



## **Storefront Activation Program**

### **Pairing Local Artists and Makers with Germantown Businesses**

Germantown United CDC's (GU) Storefront Activation Program (SAP) is a low-cost, high impact initiative that pairs local artists and makers with neighborhood businesses and property owners to upgrade storefront window displays, and interior spaces visible from the street.

The SAP supports GU's efforts to revitalize Germantown's business corridors by strengthening current businesses, activating street-level storefronts, and improving the overall appearance of the corridor by adding a visual richness to the walkway. The grant program also aims to enliven the street for pedestrians, attract more customers to existing businesses, market available commercial properties, and promote Germantown to prospective businesses.

*This grant is supported by PNC Charitable Trusts, which manages the Rowell Family Foundation.*



### **The Storefront Activation Program will:**

1. Activate 5 or more storefronts (occupied or vacant) located on Germantown Avenue, Cheltenham Avenue, or Maplewood Mall using temporary or long-term window displays, or interior displays visible from the street, created by Germantown artists
2. Provide Germantown artists with an employment opportunity
3. Help business owners of occupied buildings better market their businesses; and help the property owners of vacant commercial buildings market vacant spaces to prospective tenants

### **What we are looking for:**

1. Eye-catching, creative displays in storefront windows (temporary or permanent)
2. Displays that generate awareness and draw from the products/services offered by the business, helping to market the business in a unique way; displays can also be seasonal or holiday-themed; Germantown or neighborhood history-related subjects can also be explored
3. Collaboration with the business/property owner in the creative process; the artist/maker may also work with other artists, students, and community members

4. Projects that can be implemented quickly and make an immediate impact; the installation timeframe should be short and no more than 10 days

Participating artists and makers will provide:

1. Design renderings and/or a written summary of the project
2. Estimated project budget, including stipend and materials
3. Labor for installation and de-installation (if temporary)

Germantown United CDC will provide:

1. Financing for the project including full cost of supplies
2. Artist stipends, based on the agreed-upon budget for each individual project
3. Serve as an intermediary between artists and business/property owners
4. Promote the program and completed projects via GU's website and social media networks, and select press outreach

**Project budgets may range from \$250 to \$2,500.**

Projects that re-use and re-purpose materials, and include in-kind donations of supplies and materials are highly encouraged; Germantown United CDC can assist with outreach to potential partners.

The duration of the displays will be determined in part by the each participating business or property owner.

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**Got questions?**

**Contact GU's SAP Project Lead:**

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## Examples of Creative Storefronts



Door/window decals at ice cream shop



Fabric shop window display



Installation in vacant space, available for rent





Colorful hardware store display



Storefront gallery wall



Thrift shop window display



Artful shoe display