

PARK RIDGE —

# BUSINESS DISTRICT MARKETING

EXECUTIVE SUMMARY

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DRAFT - JULY 2023

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# SHORT-TERM RECOMMENDATIONS

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The following ideas for short term initiatives should be executed in 2023 to bring attention and visitors to Park Ridge businesses and build interest in longer-term investments.

## PROGRAMMING & EVENTS

### Back-to-School Scavenger Hunt

- Coordinate with business owners to design a scavenger hunt through Park Ridge's districts.

### Hot Cocoa Walk

- Organize a Hot Cocoa Walk for shoppers to visit retail locations throughout Uptown.

## MARKETING

### Shop Local Maps & Signs

- Design custom maps that highlight the businesses in Park Ridge's three districts.

### Small Business Photography & Stories

- Capture images of 20-30 small business owners in their establishments. Pair images with brief stories about the business.

## PUBLIC REALM

### Street Pole Banners

- Install district-specific street pole banners in Uptown, North Park and South Park. Hang double banners in key locations.

### 3D Type Installation

- Rent or buy big 3D type that spells Park Ridge. Install in central location on display for 2-4 weeks.

# LONG-TERM RECOMMENDATIONS

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In the next five years, organize around plans for long term district management and initiatives that draw people to Park Ridge and create a lasting impact on the business districts.

## RECOMMENDATION 1:

Create a funding mechanism and structure for ongoing business district management.

## RECOMMENDATION 2:

Improve the public realm to attract shoppers and visitors to all districts.

## RECOMMENDATION 3:

Increase the number of regular events hosted in the business districts.

## RECOMMENDATION 4:

Create a tourism website to host promotional materials and information about Park Ridge and its business districts.

## RECOMMENDATION 5:

Showcase the people and products behind Park Ridge's local businesses.

## RECOMMENDATION 6:

Invest in outdoor dining as central to Park Ridge's character.