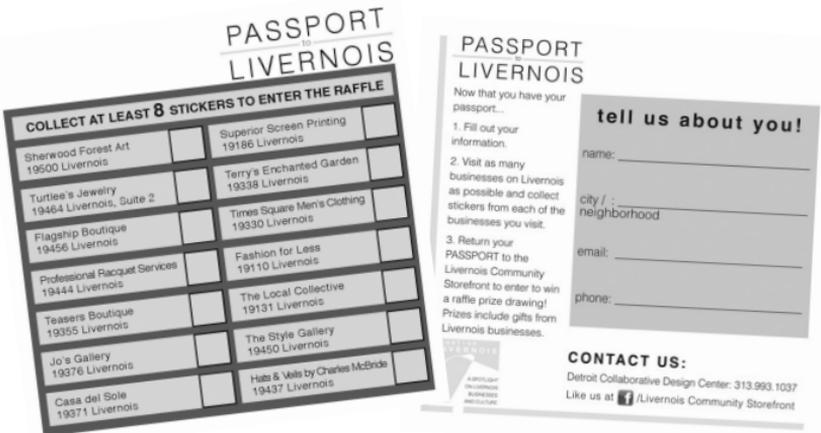


# HOW DO I...

## DEVELOP A BUSINESS PASSPORT?

A business passport is a simple and low-cost tool to promote retail businesses and encourage visitors to experience a commercial district on foot. Visitors collect stamps as they visit participating businesses. When their passport is full, they turn them in for an opportunity to win a prize or enter a raffle. Participating businesses provide the prizes and benefit from both foot traffic and marketing. The commercial area also gains exposure and customers.



## GETTING STARTED

- 1 SET BOUNDARIES AND A TIMEFRAME.**  
Decide on when and where you want to use the business passport. The passport is most effective when used during an event like a festival. Also determine the boundaries for the businesses you are including. One side of the boundary should be within walking distance of the other side.
- 2 GET BUSINESSES TO SIGN UP.**  
Visit all businesses in the area and ask them to participate. Explain how the passport will benefit the businesses, and get them excited about being included on the passport!
- 3 SELECT A PRIZE AND FIGURE OUT LOGISTICS.**  
Ask businesses to contribute raffle prizes as part of participating. Set a location for where people can pick up and drop off their passports. Decide how many businesses visitors must visit to win a prize.
- 4 DESIGN AND PRINT A FUN PASSPORT.**  
Design the passport with simple, bright and fun graphics. Be sure to include all of the things listed on the back of this guide! Try to get a discount from a local print shop.
- 5 PROMOTE THE PASSPORT AND EVENT.**  
Market the event and passport widely and have businesses do the same! Check in with businesses throughout the event. Select winners at the end of the event and let businesses know who won and how many people participated.

## What information should I include on the business passport?

### **BUSINESS INFORMATION**

Be sure to include basic business information like the **name, address and hours** of each store.

### **SPACE FOR COLLECTING STAMPS**

List the businesses with room to affix a **stamp or sticker**, which visitors will collect.

### **MAP OF THE BUSINESS DISTRICT**

Include a **map of participating businesses**. Consider color-coding businesses by category.

### **INSTRUCTIONS**

Don't forget **instructions for visitors** about how to use the passport, where to drop it off, prizes, etc.

### **CONTACT INFORMATION**

Leave a space for visitors to leave their **name and contact information** so they can claim their prize!



## What are other tips for creating a successful business passport?



- \* Use the passport during an event like a festival or fair in order to make the most of the activity, foot traffic, and to encourage more visitors.
- \* Use the passport to encourage people to walk between businesses, which will contribute to a more lively street life and strengthen the commercial district as a welcoming public place.
- \* Combine the passport with other incentives like sales, special events and more!
- \* Make it easy for businesses to participate: Set a deadline for participation and decide on one person for the businesses to reach out to with questions. Deliver all necessary materials, including a sheet with instructions about how to use the passport for businesses and employees.
- \* Consider making a sign or graphic for participating businesses to hang in their windows.

### **OTHER PLACES THAT HAVE USED BUSINESS PASSPORTS:**

Downtown Utica, MI

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**This guide was produced by the Detroit Collaborative Design Center at the University of Detroit Mercy, the Michigan Municipal League, and New Solutions Group, LLC.**