Open Streets is Good for Business!

Open Streets creates a pedestrian- and bicycle-friendly avenue for residents to visit local businesses. We are excited to work with merchants along the route to help engage customers during the event and ensure Open Streets is a beneficial initiative to the local businesses! Open Streets is different from a traditional street fair. There will be no outside vendors on the street to help local businesses thrive during the event. There are plenty of studies that show how Open Streets help local businesses both during the event and after. Open Streets help people discover new stores and restaurants, and offer shops the opportunity to showcase their business to thousands of potential customers.

Ideas for how your business can make the most of Open Streets

• Plan on being open the day of the event. Businesses that opened up to the sidewalk and street during other Open Streets events, across the country, reported record sales and made the event more exciting and interesting for participants.

• Make your storefront visible. Open Streets will bring a very high volume of foot traffic. Make your business visible (banners, sandwich boards, signs, etc.) will encourage more participants to stop in and patronize your storefront.

• Bring your business outside. Bringing your business to the sidewalk creates a more vibrant streetscape and sends a clear signal to participants that you are open. Consider including outside areas for seating, displaying your products outside, or creating an activity for pedestrians passing by. Please note: To ensure access for all participants, please maintain a 6’ accessible unobstructed path on the sidewalk.

• Advertise your business before the event. Offering coupons and other “Open Streets Specials” will tempt more event participants to try your product and look for your business as they travel along the route. If you’re offering an Open Streets Special, let us know (as early as possible) and we can help promote via Open Streets website and on social media.

• Help get the word out to your current customers. Put up an Open Streets poster. Give Open Streets flyers to your customers. Contact Open Streets and we’ll drop off flyers and posters for your use. Isis DiLoreti – Isis@mantoothcompany.com – 970-682-1326

As a business on the route, you need to know:

• Plan to expect a high volume of participants throughout the day to be walking or biking by your business during Open Streets.

• Open Streets is a great opportunity for businesses located along the route to both attract new customers and make the event more lively and enjoyable.

• Open Streets is a non-commercial event so there will be no sales along the route. While we would like you to activate the area in front of your storefront, all sales transactions should be made within your business. Please note, there are no outside vendors allowed to conduct active sales in the street as to not create competition for local businesses along the route. Active business is ONLY allowed for businesses located on the route during Open Streets.

• Events similar to Open Streets have shown evidence that businesses along the route have seen an increase in business during and after the event. Open Streets give local businesses the opportunity to reach out to new customers from across Fort Collins.

Contact: Becky Moriarty at moriarty@fcgov.com or visit fcgov.com/openstreets