Downtown Brockton Block Shine Initiative
132-162 Main St. Brockton

George Durante – MASSDevelopment TDI Fellow
Christine Moynihan -- Retail Visioning
January 2017 - May 2017

Program Participants:
Sandra Martin -- Elvera’s Café
John Merien – Merien Brothers
Karen Brown – K’s Clique
Mekdese Habtewold – Main St. Variety
Bill Hogan – Downtown Brockton Visitors’ Center
Paul Protentis – Health & Home Care Training of NE
GOAL 2: Creating compelling windows. Rotating colors of jackets, vests, etc has become too predictable leading to brief glances rather than consideration. Surprises needed!

GOAL 1. Branding and signage consistency will help the business in store, in print and in updated communications on line.
GOAL: Encourage successful coffee shop proprietor to leverage retail products and use of her space for parties and local art sales helping to grow the business and helping make catering and being open on weekends ever more viable. Parklet in front of her business and near Main St. Variety provides an option for area folks where they can have coffee, snacks and/or bring or buy lunch.
GOAL: Defining this space so that area residents and visitors would understand the memorabilia inside, find a reason to enter and ultimately purchase items and participate in local events. Signage, improved lighting and creating themed displays such as, “Sports in Brockton” were the key tools.
MAIN ST. VARIETY

Goal: Getting passers by to come in – for any number of reasons from gifts and cards to lunch, beverages and snacks. Clear, attractive, fun, windows. Simple message: Welcome!
K’s CLIQUE

GOAL: Reposition closed and reopening boutique. Focus on custom designs printed on site along with “hit or miss” fun, fashionable items. Bright, light, clean interior. Bold signage. Tidy displays. Views in to the store so that customers will find their way in.
HEALTH & HOMECARE TRAINING of NE

Goal: Presenting a professional opportunity for education and career development. Inspiring prospective students with clear messaging and an attractive environment that feels like “school” and will be worth the cost of enrollment.
Program wrap up and spring kick off for participating Main St. businesses that have made improvements with a Grand Re-Opening with the Mayor and a “Back to the Block” bounce back promotion kicking off -- sponsored by Downtown Brockton Association.