



retail strategies // downtown strategies



Partnership Overview

Clewiston, Florida



About Us

Grown from a Commercial Real Estate firm, we focus on all facets of community development, recruitment and retention, downtown revitalization, and small business support. Our team of 70+ utilizes experience to make public-private partnerships thrive.

Industry Involvement



Industry Leaders

- 150 years of community development experience
- Core Value: Trust-based relationships
- 1:5 Client / Team ratio

Our Team

We've been in your shoes.

We are a team of former practitioners.

- Main Street Director
- Tourism Director
- Community Development Director
- Main Street Board of Directors Chairperson
- Tourism Board of Directors Chairperson
- Design Committee Chairperson
- Volunteer
- Planning and Zoning Commissioner
- Board of Directors Member
- Downtown Association Member



Jenn Gregory
President



Jeremy Murdock
Community Development Specialist



Laura Marinos
Director of Client Services



Taylor Johnson
Client Services Manager

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Project Scope

- 5-Year Strategic Action Plan
- 2 Years Implementation Support
- Small Business Support

Partnership Timeline

- **Partnership Began:** Spring 2022
- **In-market Strategic Visioning Workshop:** July 2022
- **Strategic Action Plan Delivered:** September 2022
- **Implementation Support:** Fall 2022 – May 2025

Small Business Support

- **Holiday Shopping Trends:** October 2022
- **Omni-Channel Training:** March 2023
- **Property Owner Training:** March 2023

Implementation Support

- Property Marketing Toolkit
- Downtown Flyer
- Developed a Façade Improvement Program
- Ventura Avenue Streetscape Enhancement Renderings



Action Team Project: Selfie Wall Mural

- The **Community Revitalization Agency (CRA)** in Clewiston had become somewhat dormant in recent years. In an effort to re-engage the board members, Downtown Strategies used its **Action Team** process to identify a short-term project that the board members could implement together which would create momentum toward future CRA initiatives.
- The goal was to select a project that would allow the board to have a quick success, teach the board members how to work together and lead a project, and provide a spark in Downtown Clewiston.
- Based on strategies outlined in the 5-year Strategic Action Plan, the CRA board selected a **public art installation**, specifically a **"selfie wall"** mural that would create a photo op destination in the heart of the downtown core.
- The project was launched in May 2024 and Downtown Strategies provided technical assistance and support throughout the project. This included monthly support calls with the CRA board members from May 2024 to May 2025.
- Throughout the year of support, the CRA worked to secure a location for the first mural; created a list of other potential public art sites; conducted outreach to several local and regional artists; established relationships with regional art organizations; and researched examples from other cities to develop a draft **Property Owner Agreement**.
- Various design concepts were developed for the mural which included researching and collecting historical documents and inspirational images to showcase the community's rich agricultural history. They navigated numerous challenges and roadblocks throughout the partnership, but continued to persevere, which is a tremendous learning experience for a volunteer group.
- **The installation of the mural is planned for Summer 2025.**



Sample Mural Concept

Ventura Avenue

Potential Streetscape Enhancements



Before

- Curb extensions (bulb outs)
- Landscaped median
- Street trees
- Bicycle lane
- Decorative crosswalks
- Decorative streetlights
- Custom streetlight banners
- Updated traffic signal
- Custom street signs
- On-street parking
- Narrowed travel lanes



After

Rendering intended for visualization purposes only.



Downtown Strategies specializes in identifying small-scale, short-term initiatives that will incrementally enhance your downtown.

Are you ready to spark change in your own town?

Jumpstart your revitalization journey and turn vision into victory!

Summary prepared by:



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CONTACT US

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