



retail strategies // downtown strategies

Road Trips & Beautification Blitz

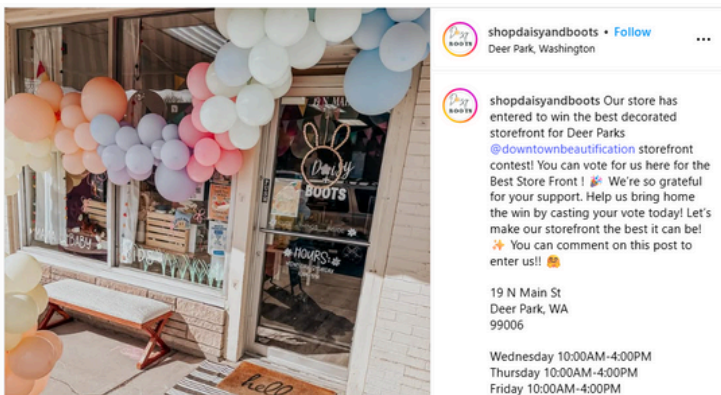
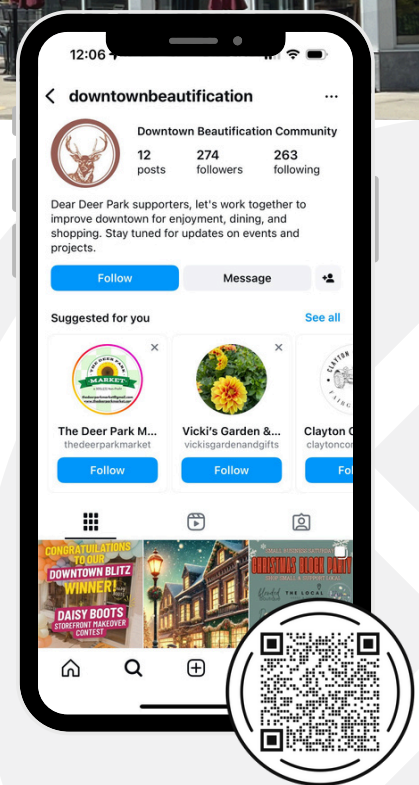
5,015
Population



Deer Park, Washington

The initial partnership between Downtown Strategies and Deer Park included the development of a 5-year Strategic Action Plan and Implementation Jumpstart services to provide structure and support to help the local core team take immediate action on items outlined in the plan. The core team in Deer Park was well organized and quickly identified several short-term projects for the initial focus. Those included downtown street striping, creating sidewalk vibrancy, beautification enhancements, and the eventual establishment of a Merchant's Association.

Downtown Strategies then led the core team through a Project Mapping exercise to identify and outline the initial steps for a short-term project. The team outlined a comprehensive initiative called the **"Downtown Beautification Blitz,"** which included a combination of outreach and education efforts, maintenance and cleanup projects, and various beautification efforts. The team hosted sessions with downtown merchants to educate them on the importance of sidewalk vibrancy, property maintenance, and beautification improvements. The goal was to inspire merchants to engage in downtown revitalization efforts in order to take some of the responsibility off of the city and chamber of commerce.



SUCCESS STORY



retail strategies // downtown strategies

Road Trips & Beautification Blitz

Olsen Building Improvements



Success through Structure

In November of 2024, the Deer Park team traveled to the neighboring community of Chewelah, Washington (a former partner of Downtown Strategies). During this visit, the Deer Park team was able to see the progress that Chewelah has made with property improvements, private & public investments, and beautification efforts. They also discussed Chewelah's approach to developing a year-round slate of tourism events and potential collaborative partnership since they are similar in size and close proximity.

The biggest piece of advice from the Chewelah team was that Year 2 of revitalization is more important than Year 1. It takes time to organize, build the right teams, and gain traction. Year 2 can be very productive and impactful with the right structure.



**Are you ready to spark
change in your own town?**

Jumpstart your revitalization
journey and turn vision into victory!

Jeremy Murdock
Community Development Specialist

