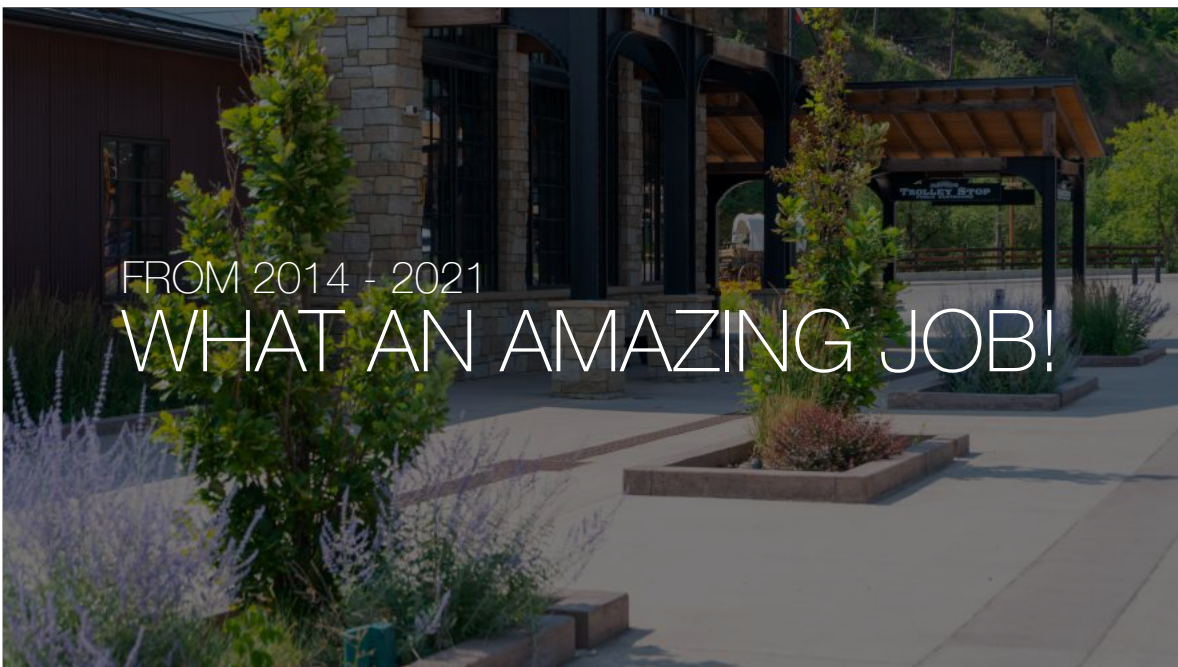


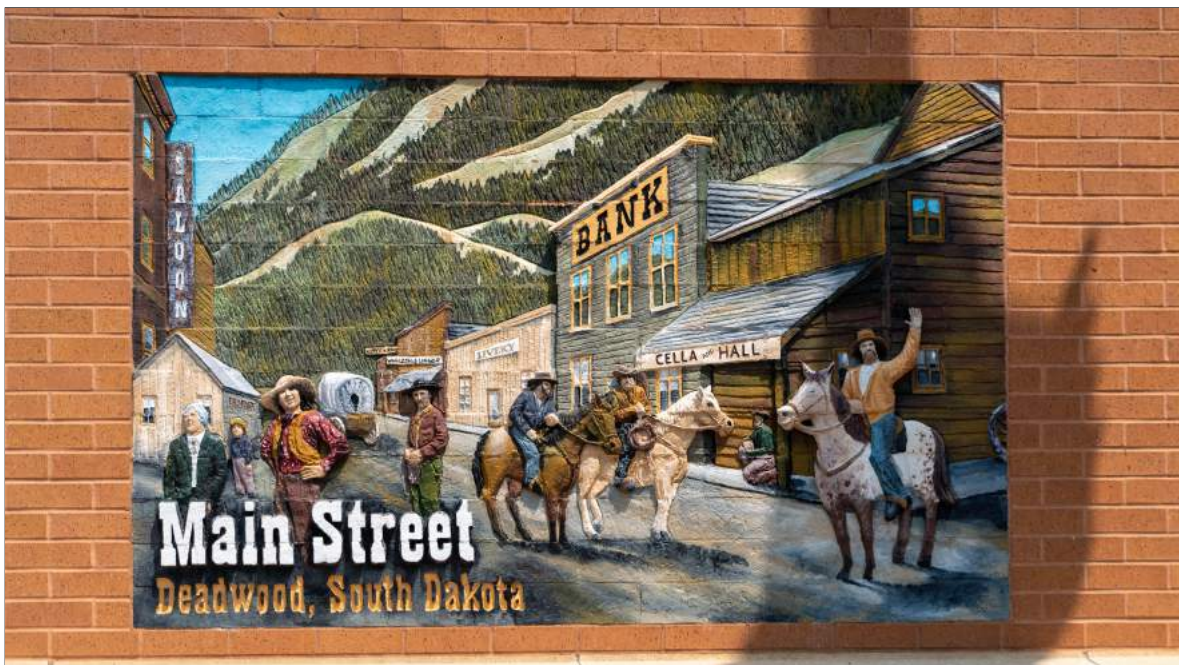


Deadwood, South Dakota
Re-Assessment Findings & Suggestions

ROGERBROOKS
International



In 2014 this was one of your gateway signs. It was difficult to make out the art





The gateways are excellent!



This was nice...



...but this is world class and an incredible first impression.



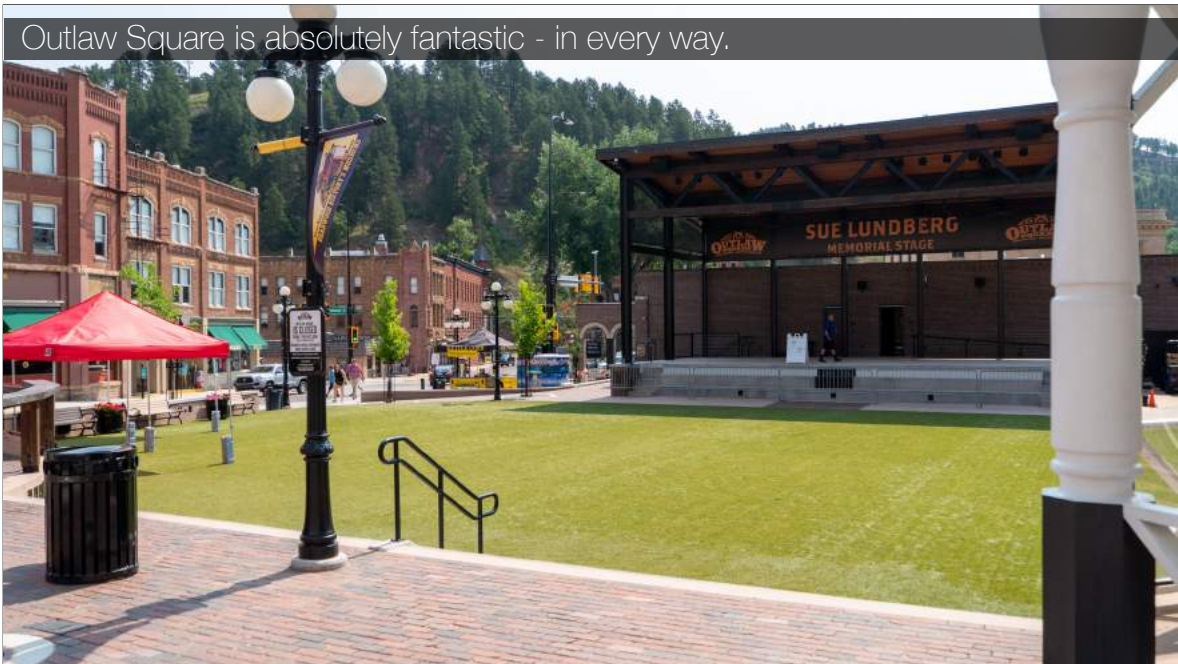




Even the connection to the trail and scenery is excellent.



Outlaw Square is absolutely fantastic - in every way.



This was VERY well designed and executed and VERY WELL run. Congrats!



Love the fact that it is monetized on every side of the Square.

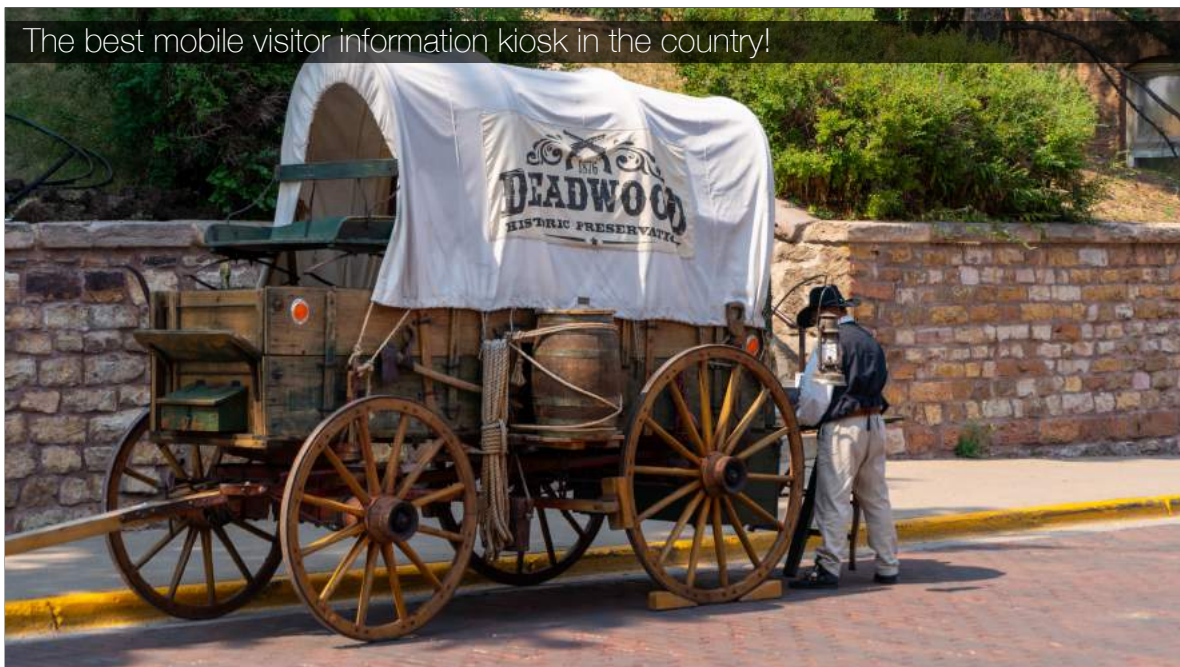


The wayfinding system is also top-notch and creates a MUCH improved experience.





The best mobile visitor information kiosk in the country!





Even the shootouts have improved! Great job.





You have added some new displays in the depot. Great job!



The interpretive signs are also world-class. Great job of telling the stories!



Yes! Moving to modern parking: HUGE plus.





Even the fencing keeps Deadwood authentic. Fantastic.



Awesome job with the utility box wraps!





Excellent! Marketing the square at this end of town.



No wonder Deadwood is such an award-winning destination!



Wow!
Does this mean Deadwood is done
with all the improvements?

Develop the product BrandBank

Product Development Plan for Deadwood:

- A wayfinding system (vehicular, pedestrian) ✓
- Business mix recruitment (open after 6) ✓
- Retail beautification ✓
- Bring downtown to life: sidewalk cafes, street musicians/artisans ✓
- Public restrooms downtown ✓
- Portable visitor information/redeveloped VIC ✓
- Downtown gateways ✓
- Downtown wifi and music system

2014



Education & outreach:
“This is your chance to weigh-in on Deadwood’s future”

491 people weighed in

Plus interviews of more than 65 people
and conversations with many other
stakeholders

What we heard

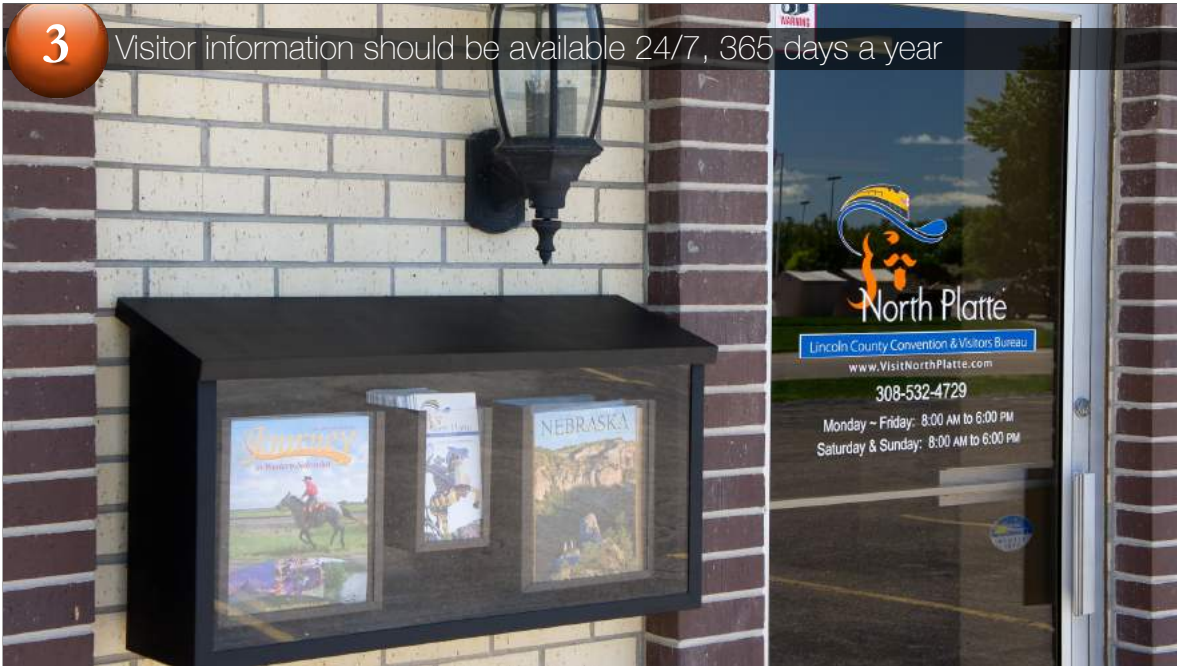
1. Address parking issues.
2. More things to do besides gaming.
3. Need more family-friendly activities.
4. Winter season is a major challenge.
5. History is Deadwood's most important asset.
6. Special events are great: need even more.
7. Recruit more quality, unique retail shops.
8. Black Hills residents hang out in Spearfish, Deadwood, and Rapid City
9. When friends and family visit, we take them to Spearfish Canyon, Deadwood, Crazy Horse, Custer State Park, Hill City, Devils Tower and Mount Rushmore.
10. The brand direction for Deadwood should be its history.

NOPE!

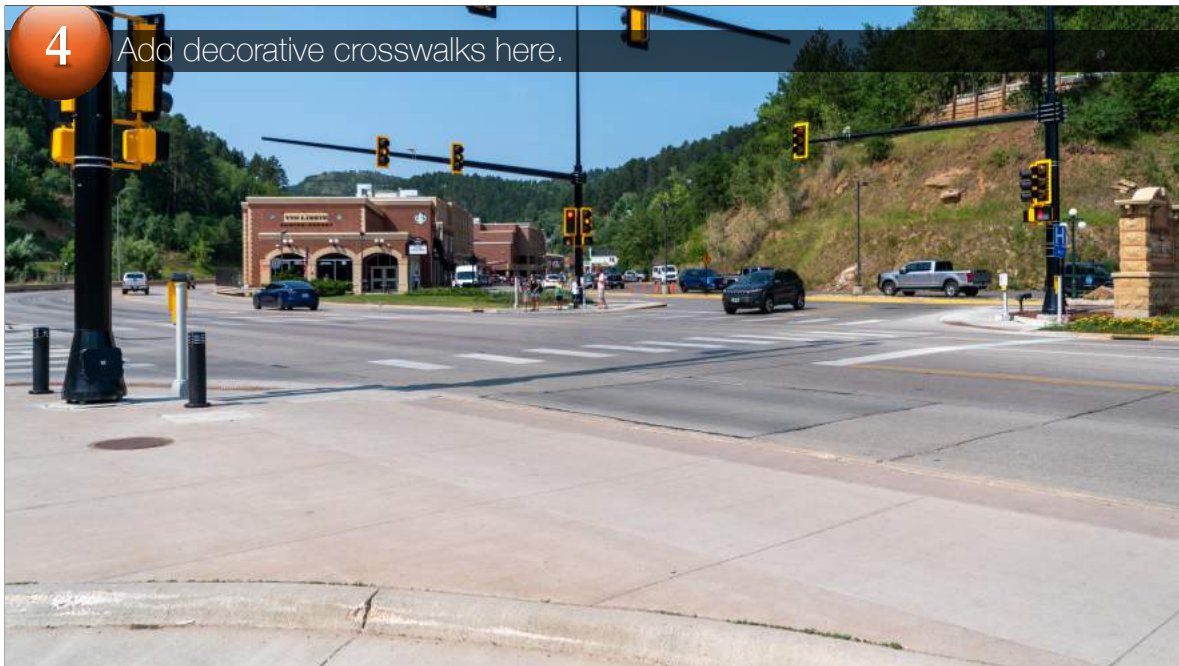
No one, anywhere, is ever “done.”

The following are some ideas on how to make the Deadwood experience even better, while increasing revenues for local businesses.





2 PEDESTRIAN ACCESS





StreetPrint | Duratherm process

SEATING | BENCHES



PEDESTRIAN







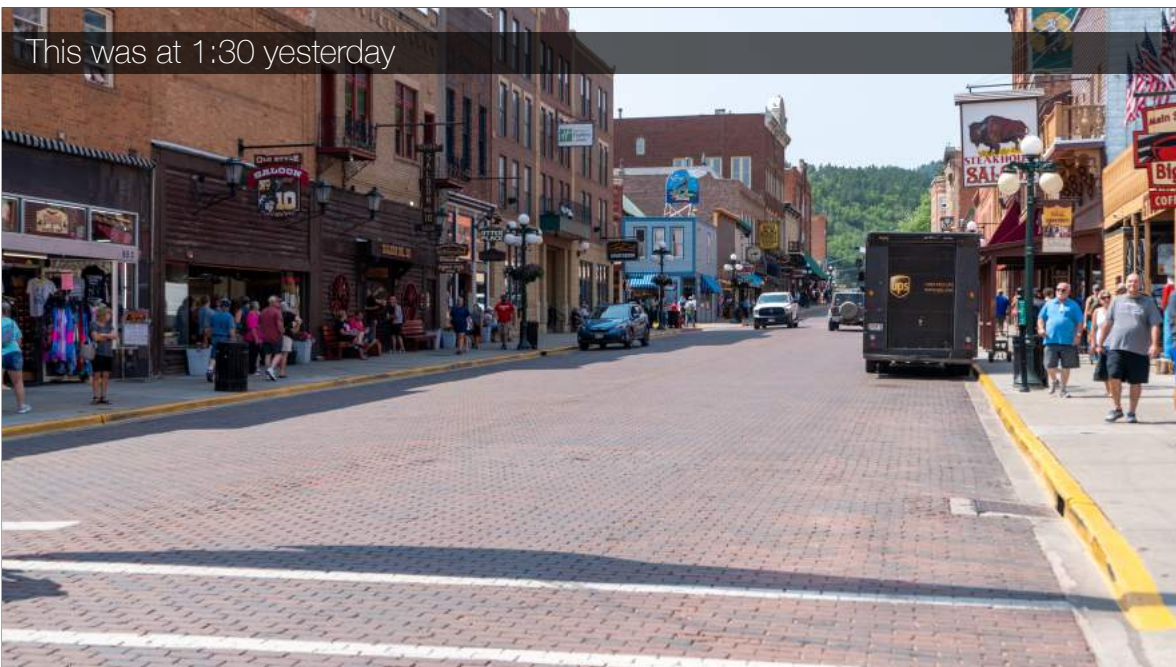
Dansville







4 LIMITING DELIVERIES



5 INVITE
US BACK!



6 YOUR DOWNTOWN BUSINESS MIX



10

Develop design standards for downtown signage and retail displays.





Leavenworth, Washington



Downtown is about Etsy - not Macy's



The butcher



The baker



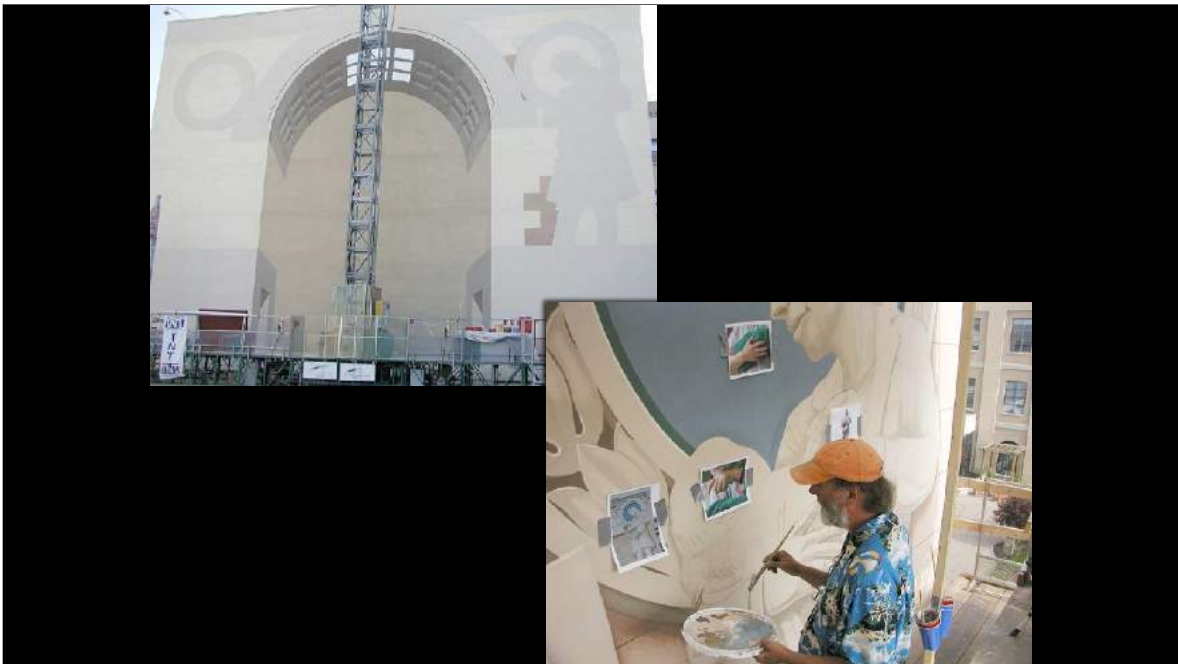
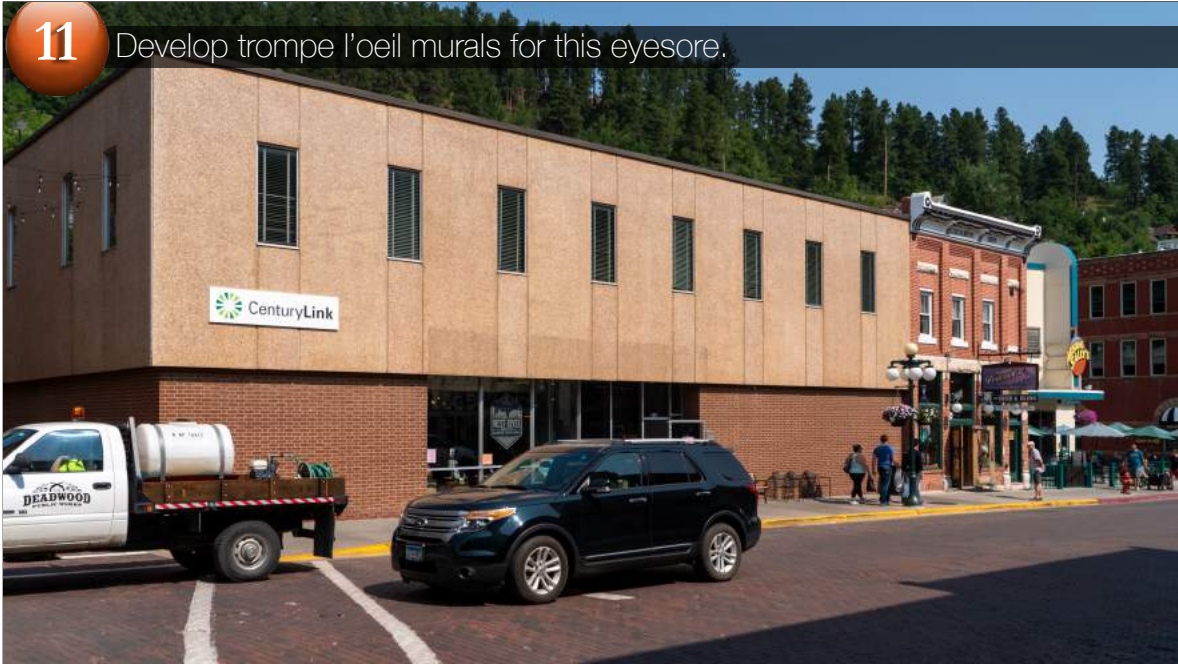
The candle maker



FACADE APPEAL
TROMPE L'OEIL

11

Develop trompe l'oeil murals for this eyesore.









8 ADDRESSING PARKING

12

Add an 800-space parking structure here and run trolleys every 15 minutes.





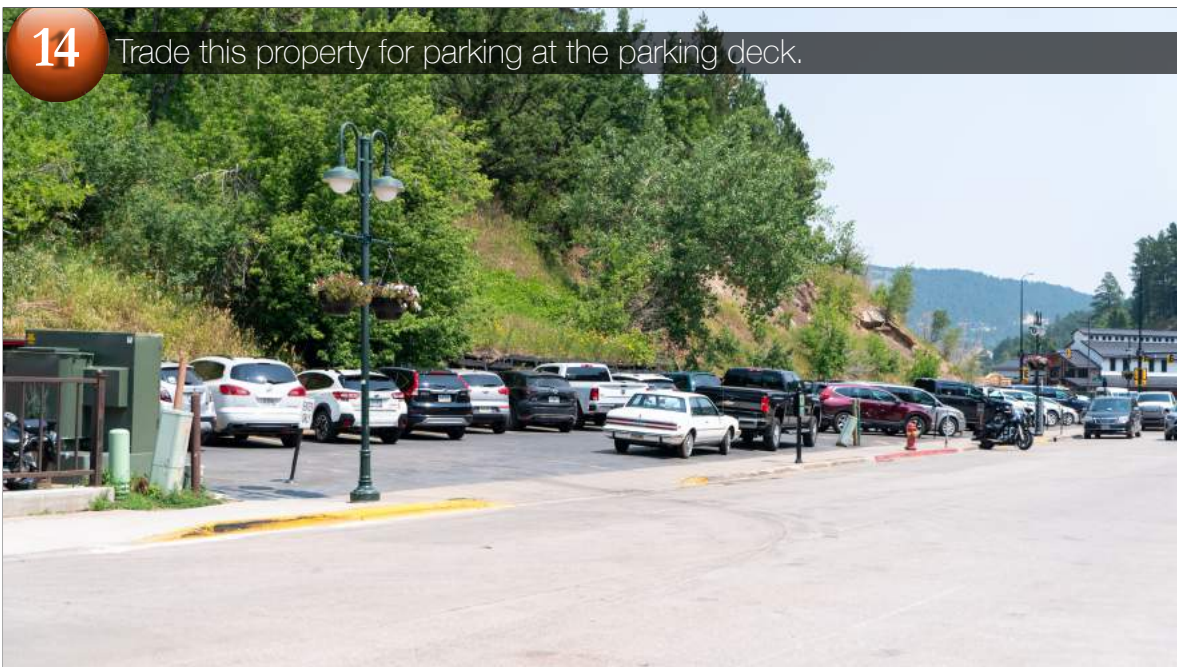
13

Option #2: Add 400 spaces here (two more levels). OR: Large rig parking.



14

Trade this property for parking at the parking deck.



Highest and best use: Retail!





Then remove this. Encourage people to park out on the highway.



DOWNTOWNS ARE ABOUT
PEOPLE NOT CARS

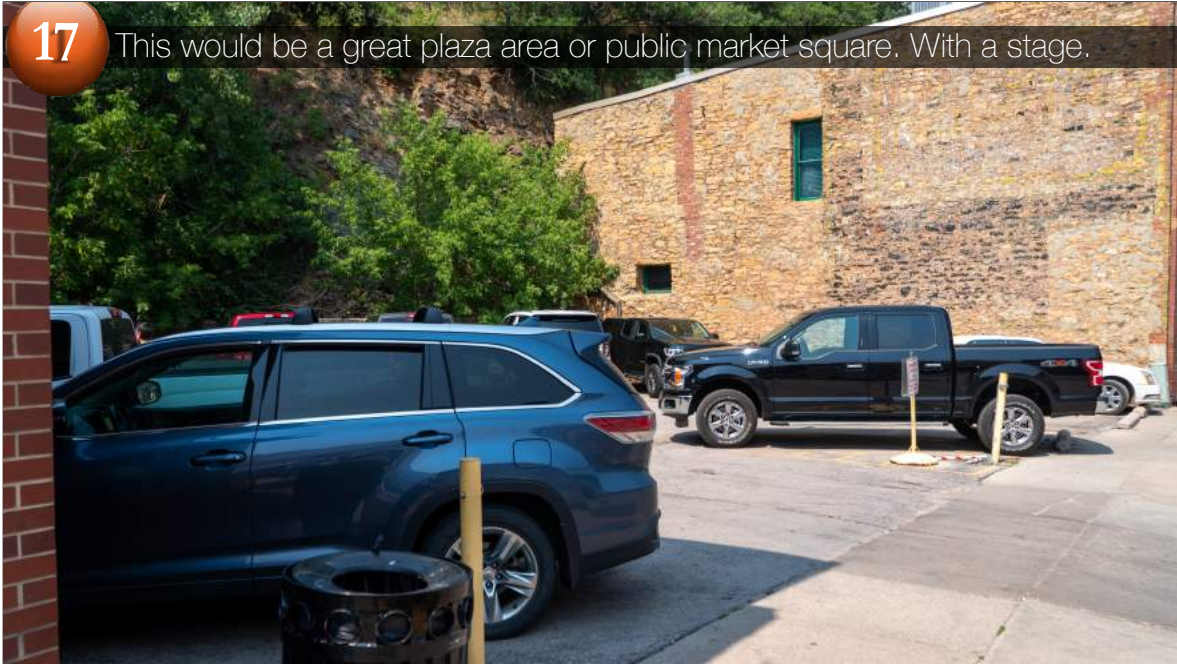
16

Make this a great outdoor patio with a stage, vendors, gathering area.



17

This would be a great plaza area or public market square. With a stage.



18

Imagine this with five or six vendor booths here instead of cars!





IMPROVING VISITOR TRANSPORTATION

19

Would you ever read all of this? Make it free. Simplify use of the trolleys.





20

32 stops? Yikes! Reduce this to FOUR. No more than SIX.



One stop here would be just fine.



21

Key to success: Never more than a 15-minute wait.



22

Make it clear: "Free trolley, every 15-minutes."

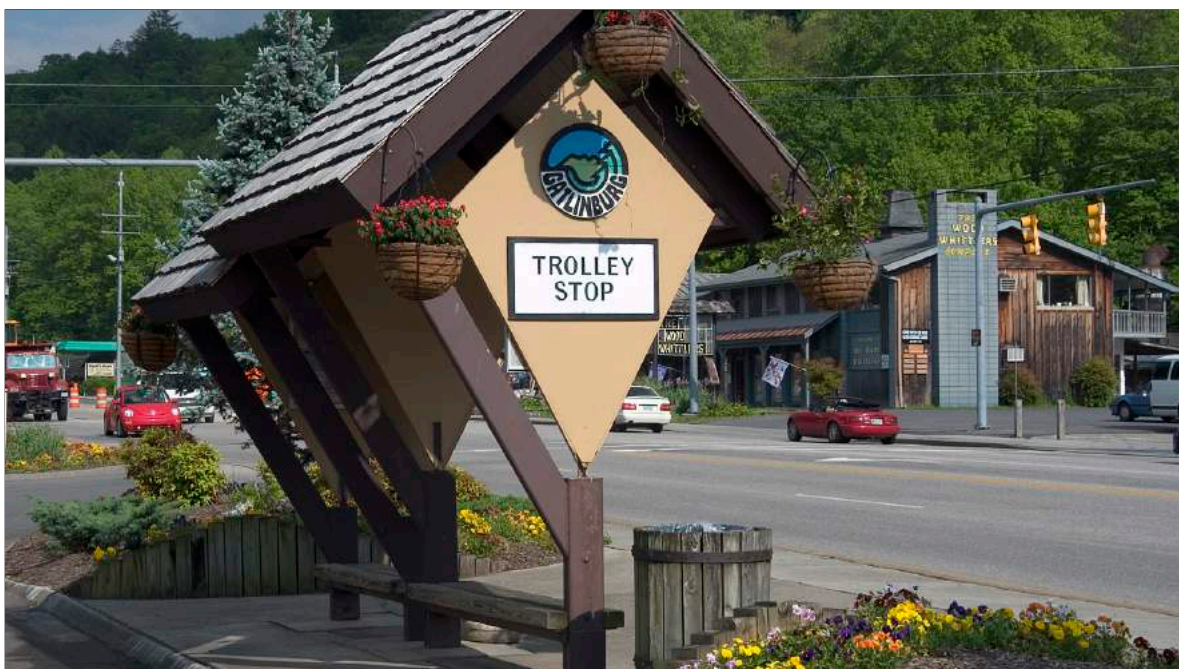


23

Develop four to six actual trolley stops.



Trolleys should run 7 days a week from May through October.



24

Trolleys should sell on-board advertising





DEVELOPING PEDESTRIAN WAYFINDING

25

Make this fit the old west theme like the other signage.



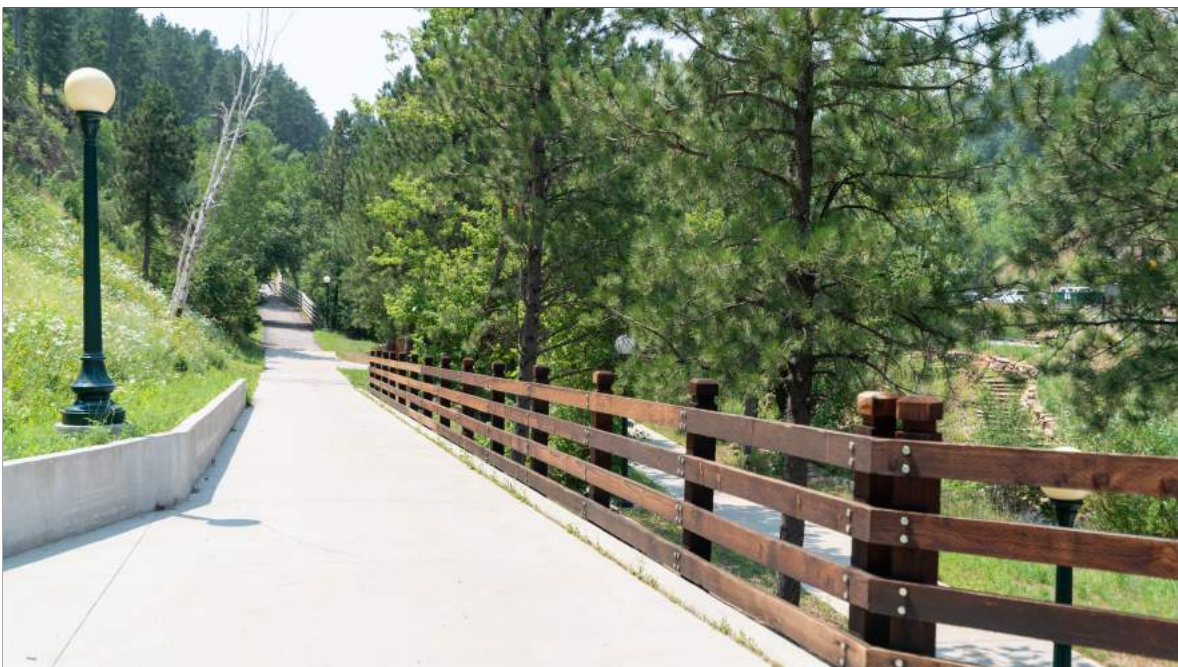
26

Develop a pedestrian wayfinding system



27

Particularly for your trail system: Where does this go? How long is it?





28

Add some drainage here and clean it up once a month during peak months.



29

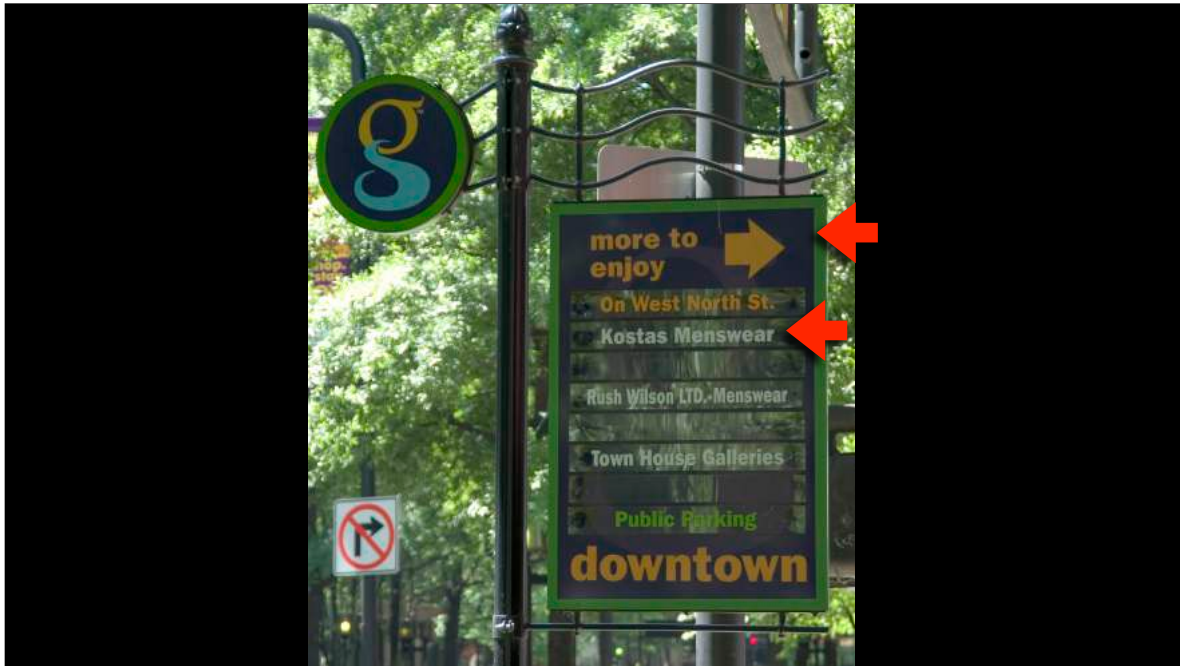
Where is the RV and Trailer parking? Add an arrow.



30

Add "More to Explore" signage to other areas off Main Street







12 WHEN PEOPLE
SPEND MONEY

31

70% of retail spending takes place after 6:00 pm. Stay open later!



70% of all consumer retail spending takes place after 6:00 pm
Are you open?



13 THE IMPORTANCE OF CURB APPEAL



33

Add benches, flanked with pots, window display in exterior spaces.



2014: Merchants are not doing much to pull customers in their doors.







34

Extend window displays to exterior spaces



Banff, Alberta



35

Add cedar fencing around the dumpsters. Wrap this utility box.



36

Same here. The dumpster cancels out the nice utility box wraps.



This should - and could - be a showcase!



37

Add a picket fence, remove the cars, make this a garden spot.





Dozens of family-friendly eateries



One of the most beautiful downtowns in the country



38

Add pots, benches every three feet throughout downtown.







39

What to do

Create a buying co-op for
pots & planters, plantings: every three feet or
flanking every bench or table & chairs

Fredericksburg, Texas



Fredericksburg, Texas





Fredericksburg, Texas



Fredericksburg, Texas

Fact

Curb appeal can account for
70% of first-time sales





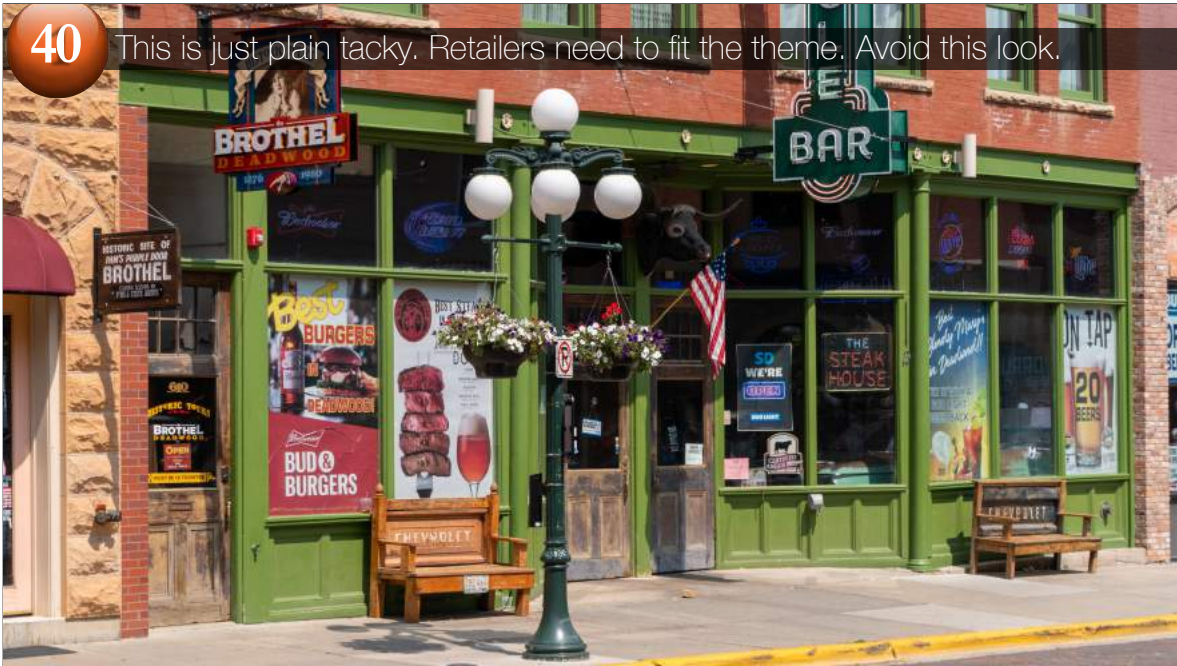


St. Albert, AB



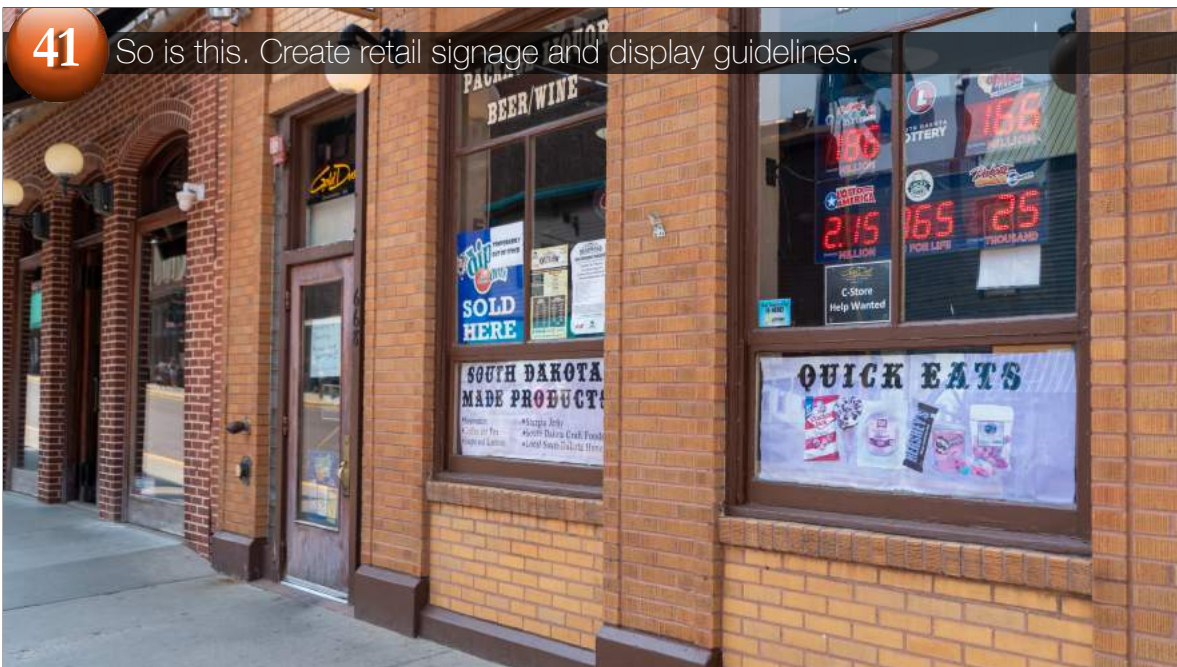
40

This is just plain tacky. Retailers need to fit the theme. Avoid this look.



41

So is this. Create retail signage and display guidelines.



42

More than four posters, fliers: Customers ignore them all.



43

No folding tables or clothes racks outside. Extend window displays only.



Hanging t-shirts everywhere makes the town seem cheesy and low-end.



THE AMAZING OUTLAW SQUARE



Just limit the number of private events at the plaza.





Boomers are moving into downtowns



DON'T GENTRIFY
YOUR GAMING

45

First ten feet: Authentically old west, or at least western.



WHERE IS YOUR RESTAURANT?
INTERIOR WAYFINDING

46

Where is your restaurant? (Common question) - Interior wayfinding.





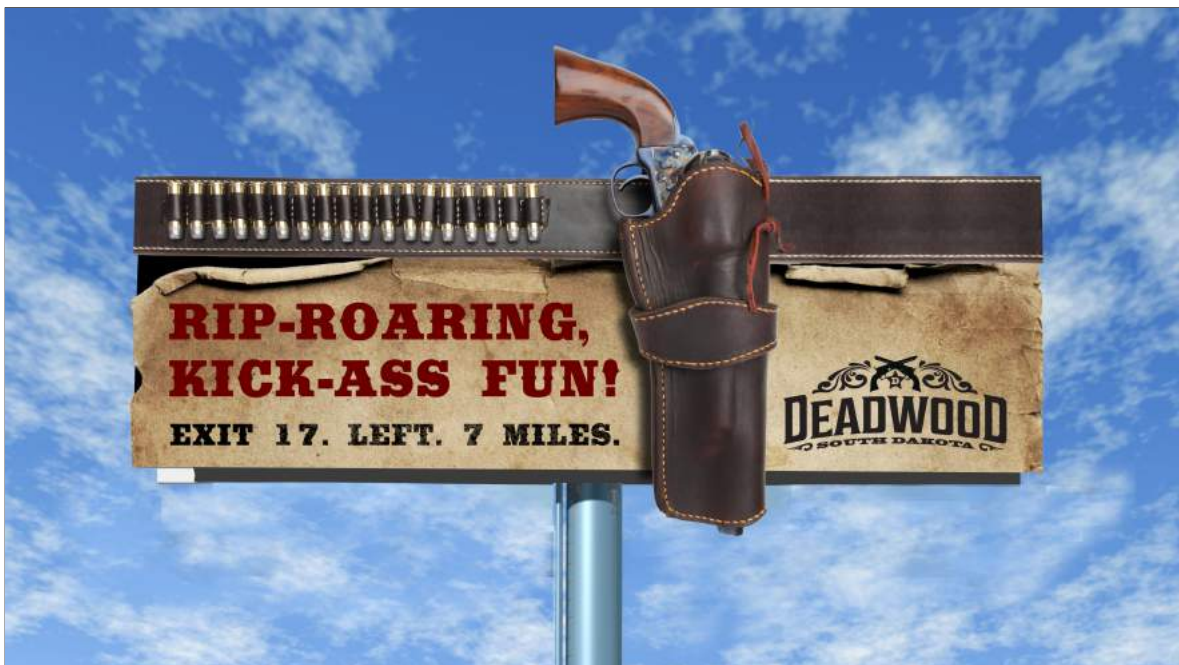
EXPAND YOUR
BRAND - MARK

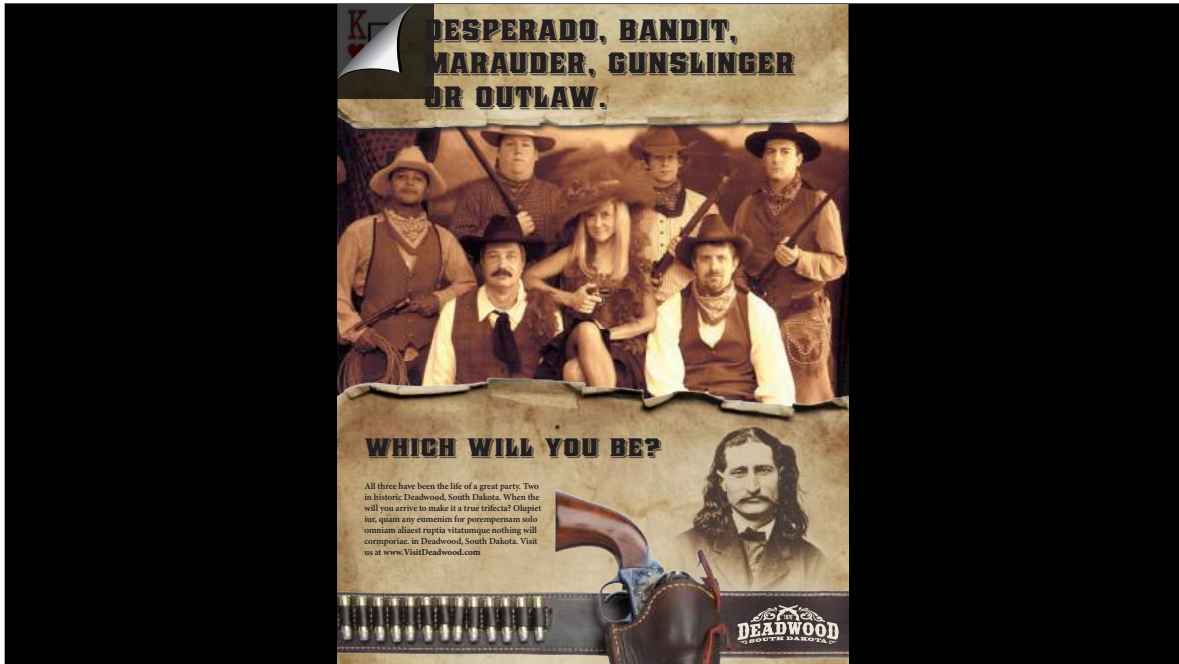


47

Billboards | Brochures | Print advertising: Use the logo as the place identifier

Located in beautiful historic







Here's to the VERY bright future of
the absolutely incredible



Thanks for letting us be a part of your journey!

ROGER
International >