Describe the foot traffic solution you plan to implement and the specific outcomes you hope to achieve:

Retail Shop Example:

"We plan to invest in a people counter system to track when customers visit our store. With this data, we will identify slower weekday periods and launch a targeted marketing campaign—featuring weekday-only discounts and Instagram ads—to attract more shoppers downtown. Our goal is to increase weekday foot traffic by 20% and boost our conversion rate by staffing peak times more effectively and offering limited-time specials."

Restaurant/Café Example:

"We will hire a local event consultant to create a series of themed Wednesday night tasting events, supported by professional photography for social media promotion. By marketing these events in collaboration with nearby businesses, we hope to transform slower mid-week evenings into a draw for residents and visitors alike, increasing both foot traffic and average sales per customer."

Service-Based Business Example (e.g., salon, fitness studio):

"We plan to work with a graphic designer to create vibrant window displays that highlight our weekday specials and upcoming in-store workshops. Additionally, we'll engage a PR consultant to help us secure local media coverage and influencer partnerships to raise awareness. Our goal is to see a 25% increase in walk-in appointments on weekdays over the next three months."

Collaborative Promotion Example:

"A group of neighboring businesses will partner to create a 'Weekday Walkabout' passport promotion encouraging customers to visit multiple locations during one trip downtown. We will hire a professional designer to create the passport materials and a videographer to produce a short promotional video for social media. The goal is to distribute 250 passports in one week as well as to drive new customers to each participating business and strengthen cross-promotion among downtown merchants."