterproof Warm White FlexFilament TM Globe Light LED Edison Bulbs, E12 Base



G50 Satin Glass Warm White FlexFilament TM Globe Light LED Edison Bulbs, E17 - Intermediate Base



G50 Satin Glass Cool White FlexFilament TM Globe Light LED Edison Bulbs, E17 - Intermediate Base

more

C9 Bulb Size

(29) C9



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GET YOUR LIGHTS, TREES, DECOR AND ACCESSORIES NOW!

Home / Wholesale Christmas Lights / Strings & Spools / Light Stringers



## E17 - Intermediate Light Stringer, White Wire

LOGIN

FOR WHOLESALE PRICING

Huge Savings on Thousands of Products!



### ▼ Features

- 120 volt white wire stringer
- E17 sockets, max 7 watts per socket
- UL Recognized Components, tested for your safety
- Use indoors and outdoor for hanging lights
- Compatible with both LED and traditional incandescent bulbs
- **Plugs sold separately for stringers and spools over 120'**
- Indoor / Outdoor use

View More Information ▶

▶ Guarantee & Returns

### Product Options

Item Number	Key Features
15105 	Space Between Bulbs: 12 in Capacity: 10 Wire Gauge: 18 Wire Length: 50 ft More...
15101 	Space Between Bulbs: 12 in Capacity: 5 Wire Gauge: 18 Wire Length: 25 ft More...
15097	Space Between Bulbs: 12 in



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Home / Christmas Decorations / Christmas Snowflakes & Stars



## Cool White Snowflake

Item Number: 73446

**LOGIN**  
FOR WHOLESALE PRICING

Huge Savings on Thousands of Products!

### ▼ Features

#### Features

- This classic snowflake motif will complement any holiday decor
- Flexible rope light attached to a metal frame

#### Specifications

- Mounting options: Hanging
- Steady light display
- Rated for Indoor / Outdoor use

[View More Information ▶](#)

[▶ Guarantee & Returns](#)

### Related Products



40 Point Snowflake, Cool White Lights



Diamond Branch Snowflake, Cool White Lights



18 Point Snowflake with Clear Acrylic Center, Cool White Lights



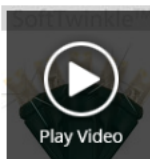
Snowflake, Cool White Lights

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Home / Wholesale Christmas Lights / Mini Lights / Twinkle Mini Lights

SoftTwinkle™



## 5mm SoftTwinkle™ Wide Angle Warm White LED Christmas Lights on Green Wire

LOGIN

FOR WHOLESALE PRICING

Huge Savings on Thousands of Products!

### ▼ Features

Create a festive, sophisticated tone with SoftTwinkle™ 5mm LED mini lights. SoftTwinkle lights produce a subtle animation of gently, independently pulsing bulbs perfect for restaurants, lobbies, events and dozens of other applications. Bulbs are made of durable epoxy plastic with an average life expectancy of 50,000 hours, giving you years of stylish beauty. Introducing SoftTwinkle: string lights that transcend ordinary twinkle lights, producing a subtle, pulsing twinkle effect that turns any light display into a work of art. Combine with SoftTwinkle icicle lights and net lights for a complete SoftTwinkle look.

### Features

- SoftTwinkle™ TM bulbs pulse gently on and off independently
- Bulb lifespan up to 50,000 hours
- Indoor / Outdoor rated
- Patented one piece construction eliminates corrosion from moisture for longer life.
- LEDs use up to 90% less energy
- Female plug: End-to-End
- Engineered with tighter wire twists for cleaner look
- Item number 79536 is a balled set for faster installation on larger displays

### Specifications

- Warm White SoftTwinkle 5mm LED lights on green wire.
- 22 gauge wire.
- Voltage: 120 volt

View More Information ▶

▶ Guarantee & Returns

Product Options

VOLUME DISCOUNTS

GET YOUR LIGHTS, TREES, DECOR AND ACCESSORIES NOW!

Home / Wholesale Christmas Trees / Christmas Wreaths

## Christmas Wreaths



Prelit  
WREATHS



Prelit Christmas Wreaths

Unlit  
WREATHS



Unlit Christmas Wreaths

Commercial  
OUTDOOR  
WREATHS



Commercial Outdoor Christmas Wreaths

Storage



Decorative



Door Hanger



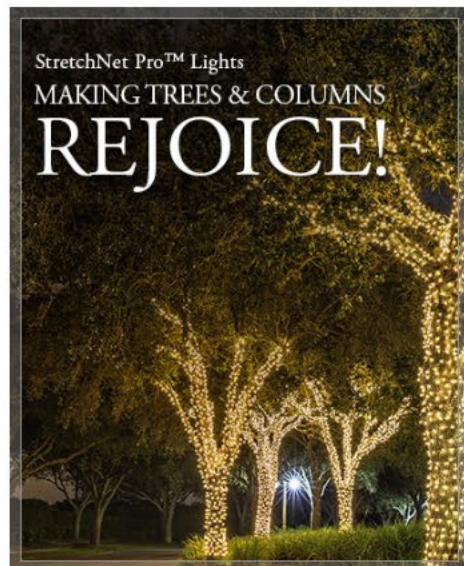


VOLUME DISCOUNTS

GET YOUR LIGHTS, TREES, DECOR AND ACCESSORIES NOW!

Home / Wholesale Christmas Lights / Net Lights / StretchNet Pro Net Lights

## StretchNet Pro™ Net Lights



20' x 45' Warm White StretchNet Pro TM 5mm LED Christmas Trunk Wrap Lights, 50 Lights on Brown Wire



20' x 45' Warm White StretchNet Pro TM 5mm LED Christmas Column Wrap Lights, 50 Lights on White Wire



20' x 45' Cool White StretchNet Pro TM 5mm LED Christmas Column Wrap Lights, 50 Lights on White Wire



20' x 45' Red StretchNet Pro TM 5mm LED Christmas Trunk Wrap Lights, 50 Lights on Brown Wire



VOLUME DISCOUNTS

GET YOUR LIGHTS, TREES, DECOR AND ACCESSORIES NOW!

Home / Wholesale Christmas Lights / LED Christmas Lights / LED Icicle Lights



## Warm White M5 LED Icicle Lights on White Wire

Item Number: 20352

LOGIN

FOR WHOLESALE PRICING

Huge Savings on Thousands of Products!

▼ Features

### Features

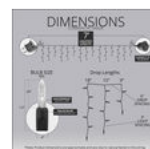
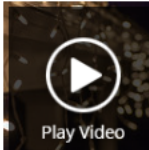
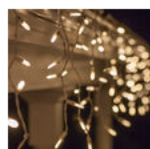
- Clear icicle lights emit a glow that's perfect for Christmas lights or any special event
- White wire icicle lights blend flawlessly along rooflines and gutters; easily decorate indoors, wedding tents and lighter colored architectural elements
- Faceted bulbs create a glistening halo of light
- LED Bulbs have an average lifetime of 100,000 hours
- Engineered with tighter wire twists for a cleaner look
- If one light goes out, the rest stay lit
- ENERGY STAR qualified and UL Listed
- UL Listed lights, engineered for safety
- Fully rectified LED Strings are flicker free, providing consistent light display

### Specifications

- 70 warm white M5 icicle lights on white wire with 15 drops and 6" space between drops
- Drop lengths: 18" - 15" - 9"
- 7' lighted length; 6" lead; 6" tail
- Connect up to 44 sets; female plugs for easier end to end connection
- 22 gauge wire

View More Information ▶

▶ Guarantee & Returns



Play Video

Related Accessories

[Home](#) [10.2' Atmore Gift Arch](#)

[Previous](#) [Next](#)

## 10.2' Atmore Gift Arch



\$2,145.00

DESCRIPTION

PRODUCT DETAILS

10.2' Atmore Gift Arch

Create beautiful pathways, highlight entrances or illuminate a display with the oversized Atmore Gift Arch which shines with twinkling warm white LED mini lights woven through clear silicone netting. Purchase two Atmore gift arches to create a stunning gazebo.

Parent SKU: LMS284   SKU: #LMS284

QTY:



**ADD TO CART**

[Add to Wishlist](#)

### Related Products



## Regal Snowflakes



### DESCRIPTION

### PRODUCT DETAILS

#### Regal Snowflakes

Create a dazzling winter wonderland with a modern twist to the traditional snowflake. Our **Regal Snowflakes** are constructed with a transparent mesh net woven with Warm White or Cool White LED mini lights.

Both snowflake colors are available in 4', 6.5', and 10'.

Parent SKU: GMEMREGALSNOW-P    SKU: #GMEMREGALSNOW-P

### COLOR OPTIONS



Cool White

Warm White

### HEIGHT OPTIONS (feet) \*

4

6.5

10

Qty	Price	Color	Height (feet)
0	\$995.00/each	Warm White	4
0	\$995.00/each	Cool White	4
0	\$2,975.00/each	Cool White	6.5
0	\$2,975.00/each	Warm White	6.5

ADD TO CART





SHOP CATEGORIES

String Lights >

LED Lighting >

Cords Only >

Bulbs Only >

Mini Lights >

Rope Lights >

Lanterns >

Novelty Party Lights >

More >



ABOUT PARTYLIGHTS

Family owned and operated since 1998, our goal is to provide personalized

HOME / LED LIGHTING / LED ROPE LIGHTING / LED ROPE LIGHTS, BULK REEL - COOL WHITE



## LED Rope Lights, Bulk Reel - Cool White

★★★★★ (No reviews yet)

[Write a Review](#)

LED Rope Lights offer a vibrant, long lasting and cost effective alternative to traditional incandescent top light, consuming 85% less energy and lasting up to four times longer.

SKU: RLEDREELCW

AVAILABILITY:

This item will drop ship from our supplier. Please allow 1-2 business days additional processing time. Call 713-861-3400 for expedited options.

**\$299.95**

QUANTITY:

▼ 1 ▲

ADD TO CART

ADD TO WISH LIST

ADD TO QUOTE



DESCRIPTION

PRODUCT SPECS

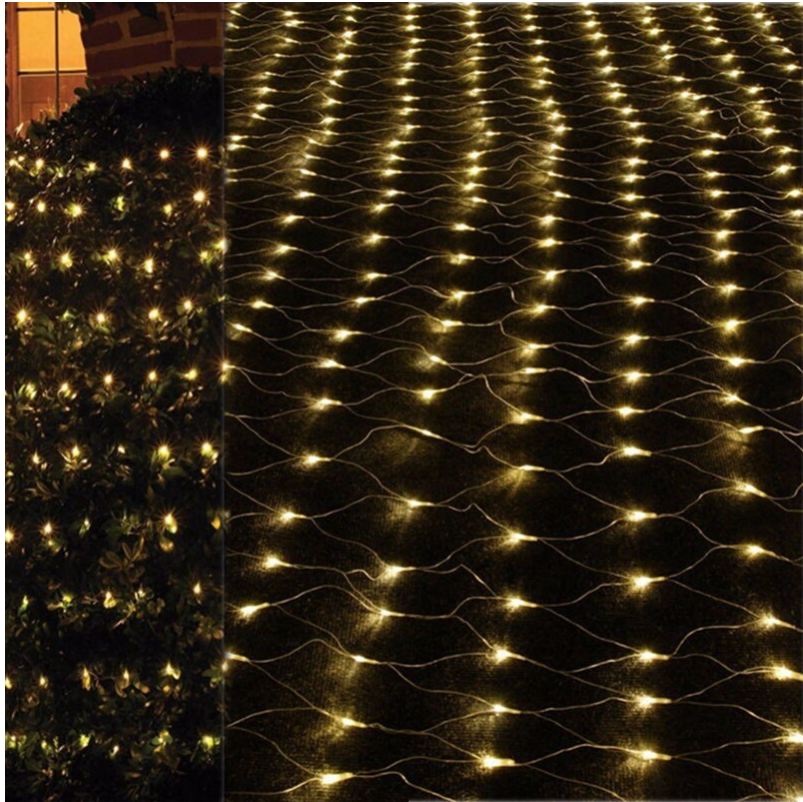
0 REVIEWS

Leave a message



Show all





Warm



Cool

Maybe keep lights up  
later this year – through  
at least mid-March when  
there is more natural  
light

Hearing













# Touch

Fire, Earth, Metal, Water, Wood, Ice, Body  
... and shopping



# Mistletoe MOMENT





AN ARTS + ARCHITECTURE COMPETITION ON ICE

# WARMING HUTS

V. 2021

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“Bored people are cold people.  
And cold people go home.”

Max Musicant







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## Solaira Alpha Series Electric 16 3/4-Inch Patio Heater - H1 - 1500 Watts - 120V - Silver

by [Solaira](#) ID # 3018060 Model # SALPHA15120G

### Optional Accessories:

[Appliance Protection Plan: Decline Protection](#)~~List: \$528.00~~**\$448.00** + **FREE SHIPPING**

You Save: \$80.00 (15%)



No Interest if paid in full in 6 months.

[Learn more](#)

This item leaves our warehouse within 24-48 Hours

1

**ADD TO CART**[Save to List](#)

Share:

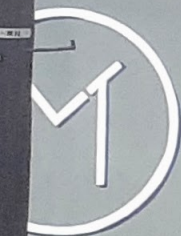


Help





NO  
TURN  
ON  
RED



A TOSCANO





Photo credit: Jason Delia



# A word about tents...

- Fire rated – UL label
- Wind load – 100 MPH after Nov 1 (amended to Dec 1)
- Snow load
- Snow removal
- Plan to spend \$8,000 to \$20,000 + per tent to buy, good luck trying to rent









# Proximity of activations to commercial centers.

Max Musicant

Do not place too far from downtown to take away from synergistic benefits.



Consider a 2-block area at most,  
with at least 6 activations and/or  
retail shops in eyeshot

---

# Pop-up Shop

- Coal and Canary, Winnipeg







# Pop-up Shop

- Kikkerland
- South Street Seaport, NYC





# Mobile Vendor

- High Line Shop, NYC
- Containers that double as display space and storage that can be locked









# Store within Store

- Starbucks within Barnes & Noble



# Winter Village at Red Mill

- Marketspace Vendor Events operates
- Also has a digital presence  
<https://www.marketspacevendorevents.com/shoponline>



**MARKETSPACE**  
VENDOR EVENTS

Don't forget about  
maintenance

Max Musicant









An abstract graphic featuring three large, overlapping circles on a dark gray background. The top-left circle is orange, the bottom-left circle is yellow, and the right circle is blue. Each circle has a thin white border. The word "Taste" is written in white text inside the blue circle.

Taste



Rochester,  
Michigan





# The Queen Victoria Potato Baker

- <https://www.victorianovens.co.uk/en/p/the-queen-victoria-potato-baker/5.htm>





# Hygge Give Away

We got our first real taste of Hygge as we were on my way to see a fairytale castle. We were walking through the adorable town of Hillerød on our way to [Frederiksborg Castle](#) when a couple of cherub-cheeked Danes popped out from a tiny windmill (*I kid you not*) and handed us each a free cup of hot chocolate.

Ever the skeptical Americans, we were like, “why, though?”

“Just to promote the Christmas Spirit,” they chirped happily.

**That may have been the *exact* moment when I fell madly in love with Denmark.**

<https://practicalwanderlust.com/things-to-do-in-copenhagen-in-winter/>





# Places That Bring it All Together

- Union Square, New York
- Montecatini, Italy
- Garment District, New York
- Penn's Landing, Philadelphia
- Montreal, Canada



Union  
Square, New  
York





Montecatini,  
Italy









Experience  
Iceberg!

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# Retail Promotions

- Golden Ticket
- Virtual Tree Lighting
- Bingo Card
- Passport
- Polar Bear Dip
- Winter Games
- BBQ and Blues
- Cold weather menus
- Community bike rides

- Winter Makers market
- Costumed actors
- Carolers
- Fire breather
- Fire handlers
- Fire pits
- Smores
- Winter survival clubs
- Illuminated sunset walks

# Closing Thoughts

- Time, will, and money – need at least 2 to be successful
- Low cost vs. high cost
- Quick action vs. time hogs
- LBOH – little bit of happy
- Intersectional ideas that stimulate multiple senses (touch and taste, sight and sound, etc.)
- Get people outdoors safely






# The Process



Team Better Block







**“Use cheap materials and fast action by internal teams to show a project’s worth and build a constituency, and then find the funds to make it permanent later on.”**

**Gabe Klein, *Start-Up City* (2015)**



WINNER **community** NATIONAL SUCCESSFUL  
OF THE **MATTERS** COMMUNITIES CONTEST

## BUILD A BETTER BLOCK MIDDLESBOROUGH

October 25 to 27, 2013



Why put off for tomorrow what can be done today? In 48 hours we will transform downtown Middlesborough through dozens of low-cost interventions. These will help to demonstrate the possibility of long term change. Pop up stores will fill vacant buildings. A pop up park will make a great space for people to gather. Walkability will be enhanced through streetscape improvements. And these are just a few of the ideas!

### Volunteer

Spend a couple hours or the full two days making downtown better! Call (606) 248-6155 or write [downtownmiddlesboro@gmail.com](mailto:downtownmiddlesboro@gmail.com) to get involved.

### Donate

We need cash and materials to make this event a success:

- Shipping palettes
- Paint and brushes
- Shovels and plants
- And much more!

### Share

Help get the word out via Facebook, Twitter, and any other way you can!

[f/DDMBoro](https://www.facebook.com/DDMBoro)  
[@DDMBoro](https://twitter.com/DDMBoro)

Get involved in the event and sign up for jobs today!

<https://www.surveymonkey.com/s/KJ8WZM>



This project was funded by an Appalachian Regional Commission Flex-E-Grant through the Kentucky Department for Local Government and administered by Brushy Fork Institute of Berea College. Flex-E-Grant funds are made available to distressed ARC counties in Kentucky for projects that are designed to build capacity in these communities.



# BLACKMAIL YOURSELF

- 1. BRING TOGETHER YOUR TEAM AND PICK A DATE TO DO YOUR PROJECT**
- 2. DESIGN A POSTER AND START PROMOTING THROUGH MEDIA, WORD OF MOUTH**

# **PRESENT BRIEF TO GET BUY-IN**



**Visioning –  
assess site  
conditions,  
potential actions**



**Get feedback  
from  
stakeholders**



**Do not include  
drawings at this  
point. Only  
descriptive text  
and photos.**



1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26



# GET FUNDING

## Build a Better Downtown Metuchen

With you're help we'll transform a parking lot into a place where people can gather together, have a meal, and talk about the future of downtown Metuchen.

SHARE THIS PROJECT [en](#) [f](#) [t](#) [+](#)

Thank you for your generous support! We couldn't have done this without you! Our project was funded in part through a grant from National Main Streets Center with funds provided by Edward Jones.

[\\*Learn more about grantees and this match challenge here.](#)

[OVERVIEW](#) [BUDGET](#) [UPDATES](#) [DONORS](#)

[NEARBY PROJECTS](#)

PROJECT DEADLINE:  
September 1, 2017



[project leader](#)

Isaac K

[location](#)

335 Lake Ave  
(Downtown Metuchen)

[latest update](#) 

Congratulations for Achieving Success Together!

TOTAL FUNDING NEEDED: \$5,460

**\$5,560**

RAISED SO FAR

**\$0**

STILL NEEDED

**goal  
reached!**

This project met its goal, but will still gladly accept donations.

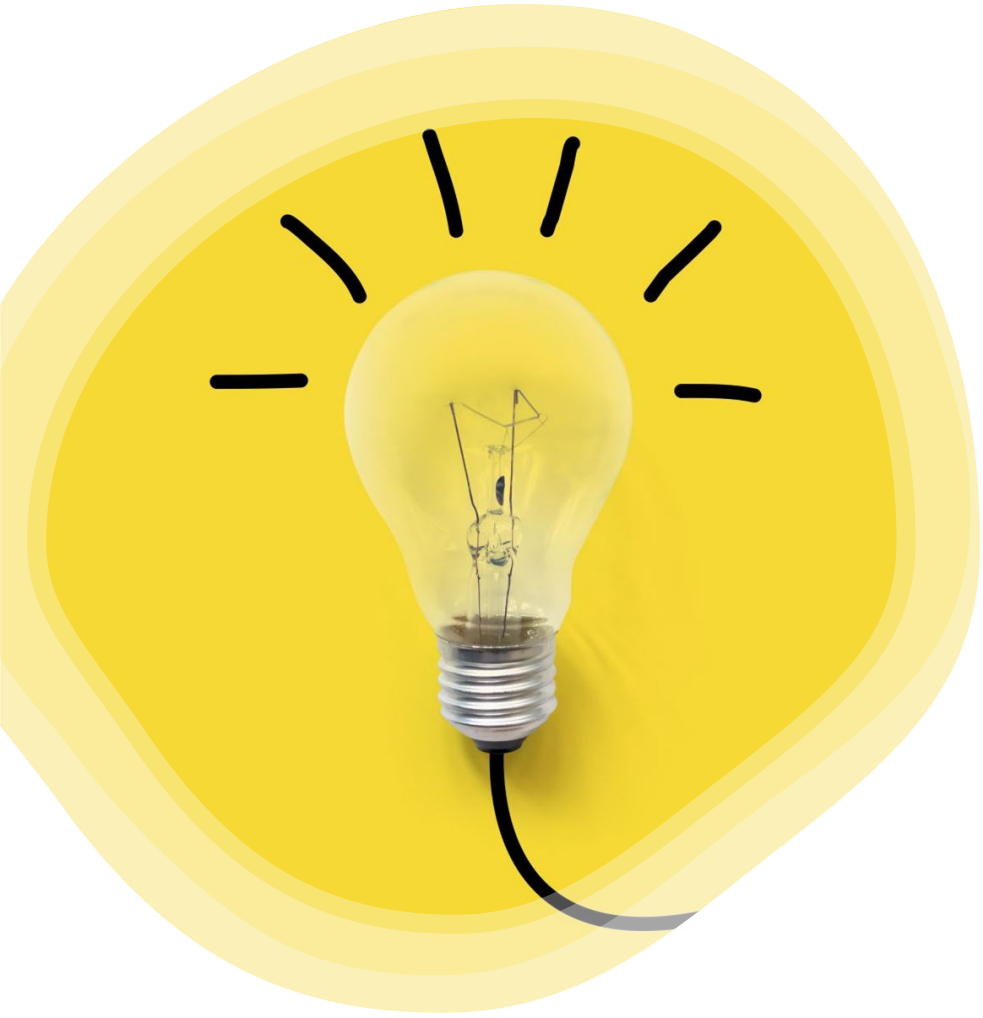
### the project

Exciting work is underway to rehab 335 Lake Ave and make it in to a showpiece for downtown Metuchen. All of the newly renovated storefronts are leased out and construction is well underway. The Metuchen Downtown Alliance will work with the building owner and businesses in the immediate area to create a cool, public gathering space perfect for families and kids. Funds will be used to outfit this space with movable chairs and tables. Garden lights overhead will add to the ambiance. Games for families and kids will be incorporated so there is always something for people of every age to do. Rehabilitation of the storefronts will be completed by the time we start work on the roof. This project



# HUNTER GATHERERS





# One Big Idea

Place is the promotion. Make it attractive, fun, and welcoming and people will visit along with their dollars... no matter what the temperature is outside.



# Winning Winter Challenge

Share images of your successes as:

#WinningWinterNJ

 @DOWNTOWNNEWJERSEY

 @DOWNTOWNNJ

 info@downtownnj.com

We will spotlight your efforts at:

Virtual Downtown Conference

January 19<sup>th</sup> – 22<sup>nd</sup>