

BLOOMING TOURISM

A Creative City Developments Guide

By Matthew Pfeifer



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Preface

First: A few things to keep in mind when reading this guide:

- 70% of first-time sales at restaurants, retail shops, lodging facilities, and attractions can come from curb appeal.
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- Women account for 80% of all consumer spending. - Roger Brooks
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- Wayfind Ability can increase tourism and spend by 25% - Wayfound

Second: Towns that have a plan and a creative focus tend to build the cultures needed to transform a town. You can't do the same things and expect better results, being creative is the utmost important. Being obvious about why and how you are different is important to make clear.

The Idea

When looking for a creative city development for a small town, you may initially want to start with a low cost option but ticking off as many beautification, navigational, interest building activities initially is crucial. Let's be creative with our dollars for maximum effect.

Many small towns have grass medians, culverts, and around buildings. The towns are not dense but this space, instead of perhaps being grass, much, or worse, trashy, they could be transformed to beautify the city.

This idea is to beautify with wildflowers. A town using a singular colored flower like yellow, could visually guide people to destinations they are looking for and one they didn't know to look for. The in-road from interstate could be planted, bike paths, tourist site in town, downtown areas for shopping, and restaurants could all be marked with wildflowers.



How It Helps

In-roads:

Oftentimes inroads into towns can altogether be missed, the signs are not specific, or all the traffic is being filed through one inroad. Using wildflowers through the main days of summer will help visually cue people to many in-roads to your town

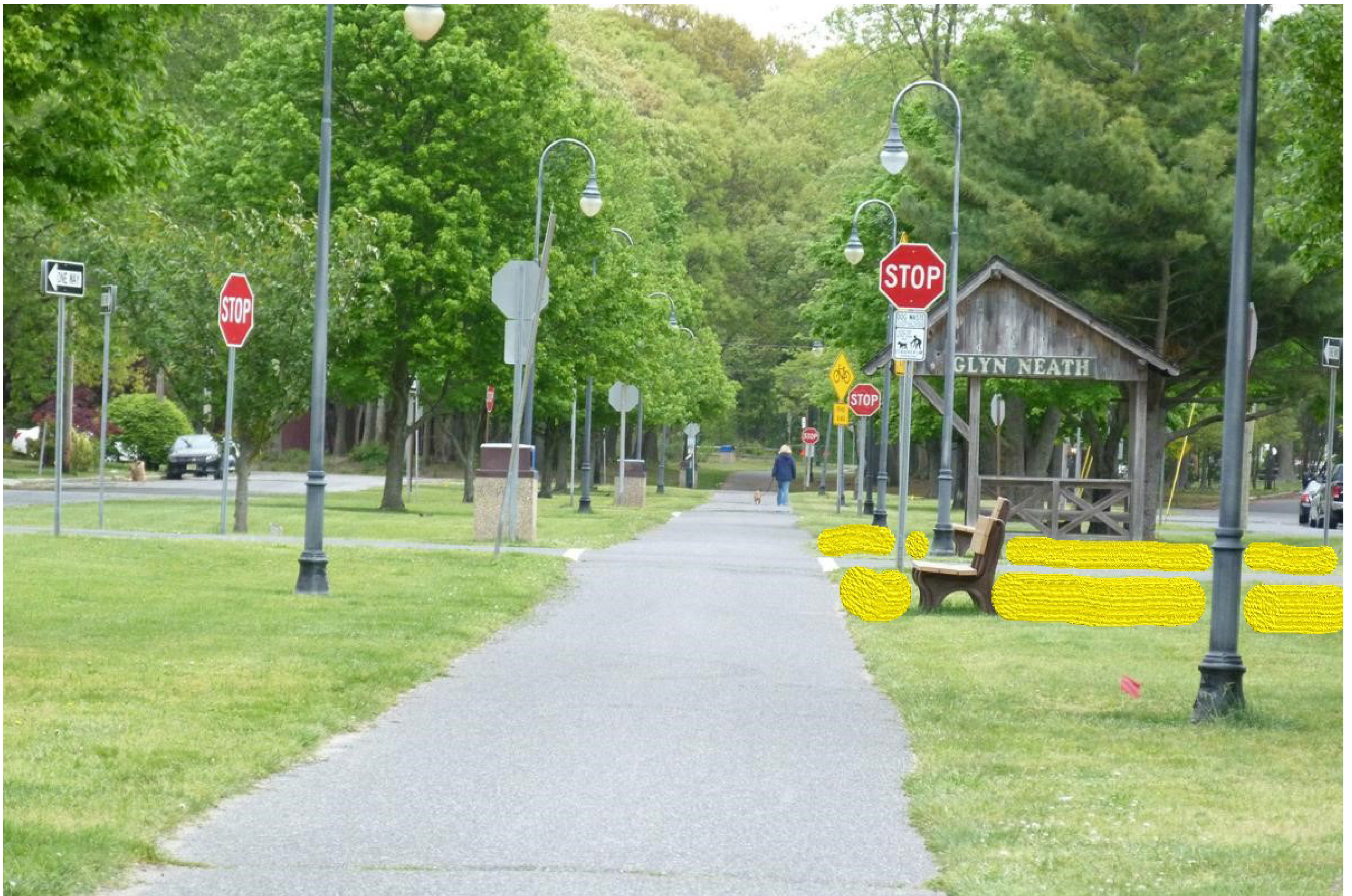
Flowers can help pique interest on in-roads before even getting to the town. As a note, I would add yellow flower bouquets to the road signs directing into town so it is very clear which town is the flower city.



Bike Paths:

Bike Paths around town could have wildflowers planted along the sides. This can let people know when they are leaving town by seeing the wild flowers stop or to let them know when a turn is heading towards downtown or away from downtown.

Here is an example of how one might entice and guide bikers on a path toward your town.



Tourist Sites:

Sometimes buildings are not marked well. Historic houses many times want to limit signage to keep the architectural beauty. Wildflowers could signal that this is indeed a place to be explored. Even yellow wildflowers around the signage they do have would help to say that this is for tourists.

Picture below marks a museum. The signage fails to be noticeable so flower take its place.



Restaurants:

Restaurants are a huge part of tourism, planting wildflowers will show they are a part of the culture. It will also, after learning what the flowers around town mean, signal to them that that is a place for them. Plus, a curb appeal is everything to a restaurant.

Identifying Tourist Walkways and Restaurants



Retail Shopping:

Similar to restaurants, curb appeal is so important to retail shops. Flowers tend to have a greater appeal to women than men, which helps entice a valuable shopping group.

Adding a nice decoration to a downtown area to build attraction.



Getting it Done and Maintenance

Cost:

The cost varies greatly depending on the amount of area you need to cover but in general wildflower seeds are not expensive. You need a tractor or machinery that can efficiently till land and people are motivated to run it. A well weathered farmer who loves their town would be a great person to have on your side here.

Make sure to buy premium wildflower seed from experts who can help find the perfect seed so it can take in your area. A few vendors I would recommend are:

1. <https://www.applewoodseed.com/>
2. <https://www.americanmeadows.com/>
3. <https://www.bbbseed.com/>

A bit more information on cost has been opened for an example.

Planting:

If you live in a farming community, it shouldn't be impossible to find equipment to make planting easier. A community group like the rotary club or boy scotts following behind the rototiller helping to sprinkle seeds is all the more that would be needed.

Yearly Re-dose:

Huge bonus to this plan is the wildflower should come back year after year. Yes, some areas might need touch ups, but the cost each year after should be less and less, especially in comparison to the bonus entrepreneurial opportunities created by it.

Funding:

Funding for something like this could come from a few different sources:

- Chamber of Commerce
- Rotary Clubs
- Local community groups
- Benefiting business donations
- Wildflower Conservation Funds
- Bee Conservation Funds

How Fredericksburg, Texas got cheap planters and became the highest per capita retail town in the state of Texas.

Effects

The immediate effects of this plan will mostly rear its head in the form of a boom of attention. I hate to say it but making your city instagramable will make all the difference. Getting people to stop to get out of their car to talk about your city in a positive way is ultimately how traffic is driven. Getting your ducks in a row and businesses up to snuff should be another priority before your town gets in the limelight. Check here for a list of things to check off for your city.

Social Media

Getting hyped on social media is where it is going to start to get steam. Seeing a visual beauty of a place will get some people who are going through the area to drive through and maybe stop.

Tripadvisor

When people are comparing places to go, what will convince them? Imagery, picture are worth 100 words. This is how you will be compared. Does the sound of things sound and look interesting. We are shallow creatures on first appearances.

City Website

Most people are going to Google the places they are going and usually one of the places visited in decision making is the cities website. If your website is archaic, hard to navigate, or doesn't exist. You need to find someone to create a good website for you. A website that shows off your cities brand.



Local Photographers

With any luck, professional photographers for newspapers, magazines, or (fingers crossed) new stations pick up on your city activity and want to do a highlight.

These sources should get the ball rolling in terms of marketing and getting people to visit your town, once. The substance, the product of your town needs to provide from there.

Entrepreneurial Opportunity

Existing Business Boom:

This plan exists to bolster existing businesses, allowing the town to prosper. Getting their ducks in a row in terms of service, curb appeal, and signage is a must but over an on top. Extra traffic means the possibility of expanding business or branching off and creating new businesses.

Creative Business Bloom:

One of the vast bonuses of the creative city development is that it allows for greatly varied expansions of the idea to continue selling them. Youth have a chance to start small businesses like selling flowers (A Florist), wreathes, seeds, popoury, ect.

Others could open more ancillary businesses that are still on theme like a beehiving store, sell honey, make mead, even sell queen bees. Still others could open a beekeeping museum/Zoo.

City Festivals

City wide wildflower festivals could be held. Apiarist Convention (Bee Keeping) could be started to drive people to the area.

Revitalized Downtown

All roads point to Rome. This is the effect you ultimately want with the wildflowers. They bring people to a downtown center or plaza for shopping and nightlife.

Nightlife is crucial, this is when 70% of the money is spent. Having a local brewery, winery, or distillery can do very well in many communities and if this is part of the local plaza, even better.

Curb appeal is another large aspect of a downtown doing well. Theming the flower colors could flow up to store fronts where planted are planted with similar flowers or a similar but different colored flower

Inspired Populace

How Does this all Build Together?

How Does this all Build Together, what does it all mean, why are we doing these things?

There is something very gratifying about living in a town that is alive. It is exciting. You can be proud of what your parents built, what you are building, and what opportunity your kids will have to build as well. Do wildflowers matter? Not really, they make things pretty but what you are trying to do with a plan is to build momentum in the community.

You need inspired members of your community to stand up and say, "I want to start X" and the community responds with, "Let's try it, can we offer advice or help?". That way when the entrepreneur comes to you with an idea that seems impossible, it is address excitement. People crave something different, these are the people who have the ideas and passion to pull these things together. Star Wars didn't become an international phenomena by one person who at an idea level seemed crazy but after it was complete was truly outstanding.. There are numerous examples of places that just ran with their themes: Making a Bavarian Village in Washington or less than a dozen people saving their Hamlet with an art summer camp.

Just imagine, you are a small town in the midwest. You are themed behind wildflowers and bees. You local bakery makes break from local herbs and local honey. You start a meadery from your success with bees. All the sudden the mead is becoming a regional export.

Think about how much pride you would have in you town if your town did something like this. You travel to the nearest city where in a bar you over hear someone saying how much they love the mead, knowing the whole time you are a part of its creation. It was your town that made that.

Ultimately, you are not building the town for tourists, yes, they are a source of revenue which supports the town and keeps spirits up but ultimately, you are building it for the people of the town. The creative city development is a way of starting to build the pride needed for a city to succeed.

Summary:

Using wildflowers as an additional wayfinding device could help in building curb appeal, allow for entrepreneurial opportunity, and provide a cultural shift to a town. Please let me know if you are going to give this a try with your town!

Appendix:

The cost of the wildflower seed is not incredible either. At around \$1000 to fit start a new profitable adventure.

Area Cost Calculation	4 Way Stop Into Town (1 Mile of Flowers Each) and Local Attractions
Mile in Feet	5280
Feet Deep	6
Sides of Road	8
Local Buildings (Estimated Outside)	31680
Total Sq Footage to Plant	285120
Square Feet Per Acre	43560
Total Acreage to Plant	6.545
Seed Plant Rate Per Acre (LBs)	7.5
Total Lbs Needed	49.09
Price Per 25 LBs	\$525
Price per LBs	\$21
Total Cost of Seeds	\$1,031





