



## Franklin Downtown Partnership September 2020

### Autumn Decor

The Pandemic has changed/influnced a lot of what we do and how we do it. We drive, walk and bicycle through Town, especially the downtown area. Let's take a moment to create some additional interest in the appearance of our businesses and institutions.

Decorate the storefronts and windows with your brand and complement the decor with items that are reflective of the autumn season. If possible, include some decorative lighting ... perhaps a string of white or clear lights. The sun sets earlier these days so turning lights on in the late afternoon creates a more welcoming environment for people passing by.



In addition to lighting, autumn also provides an opportunity to add some seasonal decor to shop windows, doors, outdoor spaces, and more. Here are a few decoration suggestions you could use:

- Autumnal Colors of Red, Gold, Oranges, Yellow, Green and Browns
- Fresh Mums
- Autumn Leaves
- Cornstalks
- Apples
- Pumpkins
- Acorns
- Assorted Dried Corn
- Assorted Gourds
- Straw Bales
- Scarecrows
- Plaid Cloths, Blankets or Throws
- Natural Wood



\*As always, think safety when using any materials for lighting or décor.

\*Keep it Local and Shop Franklin!