

# Greater Hidden Hills Community Development Corporation 501(c)(3)

*Working together to develop and market our community*

*Business Promotion!*

## Storefront Marketing Contest



Retail storefronts give customers a first impression of a business. Enhancing the curb and window appeal helps draw customers to the shop.

As part of the Greater Hidden Hills Community Development Corporation's effort to redevelop and beautify the commercial zones in our

four-square-mile area, businesses are invited to compete for the **Wow! Winning First Impression Award**. A grand prize and two honorable mentions will be awarded March 17 to the businesses that significantly improve their storefronts.

All businesses in the Greater Hidden Hills Overlay District are eligible to compete. Participants will receive an eye-catching decal that proclaims a valued partnership with the community.

**Turn in your entry form now and let the creative marketing ideas flow!**



"Curb appeal is often one of the most overlooked ingredients for creating an amazing customer experience and that's really unfortunate. It only takes a split second for people to form an impression, and that impression often starts when they're driving by or pulling into your parking lot."

Shawn Graham, Small Business  
Marketing Expert

**Turn the page for**

- **Contest rules**
- **Marketing Ideas**
- **Entry Form**



[www.GreaterHiddenHillsCDC.org](http://www.GreaterHiddenHillsCDC.org)  
email: [ghhcdc@gmail.com](mailto:ghhcdc@gmail.com)

## Storefront Marketing Builds Business

If you've ever bought or sold a home, you're familiar with the concept of "curb appeal." A home with curb appeal looks inviting from the street, with fresh paint, attractive landscaping and a well-maintained appearance making you want to go inside.

The same concept applies to your retail store. With eCommerce growing by leaps and bounds, curb appeal is more important than ever in



attracting customers to a brick-and-mortar location. How can you ensure your store has curb appeal?



The secret is to look at your store through your customers' eyes. Pretend that you've never been to your business before and take a tour.

— *Small Business Trends*,  
by Rieva Lesonsky



The Greater Hidden Hills Community Development District is dedicated to making the area prosperous, attractive, and green. We have special zoning in DeKalb County that promotes a better business environment, beautiful streetscapes, and protected greenspace.

## Contest Rules

### Eligibility:

Any business located within or adjacent to the Greater Hidden Hills Overlay District (shown on map below).

### Entry Form:

Registration is required. There is no charge. Participants must complete and return the entry form by Feb. 15. The form can be emailed to [GHHCDC@gmail.com](mailto:GHHCDC@gmail.com) or mailed to P.O. Box 1811, Stone Mountain, GA 30083.

### Deadline:

All improvements must be ready for judging by Friday, March 11, at 6 p.m. No exceptions.

### Judging:

Judging will be based on creativity, visual appeal, and improvement. The storefronts will be viewed from the street or parking lot by a panel of judges with business marketing expertise.





## Ask yourself:

Is the area outside your storefront clean and inviting?

Does the store's name and signage clearly indicate what you sell?

Do the window displays draw you in?

Are your hours of operation easily visible to someone driving by?

Once your store is so appealing that people walk through the door, make sure it is just as inviting on the inside. Are there attractive displays? Pleasant sounds and smells? Relaxing background music? Make the inside a place where customers want to stay a while and spend more money.

Idea!

**Dress up the storefront with planters, window boxes, and benches.**



These inviting shops are on Main Street in Tucker, Ga.

## Basic design principles lead to more business



By Phyllis Frierson, Design Professional

Well-designed visual elements can add tremendous impact to a business. Images and displays attract and hold people's attention, and they help customers remember the message.

Your business storefront improvements will be more effective when you follow six basic design principles.

**Consistency** makes it easier for customers to get your message. Be consistent with all the design elements as you pick color, shape, scale, and typeface.

**Contrast** helps you emphasize differences. You can use contrasting colors, shapes, or sizes to draw attention to merchandise or services.

**Balance** that is formal — arranged symmetrically around a central point — is calming and stately. An informal approach tends to feel dynamic and engaging.

**Emphasis** points customers to the most important information. You can emphasize an element of your design with strong colors, prominent positioning, or size.

**Convention** refers to generally accepted patterns. For example, visuals and ideas flow from left to right because that's the direction in which English is written.

**Simplicity.** Less is more. Limit the number of colors and design elements. Clutter makes it hard for the key message to break through.

## Ideas!

**Feature appealing products in the windows and storefront**



**Draw attention to the entrance**



**Invite customers to sit outside**



**Curb appeal is simple and inexpensive.**

It will:

- ◆ increase revenue and customer traffic
- ◆ stimulate local economic activity
- ◆ attract residents and visitors

## Follow the Sign Law

The DeKalb County sign ordinance helps us create a good visual impression across the business district. The zoning laws in this county prohibit:

- Flashing, animated, sound-emitting, or moving signs
- Temporary signs
- Window signs that exceed 30 percent of the window area
- Portable signs
- Signs that contain words, pictures, or statements which are obscene
- Neglected or dilapidated signs

View other rules and guidelines in the DeKalb County section of [www.municode.com](http://www.municode.com), Chapter 21.



**Idea!**

**Add appealing art to the outside walls**



***Millions of dollars flow out of our community every year as people shop elsewhere. Improving the storefronts will help businesses attract local residents and their dollars!***

## **Contest Prizes**

The grand prize winner will receive a beautiful storefront planter, filled with all-season plants.

Two honorable mention awards will be given — eye-catching decals that proclaim a valued partnership with the community.



The grand prize winner will receive a 30-inch tall planter, filled with plants.

All participants will receive Greater Hidden Hills Community Partners decals.

This contest is made possible by a grant from the Neighborhood Fund. *The Neighborhood Fund, an initiative of The Community Foundation for Greater Atlanta, empowers community members to positively impact neighborhoods at the local level. Building upon grassroots ideas and energy, Neighborhood Fund provides grants and support to community groups to build relationships, develop leadership and change communities within the 23-county region.*

## **Contact Us**

**We're happy to answer questions.**

**GHHCDC@gmail**

**Visit us on the web at  
[www.GreaterHiddenHillsCDC.org](http://www.GreaterHiddenHillsCDC.org)**

**P.O. Box 1811  
Stone Mountain, GA 30083**



# Greater Hidden Hills

## Storefront Marketing Contest Entry Form

Please complete this form and take a “before” picture of your storefront.

**Name\***

*First, last name*

**Business Name**

**Business Address**

**Email address**

**Phone Number**

Is this a cell phone?   ☐yes   ☐no

**I have read the rules and regulations and agree to the terms outlined.**

☐ Yes, I agree

**Please send this completed form AND a photo of your storefront by email or regular mail.**

**Email: GHHCDC@gmail.com**

**Mailing Address: GHHCDC, P.O. Box 1811, Stone Mountain, GA 30083**