Hottest Ticket in Town - Fall/Winter 2013-14 Event Debrief
Harnessing the Holidays for a Successful and Safe Season

Are the holidays the happiest season of all in your district or does business say “Bah Humbug”? Are you keeping your shops and shoppers safe during the festivities? Come to Hottest Ticket in Town to ensure your storefront, social gatherings and festive lighting events are bringing in the critical foot traffic and year-end sales you need for a happy new year. Plus, hear seasonal strategies for crime prevention to build better events that keep business merry and bright.

Led by Chief Mike Reese, Portland Police and Seanette Corkill, FrontDoor Back

September 26, 2013
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HOTTEST TICKET IN TOWN

FALL/WINTER: HARNESING THE HOLIDAYS FOR A SUCCESSFUL AND SAFE SEASON

HOLIDAY WINDOW DISPLAYS

SEANETTE CORKILL

FRONTDOOR BACK
How windows can help you get your piece of the holiday pie
Color: K of 2800 - 3000

Kelvin = (K) Temperature or a CCT index
Color appearance of the illumination
Color: CRI of 85 or higher

CRI 90

CRI 70

CRI = Color Rendering Index
Color rendition is the effect of the lamp’s light on the color appearance of the objects
commercial LED Christmas Lights Guide

DO:
• Order warm (2700 ~ 3000k) commercial LED lights – all the same type at the same time
• Recycle your old incandescent lights
• Install securely along window edges with 3M fasteners

DON’T:
• Use rope lights
• Purchase lights too white (~4000k)
T – A – P – E
is a four letter word
Be courteous ...
and don’t use it
TIP:

Doubled up back-to-back posters for better event promotion
Holiday event graphics

Consider large decal/badge – make it obvious and keep in mind when designing your graphics. Keep it simple and make it big. (details on the poster not here)
Holiday event graphics

Consider giving each shop a shape to decorate and incorporate in to each display.
Woodstock Winter Wonderland Celebration

December 1

Start at Papaccino’s Coffee (4411 SE Woodstock Blvd.) for...

Pictures with Santa 1-4 pm

Then head to Homestead Schoolhouse (4411 SE Woodstock Blvd.) to meet friends and families for a festive...

Mingle All the Way Party 4-6 pm
Neighborhood Tree Lighting 6 pm

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 conject to win a big screen TV!
 Raffle tickets go on sale
November 23 at
Kay Bank
Pioneer, Arboria
Papaccino’s
Vic’s
UCF Woodstock Animal Hospital

featuring a professional photographer

Free food and drink from neighborhood restaurants, cafés, and pubs!
www.artificialplantsandtrees.com
Create visual weight
HOLIDAY STROLL

Tues. Dec. 9th, 2014, 6-9pm

Find gifts for everyone on your holiday list at SE Hawthorne Boulevard!

Festive Holiday Shopping, Sales, Cards, Live Music, Family Activities and More!

Details at www.shophawthorne.com

Support our Locally Owned businesses!
Unify with Color
Unify with Pattern
Cold Comfort by Sally Spinks
Cecil, London 2013
Highlight with light
TIP:

Make changing windows a show

Take photos and post to social media
Thank you

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