



CASE STUDY

Downtown Denver Partnership Visual Merchandising



OBJECTIVES

Following three years of construction, Denver's 16th Street was set to reopen May 2025. The Mayor and his team wanted to make sure several legacy, locally-owned businesses had additional support to ensure they were fully prepared to welcome large crowds and increase sales. To achieve this, the Downtown Denver Partnership hired ITP Consulting for hands-on visual merchandising support, with a tight timeline to implement their vision.

OUTCOMES

We dedicated significant time to establishing trusted relationships with each business owner. After identifying their desired outcomes for the project, we developed a simple yet comprehensive implementation strategy.

- We fostered strong, enduring relationships that will benefit the DDP and its mission in the long run.
- Business owners expressed that their time and energy were well invested. Many reported increased sales and valuable lessons learned throughout the process, leaving them quite satisfied!
- The storefront windows underwent remarkable transformations, earning enthusiastic praise from the Mayor and his staff for the DDP team's efforts.

AT A GLANCE

Challenges

- The team lacked strong relationships with the four targeted business owners.
- There was a short timeline to build trust, develop design direction and capacity to ensure desired outcomes could be achieved.
- Many retailers had not updated their storefronts and window displays in years, if not decades.



"We had the opportunity to roll up our sleeves and collaborate closely with several retailers – what an honor! Sarah and Rachel at the DDP were amazing partners. They ensured we had the right pieces in place to create visual success for each retail storefront!"

Molly Alexander, Founder & CEO

*"We contracted with ITP Consulting in the critical final stage of reconstructing Downtown Denver's 16th Street legacy commercial corridor. Their hands-on approach helped reinvigorate some of our most challenged small businesses and set the stage for them to pursue greater prosperity in the future." **Sarah Wiebenson, VP Economic Development, Downtown Denver Partnership***