

STOREFRONT REFRESH AND SAFETY CHECKLIST

Dallas will host nine FIFA World Cup™ games at Dallas Stadium in Arlington from June 14 – July 14. Let's work together to ensure Downtown Dallas shines as we welcome thousands of visitors to our neighborhood. We've created this simple checklist to help you ensure your business looks inviting, safe, and ready to welcome the world!

1. EXTERIOR REFRESH

- Repaint or clean exterior walls, doors, and trim
- Wash windows and signage; replace any damaged elements
- Update awnings, planters, and lighting for visibility and appeal
- Add soccer-inspired or Dallas-themed décor (flags, decals, banners)
- Consider upgrading your patio with seating, shade, and/or misters
- Keep sidewalks clear and uncluttered
- Ensure trash bins are available and emptied regularly

2. SIGNAGE AND VISIBILITY

- Ensure all permanent signage is legible and well-lit
- Use clear, multilingual messaging if possible (English + Spanish)
- Add temporary signage for special offers or activations
- Confirm your business name and hours are correct online and on maps (FIFA app, Downtowndallas.com, Google, etc.)

3. SAFETY AND SECURITY

- Schedule a security audit with the DDI team (gordon@downtowndallas.com)
- Ensure all employees download SEE SAY app and know how to report issues in public space
- Check outdoor lighting and replace dim or broken bulbs
- Ensure cameras are registered with FUSUS and linked with DDI dispatch

4. STAFF AND GUEST READINESS

- Schedule adequate staffing for [peak FIFA periods](#)
- Provide quick language or translation tools (QR codes or signage)
- Stock up on supplies and merchandise early
- Encourage staff to wear branded or themed or festive apparel

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5. MARKETING/EVENTS/ PROMOTIONS

- Consider hiring a DJ or live music
- Create some soccer themed menu items or special offers for soccer fans
- Work with your social media team to ensure you are geographically targeting audiences
- Consider hosting a [watch party](#)
- Create selfie or photo zones tied to FIFA excitement
- Collaborate with neighboring businesses for cross-promotion

6. HEAT RELIEF

- Offer free water and water bottle refills to anyone that asks
- Ensure there is plenty of shade on your patio
- Consider adding seating for guests and other fans in or around your business

downtowndallas.com/fifa

Questions? Need assistance or additional ideas? Reach out to Shalissa Perry at Downtown Dallas, Inc. perry@downtowndallas.com or call/text 214-418-4497