

RETHINKING MAIN STREET

IN THE AGE OF REMOTE WORK & E-COMMERCE

AGENDA

- ▶ Introduction
- ▶ National Trends
- ▶ Opportunities



The background features a solid orange color. On the left side, there is a large, light orange geometric shape that resembles a stylized '1' or a corner of a building, composed of several rectangular and trapezoidal sections.

INTRODUCTION

THEORY INTO PRACTICE

Committed to **holistic thinking** and **sustainable development**.

We design strategies that support your community's
vision for the future.



LEADERSHIP



Tom Stellman
CEO & Founder



Tracye McDaniel
President



Jon Roberts
Managing Partner



Jeff Marcell
Senior Partner

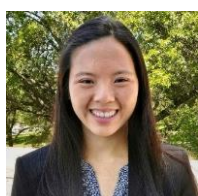
ENGAGEMENT MANAGEMENT



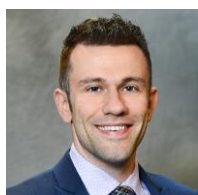
Alex Cooke
SVP, Consulting



Elizabeth Scott
Consultant



Jaclyn Le
Consultant



John Karras
VP, Business Dev.



Jenn-Todd Goynes
Consultant



Rachel Wise
Proposal Writer

4 principals with a
total staff of 17

R&D



Brent McElreath
SVP, R&D



Evan Johnston
Analyst



Phoebe Polakovic
Analyst

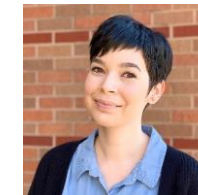
PRODUCTION



Karen Beard
SVP, Production



Meredith Eberle
Designer



Misty Blaze
Assoc. Designer

OPERATIONS



Tristin Caramiho
VP, Accounting

BEHIND THE SCENES

Austin, Seattle, and Boston
offices with global reach





The background is a solid orange color. On the left side, there are several overlapping geometric shapes: a large, light-orange circle, a smaller, darker-orange circle, and a large, light-orange number '2'. The text 'NATIONAL TRENDS' is positioned on the right side of the image.

NATIONAL TRENDS

NATIONAL REALITIES WE CAN'T ESCAPE



HEALTH

The coronavirus



POLITICS

The November election



SOCIAL UNREST

BLM



ENVIRONMENT

Climate change



ECONOMY

Unemployment



COMMUTING

SUPPLY CHAINS

EDUCATION

BROADBAND

RETAIL

OCCUPATIONAL
DEMAND

COMMERCIAL
REAL ESTATE

HEALTHCARE

HOUSING

LOGISTICS

SOCIAL EQUITY

CONTACTLESS
CITIES

PUBLIC
TRANSPORTATION

MOBILITY

DEMOGRAPHICS



ACCELERATION OF EXISTING TRENDS

- ▶ Supply chain restructuring
- ▶ On-line retail sales
- ▶ Remote work
- ▶ Telehealth and medicine
- ▶ Composition of the workforce
- ▶ Social inequity

RISE OF THE REMOTE WORKERS



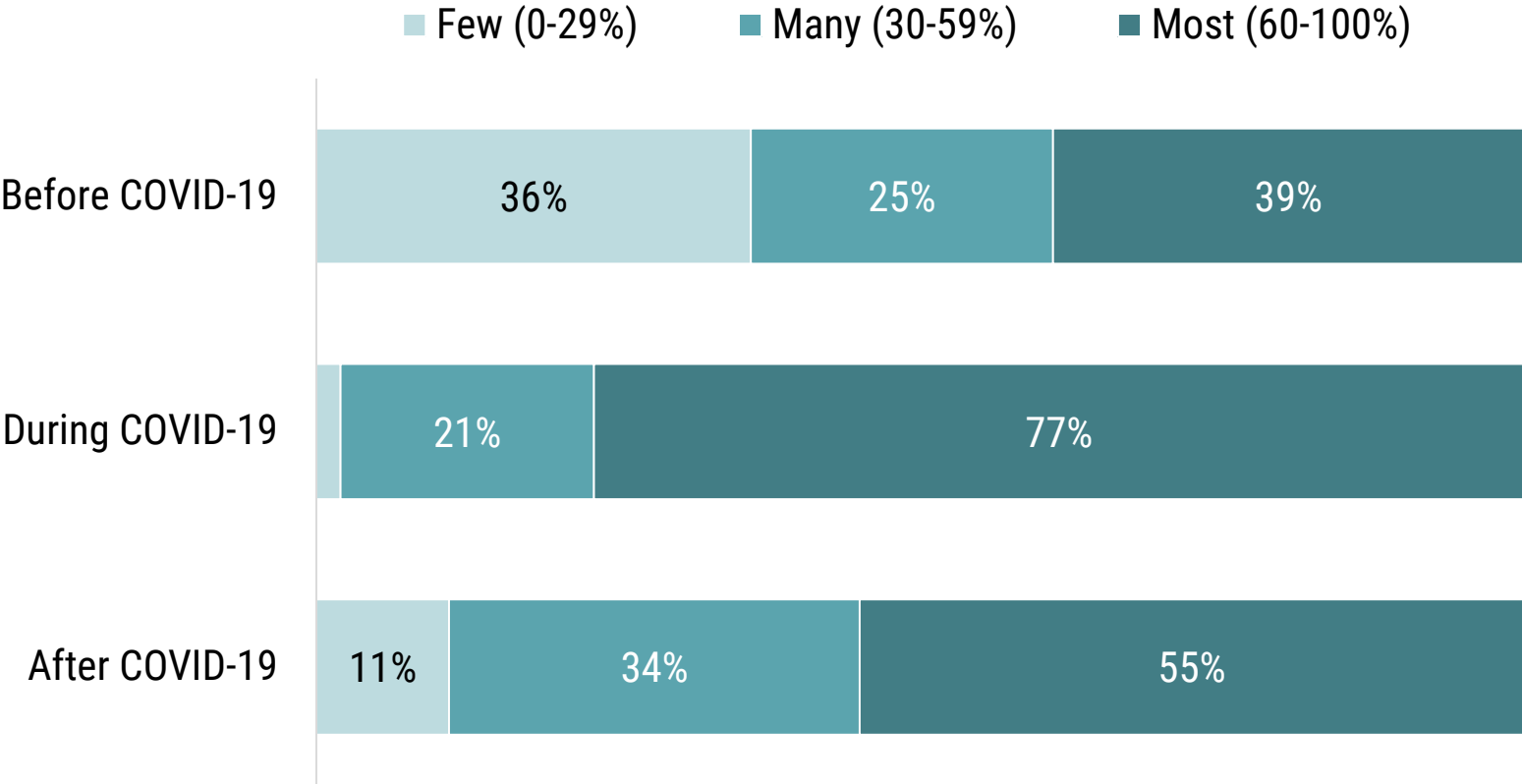
*The dramatic events of 2020 have challenged us to **reexamine** and **rethink** every aspect of our business and **many of the assumptions of the past.***

-Eric Artz, president and CEO, REI

EXECUTIVES AND WORKERS EMBRACE REMOTE WORK MODELS

“72% of office workers would like to work remotely at least two days a week.”

PERCENT OF OFFICE EMPLOYEES EXECUTIVES ANTICIPATED WILL WORK REMOTELY AT LEAST ONE DAY PER WEEK



Source: PwC US Remote Work Survey, June 25, 2020.
Note: PwC surveyed 120 US company executives and 1,200 US office workers between May 29 and June 4, 2020, to see how effective remote work has been.

RIPPLE EFFECTS OF REMOTE WORK

- ▶ Commercial office construction and leasing
- ▶ Transportation
- ▶ Urban design
 - ▶ Parking
 - ▶ Residential
 - ▶ Green space
- ▶ Demographic shifts
 - ▶ Urban
 - ▶ Suburban
 - ▶ University towns



The last 10 years were the decade of downtown.



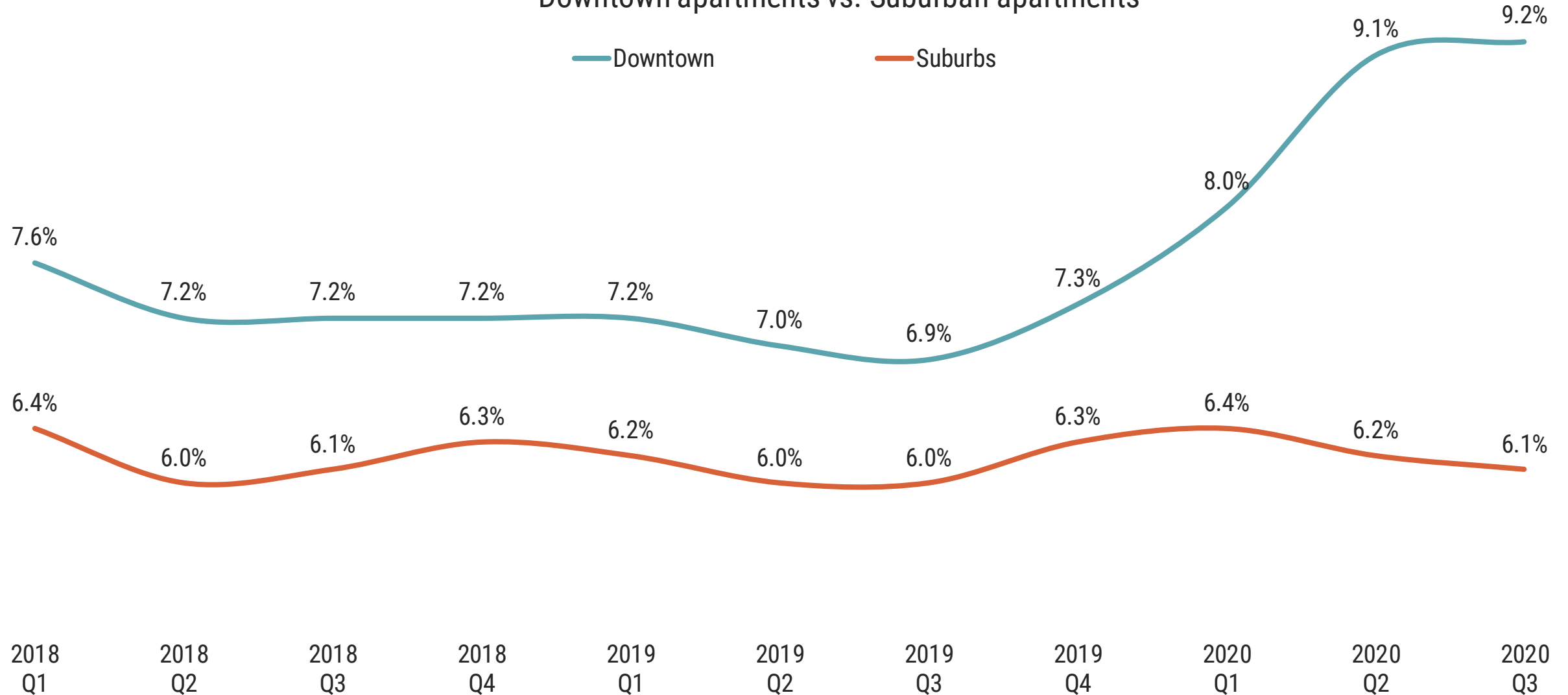
Will the next 10 be the decade of the suburbs?



REMOTE WORK FUELS A SHIFT TO THE SUBURBS

RENTAL APARTMENTS VACANCY RATES, Q1 2018 to Q3 2020

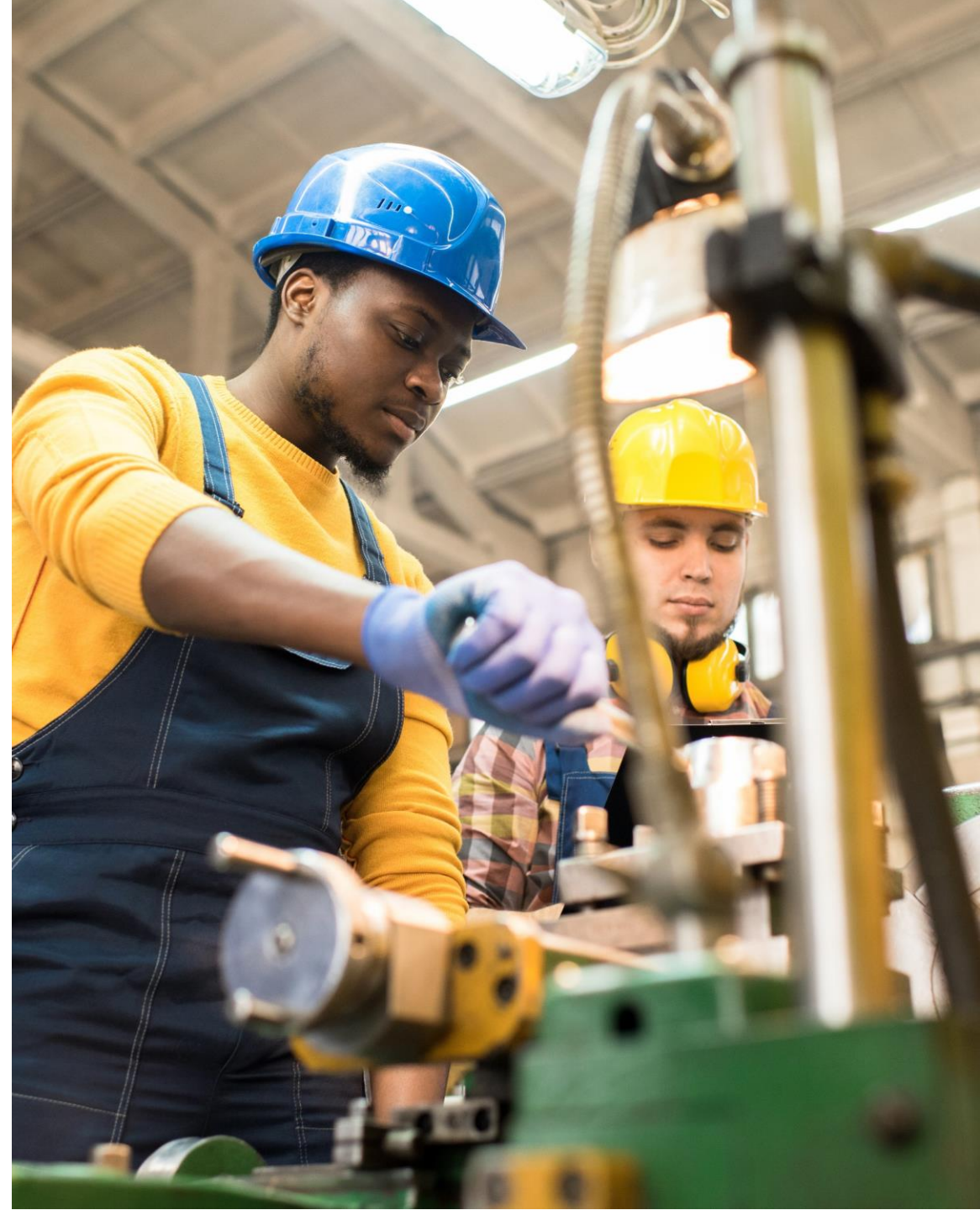
Downtown apartments vs. Suburban apartments



NOT EVERYONE CAN WORK FROM HOME

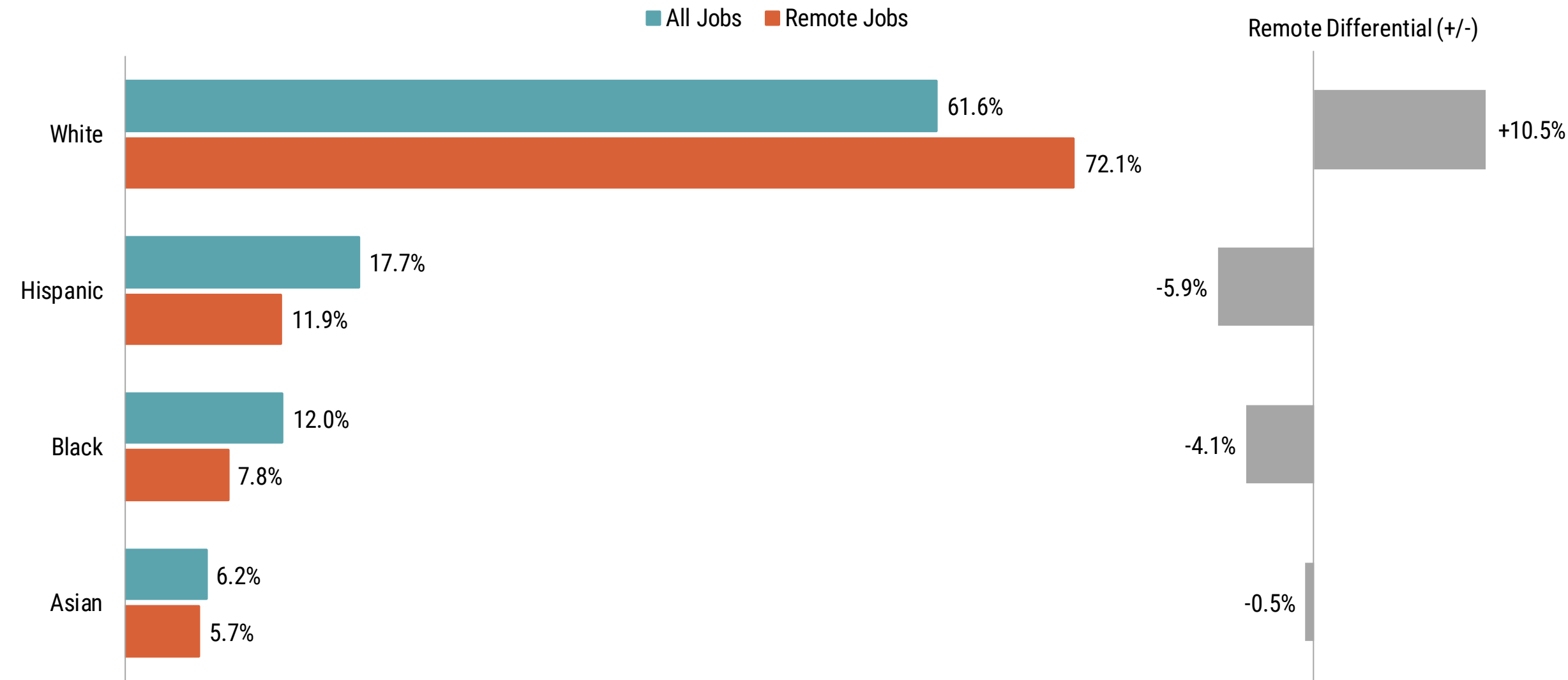
- ▶ Less than one in five Black workers and roughly one in six Hispanic workers work from home.
- ▶ Higher-wage workers are six times as likely to be able to work from home as lower-wage workers.
- ▶ Workers in leisure and hospitality are least able to work from home.
- ▶ Workers with children must balance childcare with their careers.

Source: US Bureau of Labor Statistics, [Job Flexibilities and Work Schedules – 2017–2018 Data from the American Time Use Survey](#)



RACIAL & ETHNIC DISPARITIES IN REMOTE WORK

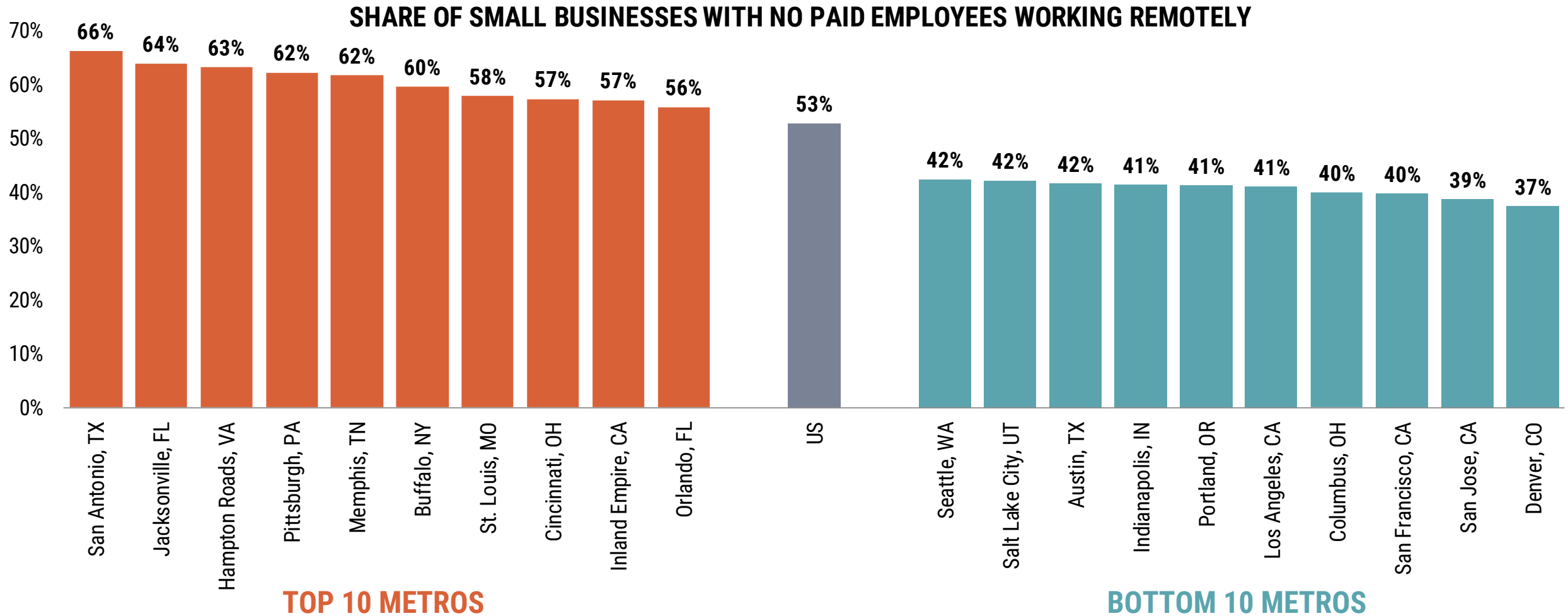
RACE & ETHNICITY MIX IN REMOTE JOB OCCUPATIONS IN THE US



Source: US Census Bureau, American Community Survey 2019, 1-Year, Tables B08301, B08105B, B08105D, B08105H, B08105I
Notes: White as defined here excludes those of Hispanic descent

GEOGRAPHIC DISPARITIES IN REMOTE WORK

For the hidden majority, working from home is not an option



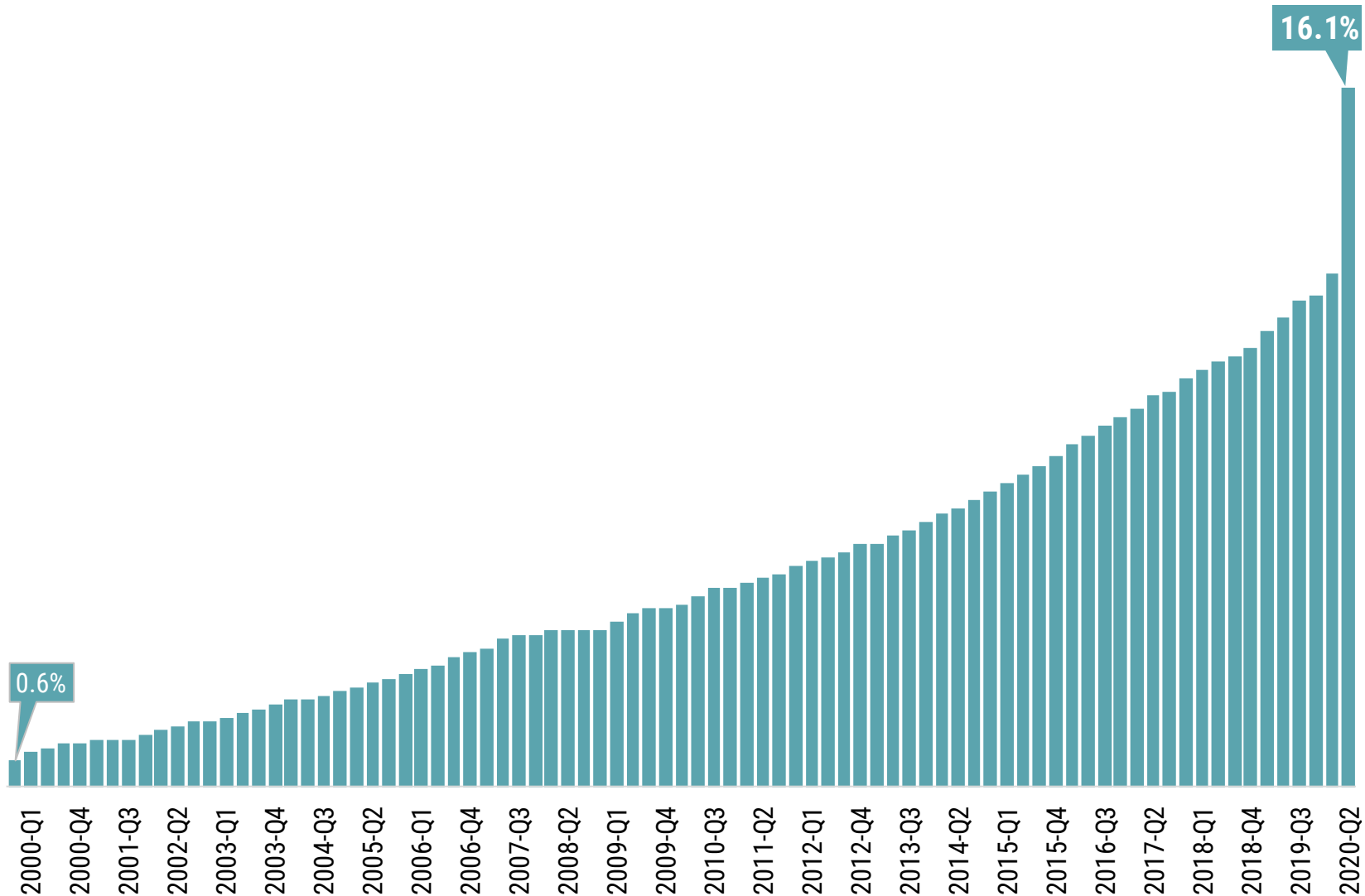
Source: US Census Bureau, Small Business Pulse Survey, week of August 23, 2020 through August 29, 2020

Notes: The survey includes the 50 largest MSAs in the US; this chart includes only the 10 highest and lowest of those 50. The survey includes all nonfarm, single-location employer businesses with fewer than 500 employees and receipts of \$1,000 or more in the 50 states, District of Columbia, and Puerto Rico. It includes all industries except agricultural production, railroads, religious organizations, private households, and government activities, including postal services and central banking.

ACCELERATION OF E-COMMERCE

A NEAR-LINEAR TRAJECTORY OVER 20 YEARS

US online sales as a percent of total retail sales



Will 2020 be a blip or
an inflection point?

A person wearing a light blue surgical face mask and a grey long-sleeved shirt is holding a rectangular sign. The sign is white with a black border and the word "CLOSED" written in large, black, sans-serif capital letters. The sign is hanging from a string that is attached to a small, clear, circular object. The person's hand is visible, holding the string. The background is blurred, showing what appears to be a window or glass door with a horizontal handle.

CLOSED

*The worry is that what we saw with **Covid** could set us back at least a **generation**.*

-Patricia Frey, CEO of National Main Street Center



OPPORTUNITIES

*The future is uncertain... but this
uncertainty is at the very heart of
human creativity.*

- Ilya Prigogine, Nobel laureate and author of "The End of Certainty"

**SWEETWATER GLEN HALLOWEEN
WEEKEND**

**EAT, DRINK,
AND BE
SCARY**



Halloween (10/31)

VIA 313 Pizza
Pre-order now!



Sunday, 11/1

Chuy's Tex-Mex
Pre-order now!





VIA 313 Pizza Halloween

Sat, Oct 31 | Sweetwater G...



Chuy's Sunday Funday

Sun, Nov 01 | Sweetwater ...



Torchy's Tacos

Fri, Nov 13 | Sweetwater GL...



The Peached Tortilla

Thu, Nov 19 | Sweetwater ...



VIA 313 Pizza

Fri, Dec 04 | Sweetwater ...



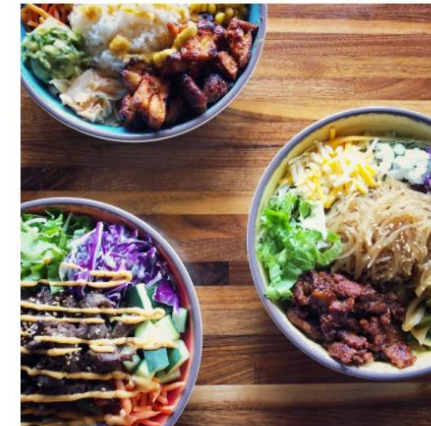
Garbo's Fresh Maine Lobster

Fri, Dec 18 | Sweetwater GL...



Taco Deli

Fri, Jan 08 | Sweetwater G...



Chi'Lantro Korean Inspired BBQ

Fri, Feb 05 | Sweetwater G...





New ideas must use old buildings.

- Jane Jacobs



DOWNTOWN COWORKING, STARTUPS, & INNOVATION



Urban Hub: Green Bay, WI (Joint venture of Chamber & developer)



Prairie Den: Fargo, ND (Launched by Emerging Prairie e-ship support org.)



The Collider: Asheville, NC (Coworking space & accelerator for climate data)

Hi, remote workers!

We'll pay you to work from Tulsa.
You're going to love it here.

Tulsa Remote is back and bigger for 2020. We're looking for 250 more remote workers.

[APPLY NOW >](#)

**You're looking for something new.
We're looking for great people to join the Tulsa community.**

WE'VE GOT A LOT TO SHARE:



**\$10,000
Cash**



**Free Desk
Space**



**Exclusive Perks
& Events**



**Welcoming
Community**

WHAT IS THE VALUE OF REMOTE WORKERS TO YOUR ECONOMY?

Having remote workers in your community provides several economic benefits...



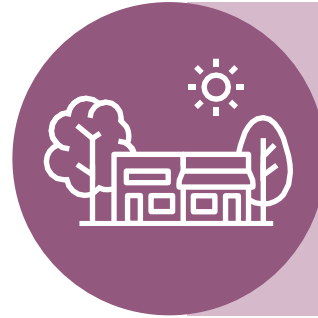
Solve critical workforce needs for your employers



Networking and new business creation



Purchase or rent homes in your city



Contribute to placemaking



Spend money at local businesses



New connections outside your region









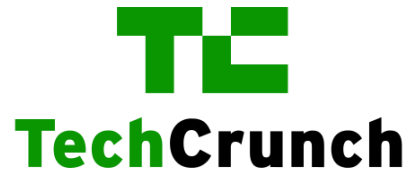
REAL ESTATE | PROPERTY REPORT

Uber Founder Turns Real-Estate Mogul for Ghost Kitchen Startup

By [Konrad Putzier](#)

Updated Oct. 20, 2020 4:28 pm ET

WSJ analysis shows entities tied to Travis Kalanick spent more than \$130 million on property acquisitions for CloudKitchens



Kroger, one of America's largest grocery chains, experiments with ghost kitchens and delivery in the Midwest

Jonathan Shieber @jshieber / 7:51 am CDT • October 8, 2020



DECEMBER 5, 2019

Everything You Need to Know About Cloud Kitchens (aka. Ghost Kitchens) in 2020

Ashley Colpaart

PARTING THOUGHTS...

PARTING THOUGHTS...

- ▶ Turn your attention back to the basics:
 - ▶ Support the small businesses that are the backbone of your community
 - ▶ Make quality of place investments (parks, trails, amenities) that attract residents, workers, and visitors to your Main Street
- ▶ Rethink your infrastructure & regulatory needs:
 - ▶ Pay attention to broadband
 - ▶ Examine your ordinances (limits on running a business from home?) to make sure you aren't putting up extra barriers
- ▶ Rethink your industry targets:
 - ▶ E-commerce supply chain (warehousing, distribution, data centers)
 - ▶ Remote workers (tech talent, professional employees, entrepreneurs)
- ▶ Use your community's size to your advantage:
 - ▶ Fewer layers & easier to get found
 - ▶ Better access to decision makers & influencers
- ▶ Leverage outside resources:
 - ▶ Participate in regional (HGAC, GHP) & state initiatives that benefit your community
 - ▶ Tap into federal funding sources (USDA Rural Development, EDA)
 - ▶ Engage with member associations (TEDC, IEDC, NREDA, NADO) & philanthropic organizations



THANK
YOU



FOLLOW US



@TIPStrategies