



Business Development and Recruitment for Main Street Commercial Districts

Presented by:
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Convince me to open a business
or move my business in your
downtown

Threats to Downtown's Independent Business Base

Market Direction Analysis

| | Existing Business | New Business |
|--------------------|-------------------|--------------|
| Existing Customers | | |
| New Customers | | |

show·room·ing
'SHō, rōōmīNG/
noun informal

- noun: **showrooming**;
noun: **show-rooming**
- the practice of visiting a store or stores in order to examine a product before buying it online at a lower price.
- "as a result of showrooming, a physical store may lose sales"

Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales: 1st Quarter 2005 – 4th Quarter 2014



Data Management

- Understanding Data
- Accessing Data
- Strategically using the information generated by data systems

Why firms go out of business

- Lack of capacity:
 - money to invest in business, property
 - Poor management skills
 - Money
 - People
 - Inventory
 - Information
 - Inadequate market support
 - Product doesn't match market needs
 - Decreasing customer base
 - Market glut of product or service
 - Negative perception of district
- Other reasons
 - Business transition or sale
 - Personal crisis
 - Acts of God



Why firms move

- Physical facilities or conditions of area
 - Outgrowth of space
 - Leasing problems, relations with landlord
 - Inadequate or poorly managed parking
 - Crime/safety problems
 - Inappropriate regulations
- Market conditions
 - New location nearer or more convenient to market served
 - Better employee base elsewhere
 - Negative image of district
- Business transition or sale



Changes impacting retail over the last 100 plus years.

- Transportation
- Communication
- Technology
- Social Changes
- Easy access to credit
- *Retail has become theater*



Financial
markets that can
accumulate
pooled funds.



Recent Retail Changes

- Shopping centers that are cities
- Manufactures are becoming retailers
- Non-traditional retailers entering market
- You can buy goods anywhere via TV or the internet (phones and handheld computers)
- Retail sales tax is now sought after to augment declining city property tax revenue.

Recent Retail Changes con't

- Deadmalls.com lists over 400 shopping malls that are now closed or defunct. 1 in 5 malls standing in 1990 have now been torn down or redeveloped.
- Rate of new enclosed mall construction is at the lowest point in 30 years.... The last enclosed mall that was built was in 2009, Crystals at CityCenter in Las Vegas, Nevada.
- In 1960 there were 3,000 shopping centers and 4 square feet of retail space per person in the US. In 2010 there was an all time high of 107,823 shopping centers in the United States. (98.6% are open air)
- 5,700 shopping centers in Europe
- Between 1986 and 1999 we saw an increase of 56% in the amount of shopping space. (The majority of these are stand alone shopping centers not new malls)

Per Capita Retail Space Comparison

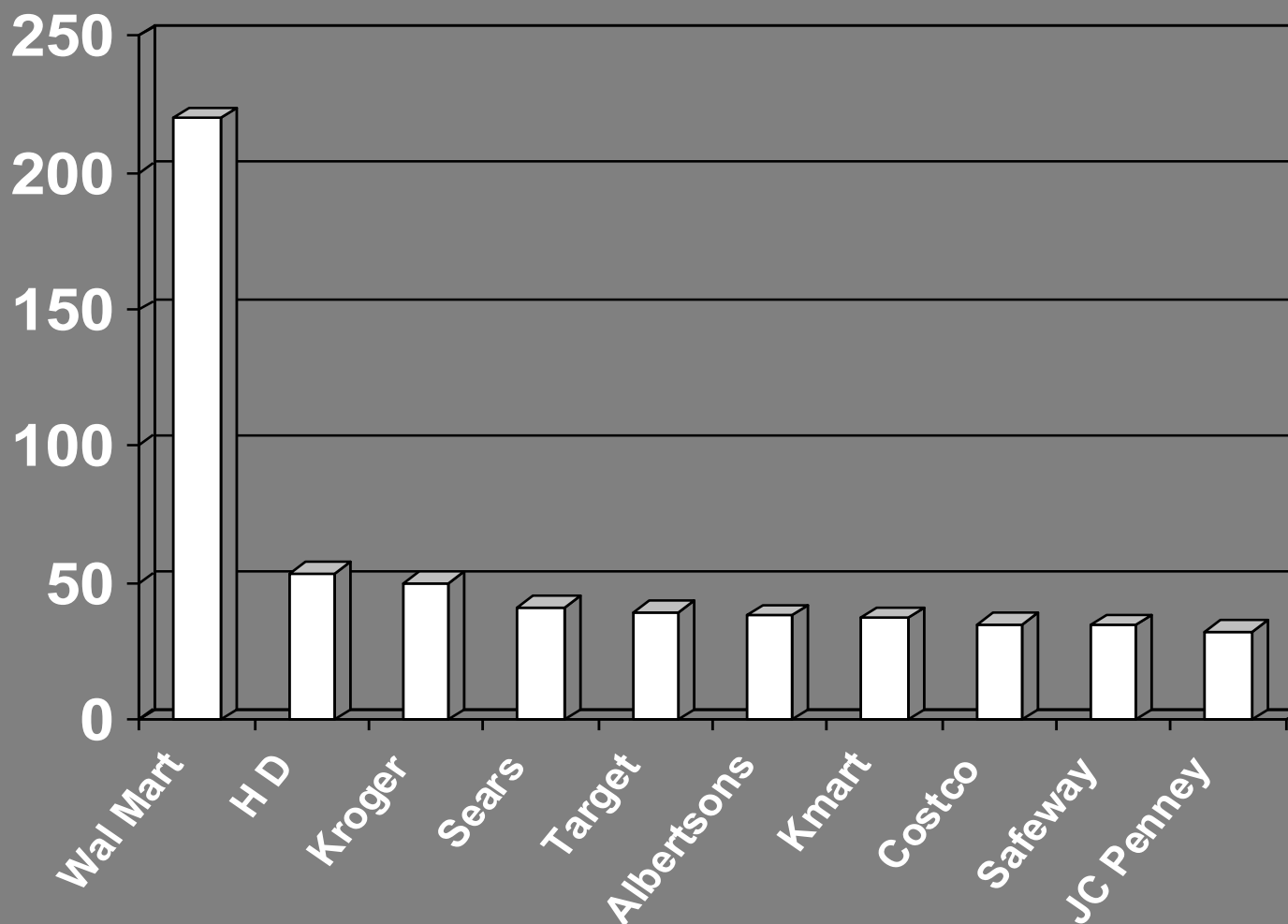
- US 46.6 square feet
- UK 23.0 square feet
- Canada 13.0 square feet
- Australia 6.5 square feet
- India 2.0 square feet
- Mexico 1.5 square feet
- China .5 square feet



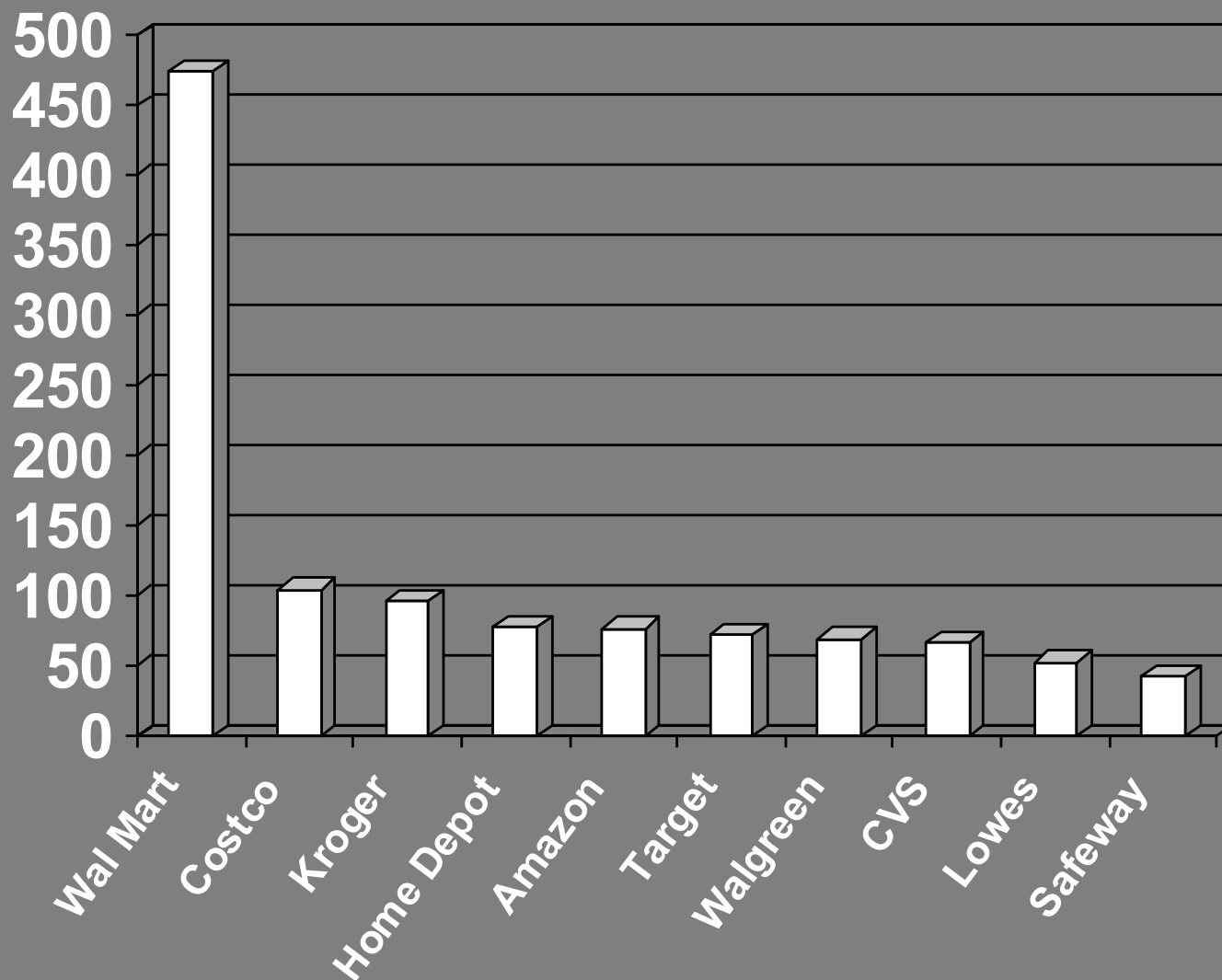
WalMart Facts

- Total area under roof meters or 1.5 Mannhattans
- 200 million customers at more than 10,400 stores in 27 countries
- If retailers were classified as countries, WalMart would have the 26th largest economy @ \$474 Billion
- Total Profit \$11.8 Billion
- 2.2 million employees
- Walmart is bigger than Home Depot, Kroger, Target, Sears, Costco, and K-Mart combined
- \$442 sales per square foot
- World's largest corporation.

Top Ten Retailers in Billions of Dollars 2001



Top Ten Retailers in Billions of Dollars 2014



How Do We Fight Back?

- Management of the overall downtown
- Strategically Growing Businesses that fit the new downtown
 - Repositioning of existing business
 - Developing new entrepreneurs
 - Recruiting businesses to open new locations.

Goal, To retain, develop and recruit businesses to downtown.

- Objective #1 To collect data regarding the retail market, real estate market and local economy. **Priority 1**
- Objective #2 To assist businesses through a regular program of technical assistance and financial incentives. **Priority 1**
- Objective #3 To assist or participate in the real estate development process **Priority 2**
- Objective #4 To recruit businesses that fulfill unmet needs in the retail market **Priority 3**

****The ER Committee should have working subcommittees or ad-hoc subcommittees for these four objectives.**

Setting the stage for recruitment

- Successful events
- Business expansions are occurring
- Visible, positive change
- Survey work completed
- Businesses have improved their interiors ... merchandising
- Image events are working
- First impressions are more favorable
- Business attitudes are up
- Positive reinvestment stats

Why, because you need something to sell!

What a comprehensive retention program can—and can't—do

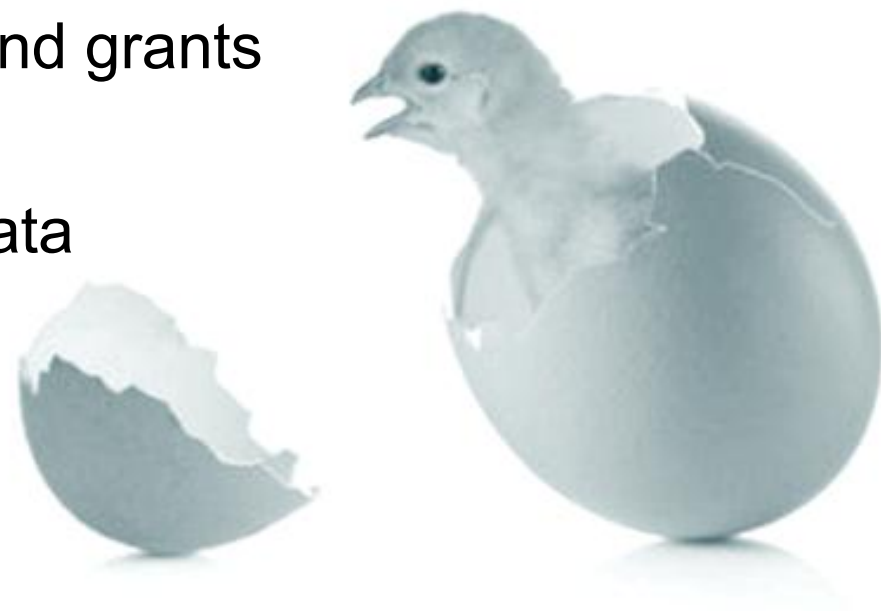


- It can't solve all the problems.
- It can't save all businesses

“Think of your commercial district as an incubator without walls”

How to strengthen business

- Business Retention seminars
- Low interest loans and grants
- Sharing of market data



Strengthening Businesses... Sample Committee Projects

- Developing a business plan
- Developing an open-to-buy
- Merchandising
- Window Display
- Interpreting the Market Analysis
- Improving business advertising
- Insuring a business
- Selling on the Internet
- Marketing on the Internet
- Hiring and Firing

Creating the Right Incentives

- Rental subsidies
- Tax abatements
- Low-interest loans
- Grants
- Business assistance package
- Tax credits
- Enterprise zones
- Design assistance package



Incentives

- Business
- Buildings
- Infrastructure

Business Incentives

- Free trash pick up?
- We supply the parking?
- We stage events that focus on your target demographic

Building Incentives

- Real Estate Development, TX Capital Fund (non profit ownership)
- Economic Development Sales Tax

Infrastructure

- Anice Read Fund (\$5K max.)
- Main Street Improvements, TX Capital Fund (less than 50K population) \$150K max.
- Safe Routes to School, TX Capital Fund
- Economic Development Sales Tax
- T.I.F.

“White Boxes Ready”



Making decisions about the market place



Data Gathering

- Building inventory
- Public space inventory
- Business inventory
- Base maps
- List of all local, state and national assistance and incentives.

AN ALTERNATIVE STREET APPROACH

Step-by-Step Market Analysis

A Workbook
for Commercial

Table 1. Summary Statistics for the United States: 1992

Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of the approach, see...

Downtown and Business District Market Analysis - Microsoft Internet Explorer

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Address <http://www.uccs.edu/cced/dmua/>

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Downtown and Business District Market Analysis

Using Market Data and Geographic Information Systems
to Identify Economic Opportunities in Small Cities

Contents

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Part I: Understanding Market Conditions

- [1. Getting Started](#)
- [2. Creating a Business and Business Environment](#)
- [3. Understanding Business Operations](#)
- [4. Analyzing Your Business Mix](#)

Introduction

For the last three decades, small cities (population of less than 100,000) all across our country have seen continued economic leakage from downtown to outlying edge locations. Once the center for community and economic activity, downtowns have suffered the loss of retail and other business activities to sites in shopping centers and commercial strips. Downtowns continue to suffer economic hardship brought on by fierce retail competition from category killers, large discount stores, and regional shopping centers. Many small city downtowns face high vacancy rates and a poor mix of retail tenants. They typically lack the market research support available to the big retailers and shopping center developers.

This market analysis workbook is designed to help local business leaders, entrepreneurs, developers, and economic development professionals understand the changing marketplace and identify business and real estate development opportunities that are realistic and make sense for their communities. It will introduce and guide the user through many of the analytical techniques used in analyzing specific development

(1 item remaining) Downloading picture <http://www.uccs.edu/cced/images/sheloh/banner-cced.gif>

Start

Internet

10:52

Elements of the Market Analysis

- Intercept Survey
- Phone Survey
- Business Survey
- Demographic Survey
- Sales Gap Analysis
- Determining Trade Area
- Competition Comparison
- Determining Downtown's Current and Future Business Mix...cluster development.

Consumer Data

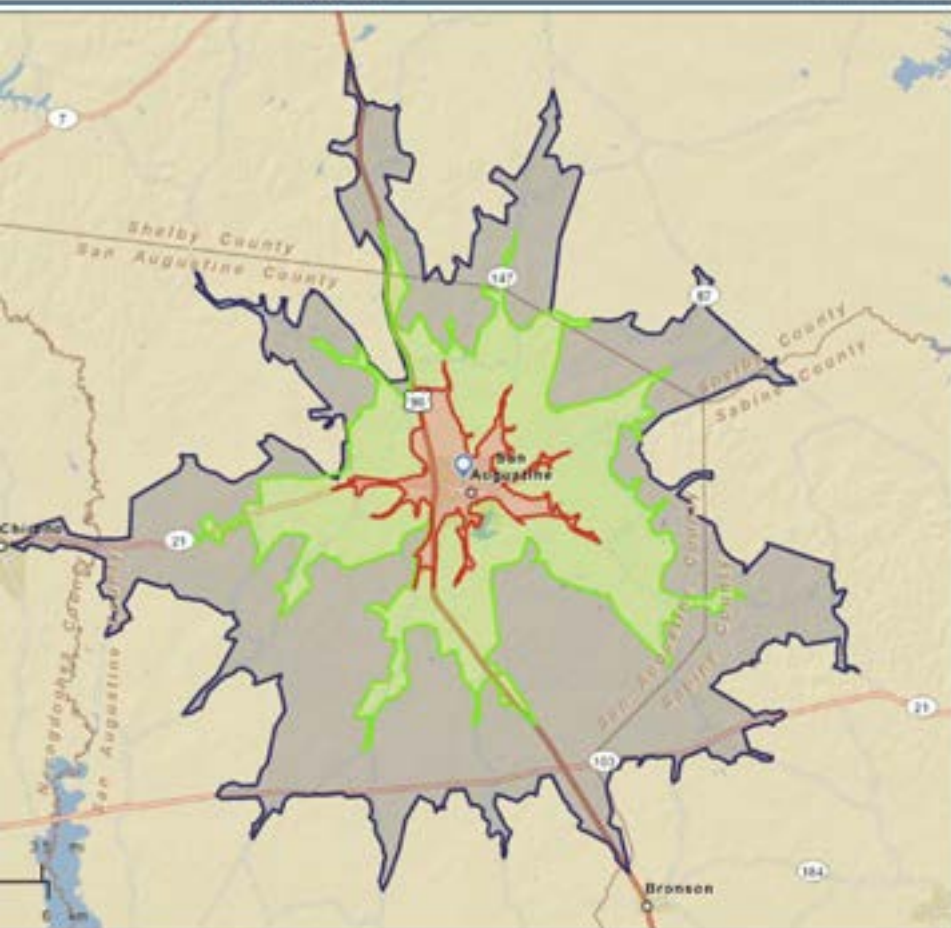
- Identify consumer spending power (Sales spending potential already purchased. Make sure to share data.)



- Identify changes or trends in local market demographics

San Augustine TX
W Columbia St & S Harrison St, San Augustine, TX, 75972
Drive Time: 5, 10, 15 Minutes

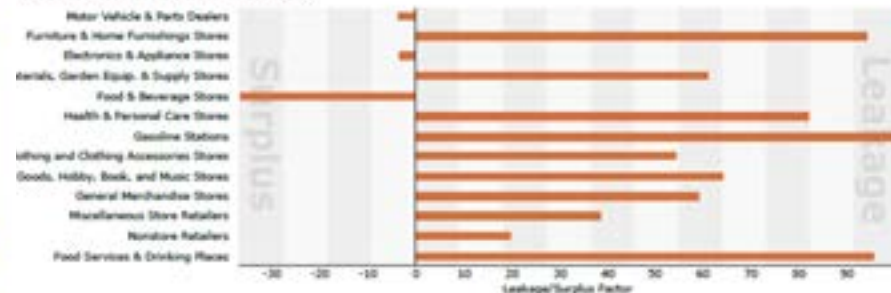
San Augustine Drive Times
Latitude: 31.53053
Longitude: -94.11056



San Augustine TX
W Columbia St & S Harrison St, San Augustine, TX, 75972
Drive Time: 15 minutes

San Augustine Drive Times
Latitude: 31.53053
Longitude: -94.11056

Surplus Factor by Industry Subsector



Surplus Factor by Industry Group



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Consumer Survey

- Measure consumer views and expectations
- Source of ideas
- More than just paid staff saying that they want something



Business Survey

- Asks the same sort of questions as the Consumer Survey so the two groups can be compared and contrasted.
- This information is more attitudinal



DOWNTOWN WALLA WALLA

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ACTIVITY CALENDAR
DOWNTOWN NEWS

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REGIONAL SITES
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33 East Main #213, Walla Walla, WA 99362 • Phone: (509) 529-8755 • Email: info@downtownwallawalla.com

The Mission of the Downtown Walla Walla Foundation is to Strengthen the Economic & Cultural Vitality of Downtown While Enhancing and Preserving Its Historic Character and Beauty.

Business Assistance Links

In an effort to keep you abreast with the latest information, tips, ideas, and trends relating to the economic well being of your business, we have compiled the following links to what we believe will be valuable information.

If you know of other Internet sites which you feel may be helpful to your fellow business persons, please take a moment to send the web address to the Foundation so that we may take a look.

You can do this right on-line at the: [Contact The Foundation Page](#).

Consumer Information Center - www.pueblo.gsa.gov

Small Business 2000 - www.sb2000.com/sb-sitemap.html

Small Business Links - www.bigidea.com/SeeSites.htm

Small Business Basics - www.sbfocus.com/basics

Planning Your Business - www.toolkit.netscape.com/text/p02-0001.btq

Business Strategy & Skills - www.ninthhouse.com

www.retail.usa.com/index.html

www.iqtalent.com

www.bizmove.com

Criteria for selecting businesses

| | Prospect, 1 | Prospect, 2 | Prospect, 3 |
|---------------------------|-------------|-------------|-------------|
| Sales leakage analysis | | | |
| Business cluster analysis | | | |
| Business mix analysis | | | |
| Consumer Survey | | | |
| Business Survey | | | |
| Proper fit w/ Building | | | |
| Other..... | | | |

Characteristics to Look For in New Businesses

- ***“Value-Added” businesses.*** These are businesses that take a product or line of products and add value to it before it’s sold.
- ***Cottage Industries.*** Cottage Industries are businesses that manufacture a light, clean product such as specialty clothing or furniture.
- ***Artists*** such as fine art, photography and sculpture including glass blowing
- Businesses that have an ***internet presence and a good grasp of the importance of social media***
- Businesses that are well ***capitalized and have debt***. These types of businesses are usually more motivated to make a profit as compared to older established businesses.
- ***A tourism component***
- ***Have Great Potential for “Theater”***

What are Some Options?

- Entertainment
- Antiques
- Arts
- Professional services (Ct.Hse)
- Cottage industries
- Style
- Price Point
- Competitive Cluster
- Complementary
- Destination

Combinations of the above are certainly possible



Develop market-driven strategies & positioning statement.



Port Townsend, Washington

Recreation & leisure tourists



Cultural arts audience



3. Tourists—primarily adult but child friendly



Identify key businesses.





Chesbro Music, Idaho Falls, ID

Steps to take with key businesses

- Meet with them personally
- Let them know they are important
- Identify their interests and concerns
- Ask them to get involved with Main Street projects
- Share the district's positioning statement
- Offer assistance
- Add them to the Main Street mailing list
- Keep in frequent touch

Setting the stage for recruitment

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Main Street Morgantown
201 High Street Suite 2
Morgantown, West Virginia 26505
(304) 292-0168

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75 RETAILERS!

**35 RESTAURANTS, CAFES
& TAVERNS!**

**100 PROFESSIONAL
BUSINESSES!**

Click Here to



or call toll-free
1-877-770-4438

AWARDS AND DESIGNATIONS

- 2002 - Designated Urbanized Area (Future MSA)
- 1998 - "Great American Main Street Award" - One of 5 Best Main Street Programs in the Country
- More than 42 awards, making Main Street Morgantown the most decorated Main Street program in West Virginia
- Designated the fastest-growing city in West Virginia
- Rated "Best Small City in the East" (Prometheus Books)
- Selected "Best Small City in the Nation" (bizjournals.com)
- 2007 Dozen Distinctive Destinations



Click above to visit The Met Theatre!



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Winter Carnival

Saturday February 23, 2008 10:00 a.m. - 5:00 p.m.

Main Street Morgantown and Seniors Monongalians are proud to present the Morgantown Winter Carnival, an event designed to bring winter fun and beauty to the downtown area. The carnival will be free and open to the public. It will be held February 23, 2008. All events will be occurring in downtown Morgantown. Professional ice sculptors, DiMartino Ice Company from Jeanette, PA will be creating more than twenty ice sculptures to be displayed downtown. Events during the Winter Carnival include the Kick-Off Pancake Breakfast and Winter Carnival Princess Pageant, both held at Wesley United Methodist Church. The Courthouse Square will house two larger ice sculptures, along with the highlight of the exhibit - a gigantic ice throne, created out of eleven blocks of ice. The public will be able to roast marshmallows and hotdogs at the Courthouse Square, as well as participating in other events. The non-profit organization Empty Bowls of Monongalia, will be in attendance to serve and raise awareness of hunger in our area. For more information or to sponsor a sculpture please call the office 304-292-0168 or email barb@downtownmorgantown.com

April 2, 2008 7 p.m. Met Theatre Banff Mountain Film Festival

The Banff Mountain Film Festival is on the road across North America and around the world. Whether you are an experienced mountaineer or an armchair adventurer, this event is for everyone. Don't miss the excitement! Come to the Banff Mountain Festivals - adventure, for excitement, for the inspiration of mountain stories. Experience the exhilarating beauty of mountain landscapes. Hear from the world's top adventurers. Listen to their stories. Relive their challenges. Reconnect with adventure.

April 14 -18 2008 Morgantown Adventure Film and Photo Festival

The Morgantown Adventure Film & Photo Festival is a grass roots event that began in 2005. This event was created and is now organized and operated by a group of local adventurers. It is open to all film makers and

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Downtown Business Directory

Gift Shops & Retail Businesses

Restaurants

History

Business Opportunities

Real Estate

Renovation Assistance

Special Events

Ripon Mystery Cave

Links & Credits

Map



Contact Information:

craig@riponmainst.com

*To help prevent SPAM you must type the
Email Address manually.*

Ripon Main Street, Inc.
Craig Tebon, Executive Director
127 Jefferson Street

A Spectacular Place To Have A Business!

When deciding where to locate, look no farther than Historic Downtown Ripon. If your business would benefit from being located in a distinctive and unique setting, Downtown Ripon is the place for you. For more information about the benefits of locating your business in the Watson Street National Historic District, contact the Ripon Main Street, Inc. office. [Click Here](#) for a listing of available property.

Community Profile

Ripon, Wis. is a nationally certified downtown revitalization program located in east central Wisconsin. Ripon Main Street, Inc. and the City of Ripon have worked together to enhance the downtown with decorative streetlights, trees, restored buildings and local festivals. The revitalized central business district has become an attractive place for local residents to live, work and play, as well as a popular tourist destination. In addition to its distinctive architecture, downtown Ripon features an exceptional assortment of retail and service businesses that meet the needs of local and regional residents. Ripon's diverse business base is anchored by traditional retailers such as apparel, jewelry and furniture stores, as well as antiques, art galleries, boutiques and numerous gift shops. The district also has a variety of restaurants, a movie theatre and is the home of the Birthplace of the Republican Party museum.

| <i>Demographics</i> | City of Ripon | Fond du Lac County | Green Lake County |
|-------------------------------------|--------------------------|-------------------------------|------------------------------|
| Population | 6,828 | 97,296 | 19,105 |
| Households | 2,922 | 36,894 | 7,703 |
| Median Household Income | \$37,399 | \$45,578 | \$39,462 |
| Total Household Income | | | |
| Median Family Income | \$51,100 | \$53,325 | \$46,969 |
| Median Value of Owner-Occupied Unit | \$89,500 | \$101,000 | \$90,100 |
| Median Age | 39.7 | 37.0 | 40.9 |
| Population Within 10 Mile Radius | 18,915 | | |

Traffic & Transportation

Ripon's central location gives businesses access to three state highways (23, 44 and 49), and is within minutes of the U.S. Highway 41 corridor located east of the community. Wisconsin's largest business and consumer-populated markets (Fox Cities, Green Bay, Madison and Milwaukee) are



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Available Property

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Treasury Restaurant Building

114 Watson Street

FOR SALE

Sale Price: \$485,000

Space Available: 4,240 square feet

Former 1930s deco style bank building renovated into a restaurant. Grand 2-story dining area with skylights, vaults converted into private rooms, plus marble counters, terrazzo floors, and decorative plaster friezes. [Additional Information](#)



Contact: Gary Eake - G. Earl Real Estate, Inc.

(920) 426-0417

www.gearlealestate.com

E-mail: ge@gebroker.com

How to locate prospects



Where to find businesses

- Consumer Survey
- Chain Stores
- Franchise
- Regional Chains
- Cottage-Home Industries
- Media Reps
- Business License
- Media Stories
- Trade Publications
- Hold “new” business competition
- Trade Shows
- Inquire with sales reps
- SBDC’s
- #1.....existing businesses needing more space



Consider Community Initiated Development:

- When the private sector won't act or can't act
- To seed the local business mix with a business that's critical to attracting other businesses

CID can be applied to:

- Real Estate Development
 - Purchase
 - Lease options
- Business
 - Community owned business
 - Community guaranteed funding

Benefits of C.I.D.

- Community buy-in and support.
- More enduring results and results that are appreciated by the broader community.

bushel & peck's local market

food you love from people you know

Beloit, WI

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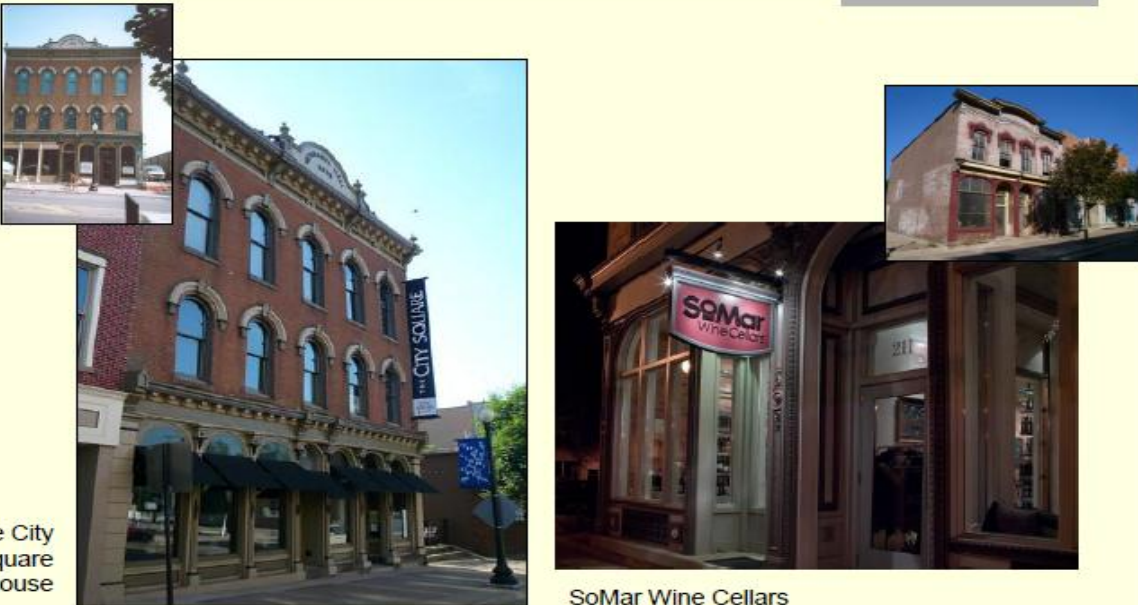


Wooster, OH

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/ 12 64.5% Find

The Final Product



The City Square Steakhouse

SoMar Wine Cellars

Unknown Zone | Prote

PowerPoi... Seguin outline (Last ... http://www.heritag...

Community Owned Stores

- Little Muddy Dry Goods in Plentywood, WY
- Powell, WY Merc
- Rawlins, WY, Carbon Merc
- Saranac Lake, NY
- Gove, KS (pop. 103) The Gove Community Improvement Association (GCIA) 1986 .
 - In 1995, the GCIA built a new building with volunteer labor, local donations, and a ten year no interest loan from the local rural electric cooperative which has been repaid.
 - This building houses the GCIA Grocery as well as a community-owned eating place called the County Seat Café.
 - Hired manager with a board of volunteers, they also provides legwork
 - In 2006, GCIA purchased a local grocery distribution business. The wholesaler delivers groceries to GCIA which then redistributes groceries to other local stores. This helps other rural grocery stores meet minimum purchase requirements from the supplier, as well as sharing needed produce or meat products.

Crowd Funding-Likely Requirements



Location Neutral Businesses Or.....Cottage Industries



Food Businesses







CAKELOVE



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cakes from scratch

5% off all online orders

cakes + cupcakes
wedding cakes
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the cakelove story
about the founder
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faq's
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services
locations

- U Street, DC
- Silver Spring, MD
- Shroton, VA
- Spokane Center, WA
- National Harbor, MD
- Fair Oaks Mall, VA

Don't miss our new specials!
Click "like" on our fan page to receive our updates in your own FB feed.

Like

Cake Passion



Warren Brown uncovered a hidden passion that led to Cakelove...

How did I find my Passion?
How many ways can one find their passion? There are probably as many answers as there are ways to describe the flavors of your favorite food. I love orange foods. Butternut squash, carrots, yams, and oranges. I like their hearty nourishment, electric color, resilient texture, and pungent scent. Green foods take the cake - to put it out it's probably different for you. And that's what finding a passion is all about.

Do you want to fast forward to the answer? Try not to. The best parts of life are in the roads traveled to get to your destination. That's where you struggle and that's where you laugh. Be in the moment and enjoy it. Taste life, Taste what interests you. Listen to yourself and the world around you. It's a slow and tedious process where being patient helps a lot. Take your time to be sure of what you want. Then work like hell to get it.

Who has priority?
Perhaps you have to be somewhat, well, narcissistic to really indulge your passions. Being passionate is about recognizing what makes you happy, focusing on and learning about it, and, ultimately, doing it in the name of your own satisfaction and pleasure. It's not self-centered to lead your life in a direction that satisfies you. It's necessary to feel at peace.

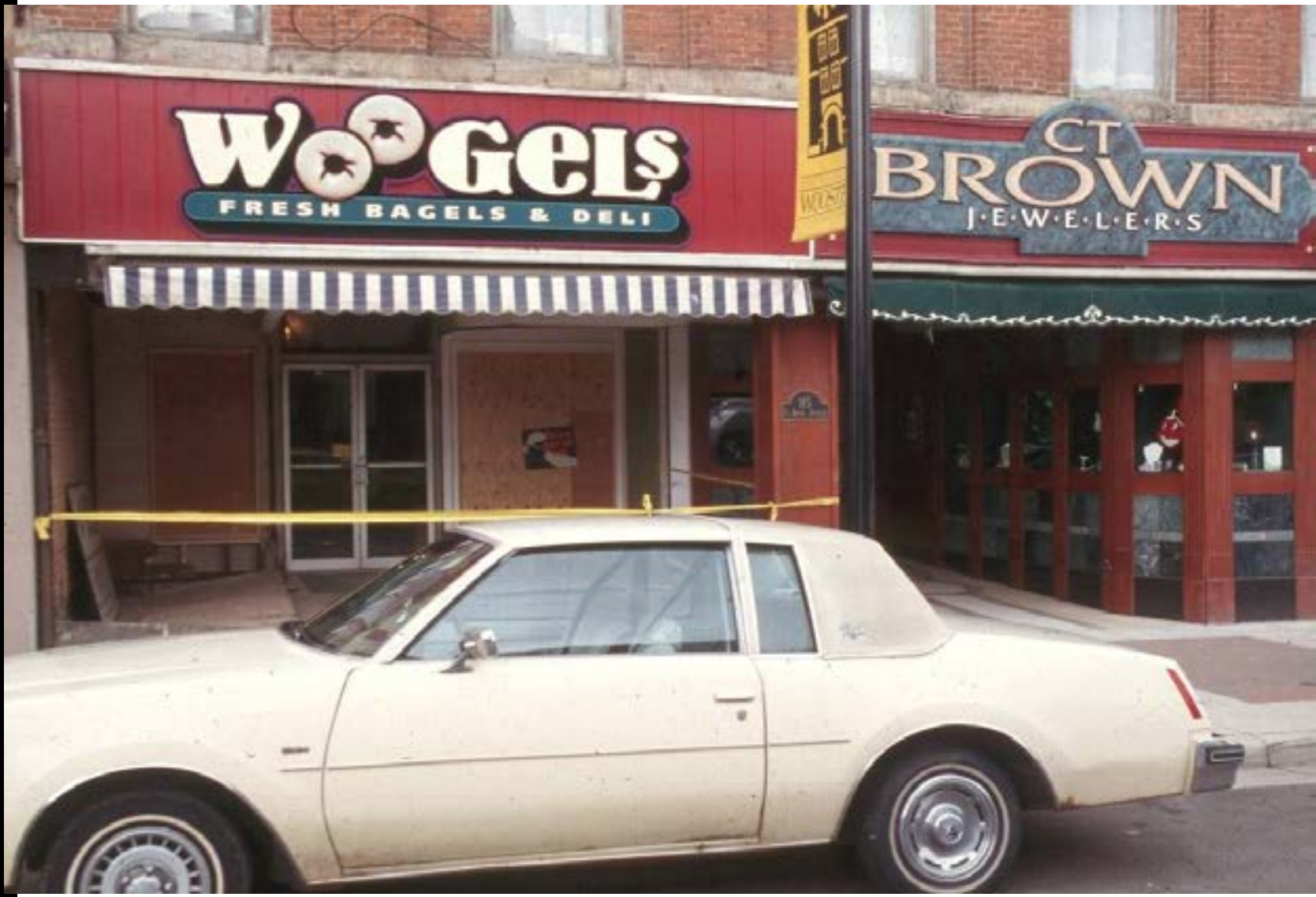
Prioritizing your passion means that you carve out room in your life to explore and understand it. Once you understand yourself and what you care about,





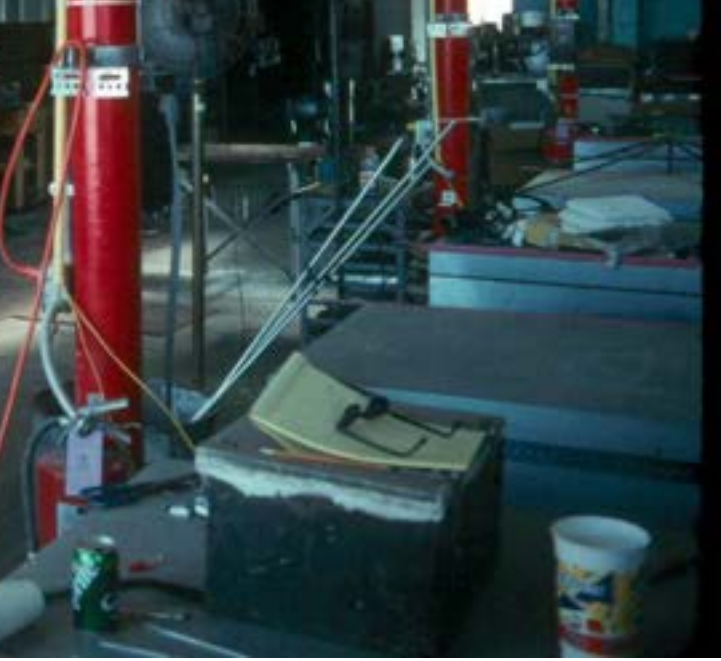
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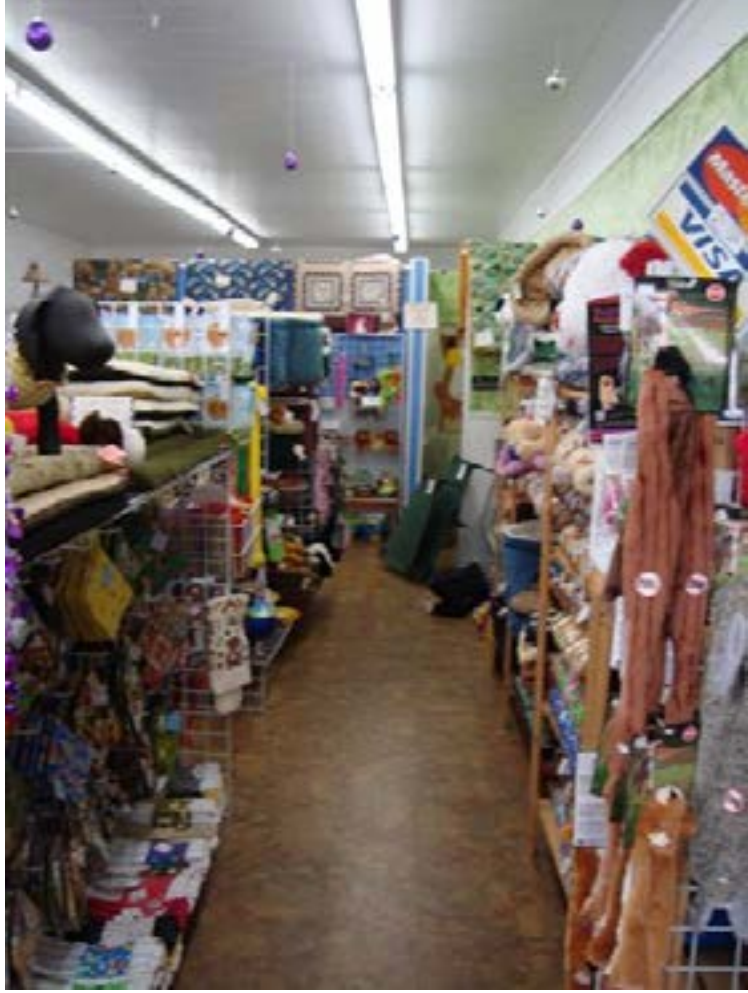


Local Artisans



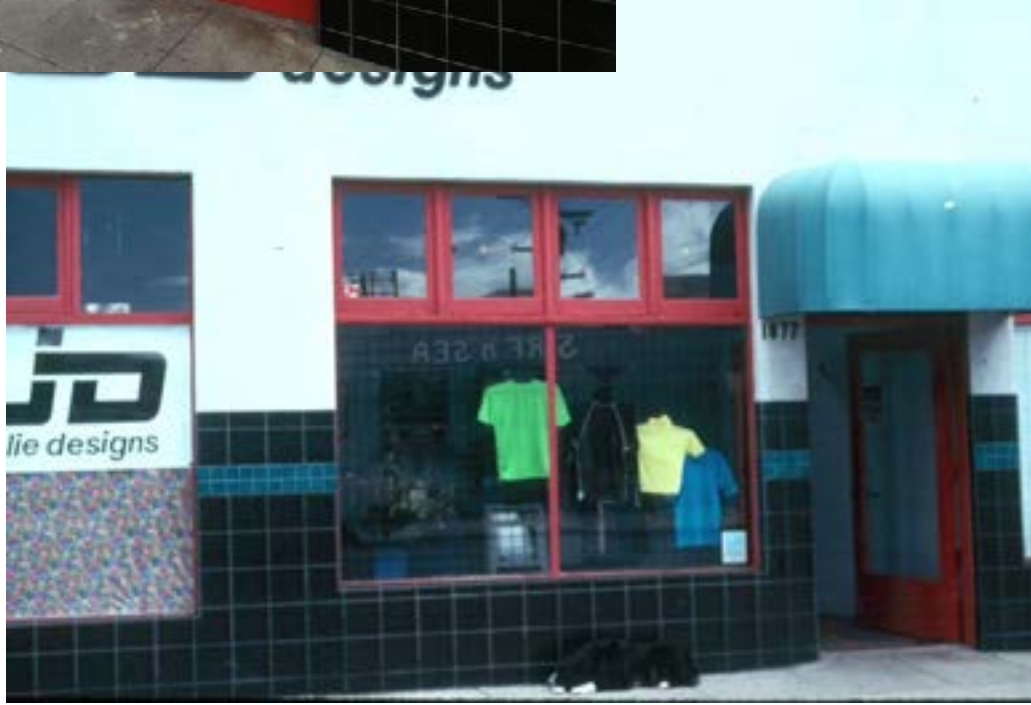
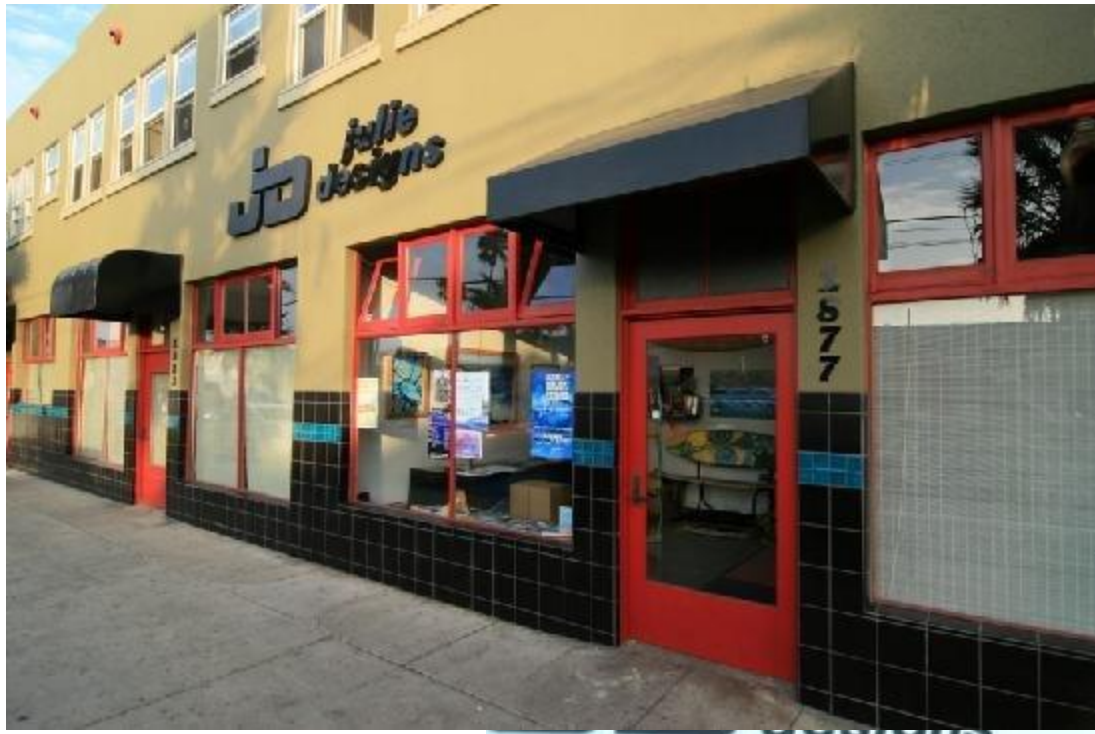






Clothing Manufacturing







UDS

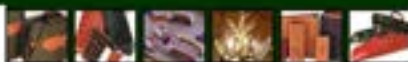


Patricia Wolf Designs - Smithville, TX



Local Manufactures

Manufacturers of Handcrafted Luggage and Benchcrafted Leathergoods Wildgoose • Texas Made



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1-800-367-5243
1-800-749-5805
FAX 1-800-367-5243
EMAIL

Manufacturers of Handcrafted Luggage & Benchcrafted Leathergoods

Wildgoose Manufacturing

A Note from Ron and Suzi Bell

Suzi & I started Wildgoose Manufacturing and Mail Order in our garage in Carrollton, Texas in 1984. Our goal was to provide the finest luggage and leather goods for everyone who loves the outdoors. Being frustrated with the poor quality and styles available, we designed and produced our own product line.

In 1991, we moved to Ingram, Texas in the heart of the Texas Hill Country near the banks of the Guadalupe River. Now, after more than 20 years, Wildgoose has customers in over 20 countries, and we occupy over 11,000 square feet, including our own Gallery Store!

We are now pleased to bring you the opportunity to order our goods through the Internet.

Ron Bell

*All Wildgoose Manufacturing,
our "Texas Made"
Handcrafted Luggage and
Benchcrafted Leathergoods
are built to last a lifetime!*



OUR QUALITY:

All of our luggage, packs and accessories are made from 1000 denier Dupont Cordura Nylon because it is the toughest yet lightest weight industrial fabric available.

OUR HANDCRAFTED LUGGAGE FEATURES INCLUDE:

- Hot Knife Cut material prevents fraying and seam blowout.
- All seams double stitched with heavy nylon thread.
- Stress points with five rows of stitching.
- YKK zippers . . . the strongest zipper in the industry.
- Compression straps protect the main zipper and can be used to compress the load.
- Welded stainless steel D-rings.
- Wrap around nylon webbing.
- High density closed-cell foam padding.
- The best top grain leather trim.
- Superior design tested and proven worldwide by seasoned travelers.
- Lifetime warranty against defects in materials and workmanship.



This is the good stuff!

A WORD ABOUT OUR PRICES: We manufacture and sell direct - no middle man. Wildgoose products are exclusive to our mail order catalog, our Gallery Store, and NOW, our website. Comparable quality, if you can find it, is 20-50% higher in cost.

FAVORITE COLORS: Black, Blueberry, Chocolate, Cranberry, Forest, Olive, Pewter, and Camouflage.

OUR LEATHERGOODS: Fine Leather awakens the senses. It looks good; it smells good; it feels good. Wildgoose leathergoods are aniline finished with translucent dyes to accent the natural markings on both our smooth or tumbled leather. Art images, corporate logos, or ranch brands, if desired, can be permanently branded into the leather. Seams are sewn with nylon thread and edges are hand finished. The result is a lasting possession that improves with age.

HOME | ABOUT US

LUGGAGE: Carpen & Bags | Carpent Bags | Travel Kits | Briefs & Bags | Back Packs | Waist Packs | Gun Cases
LEATHERGOODS: Chairs | American Alligator Accessories | Photo Albums | Diaries, Journals, Planners & more... | Coasters

HOME DECOR: Afters | Bikes | Lamps

POLICIES: Shipping | Guarantee | Returns

[Contact Us](#) | Map

Wildgoose • Texas Made

Wildgoose Manufacturing • Mail Order • Gallery Store
3189 Junction Highway • Ingram, Texas 78025-2189 • USA
1-800-367-5553 • 1-800-749-5805 • FAX 1-800-367-5243

Copyright © 2002-2004. All rights reserved. Wildgoose Texas Made









Local Financing



What to Include in the “Package”

- Testimonials, new business, old bus.
- Tell them how they'll make money in your downtown.
- Give them 10 relevant facts and key summaries
- Map of traffic generators
- Three potential sites
- Letter from someone *impressive*

If one of the
buildings is
ugly...



Rock Springs, WY
Urban Renewal Agency
Main Street Program
November 27, 2007
Not to Scale
© 2007 UDS
www.udsdevelopment.com



Proposed changes

Rock Springs, WY
Urban Renewal Agency
Main Street Program
November 27, 2007
Not to Scale
© 2007 UDS
www.udsdevelopment.com

Urban Development Services

354 Therman Place
San Antonio, TX 78209

“Never be afraid to try something new. Remember, amateurs built the ark. Professionals built the Titanic.”

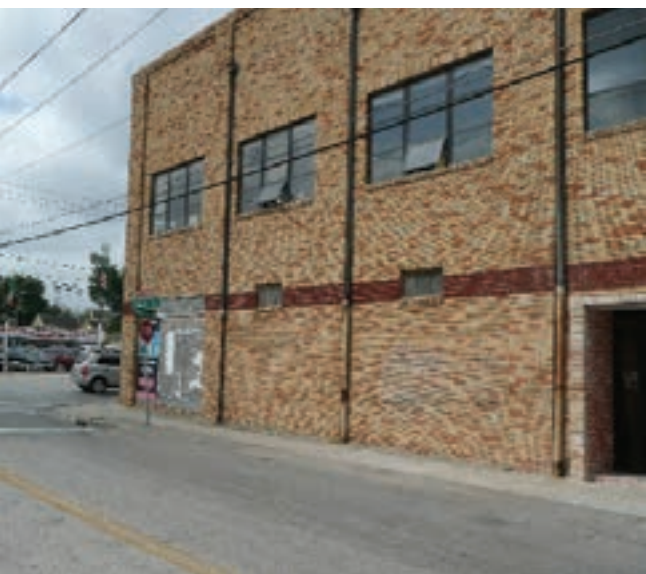
“ The Titanic would have missed the iceberg if it had just changed course by 1 degree”

INSTANT



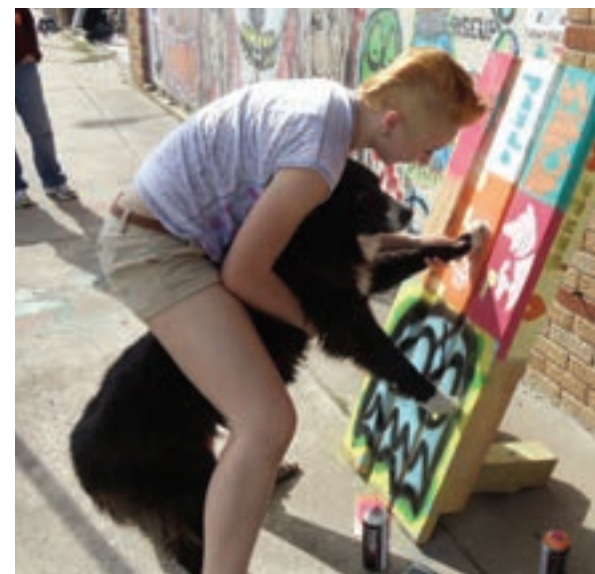
TACTICAL URBANISM

**A HANDS-ON APPROACH
TO IMPROVING OUR
NEIGHBORHOODS AND CITIES**



CALLING STREET ARTISTS

STREETSCAPE **INTERVENTION**



STREETSCAPE **INTERVENTION**

BUSSTOP SEATING



STREETTREES

STREETSCAPE **INTERVENTION**

CURB **DELINEATION**



STREETSCAPE **INTERVENTION**

BEFORE



RECLAIMING **SPACE**



AFTER

FREEBIKE **RENTALS** & **REPAIR**

INFO **BOOTHS**

AREA **TOURS**



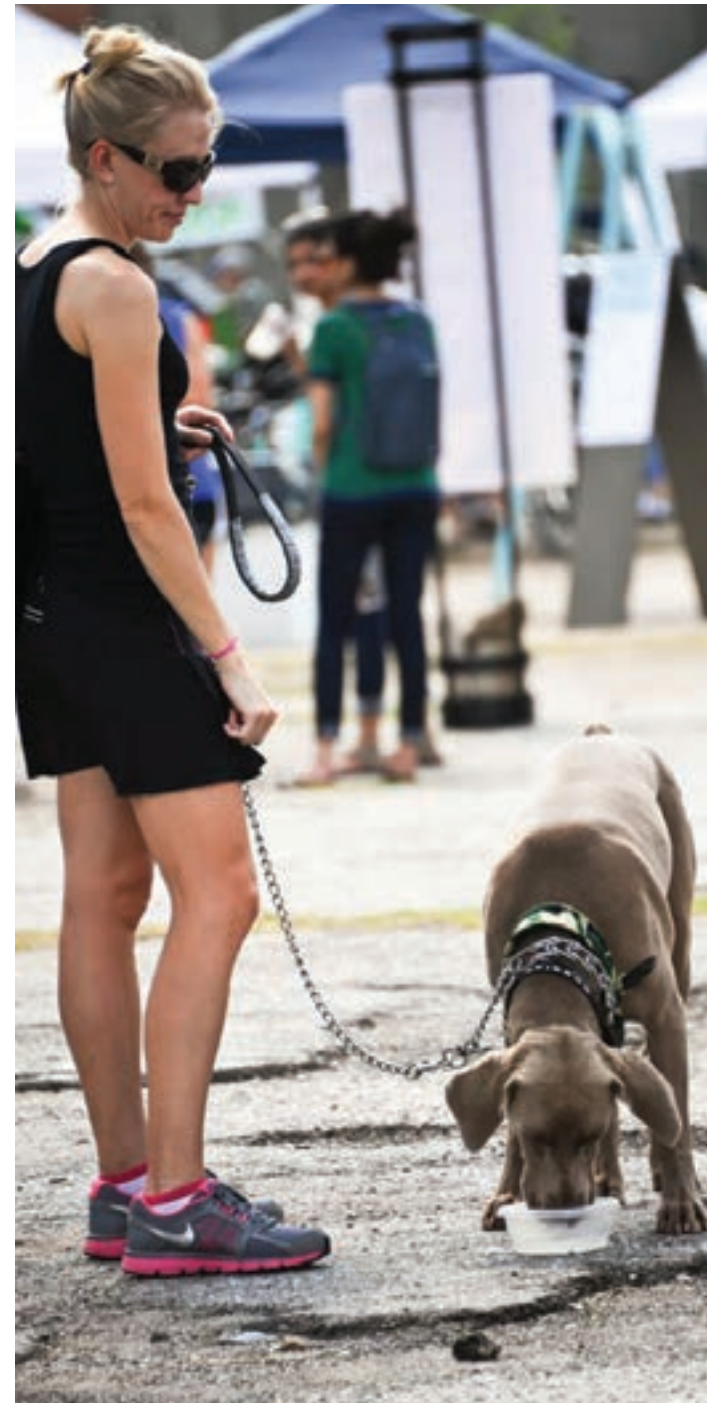
RECLAIMING SPACE

**ACTIVE
STREETS**

**STREET
TREES**

**CROSS
WALKS**

**LIVE
MUSIC**



RECLAIMING SPACE

POP-UP SHOPS & FOOD TRUCKS



RECLAIMING SPACE



WALKING



**BIKING
TOURS**

COMMUNITY **EMPOWERMENT**

OPEN HOUSES



COMMUNITY DESIGN CENTER

COMMUNITY **EMPOWERMENT**

A VIRTUAL CONVERSION

What do you want on Washington Avenue? [Answer](#)

Answers to Washington Ave Livable Centers
Feb 10, 2012

The Houston-Galveston Area Council, in partnership with Better Houston, the City of Houston and TRB 10, is conducting a Livable Centers study of Houston's historic Washington Avenue Corridor.

This Washington Ave Livable Centers Project Washington Ave Livable Centers on Facebook

Archived by:

The Houston-Galveston Area Council, in partnership with Better Houston, the City of Houston and TRB 10, is conducting a Livable Centers study of Houston's historic Washington Avenue Corridor.

Popular Ideas

"We want a streetcar from downtown to Memorial Park at Washington Ave in Houston."
47 votes
41 comments
Transport

"We want buried power lines at Washington Ave in Houston."
22 votes
22 comments
Safety, Environment

"We want a bike path that connects the Buffalo and White Oak Bayous at Washington Ave in Houston."
29 votes
4 comments
Safety, Water

Answers to questions about Washington Ave Livable Centers

Washington Avenue Livable Centers is on Facebook.
To connect with Washington Avenue Livable Centers, sign up for Facebook today.
[Sign Up](#) [Log In](#)

Washington Avenue Livable Centers
270 likes

Timeline

Washington Avenue Livable Centers shared a photo.
December 27, 2011

BetterHouston is a finalist for an ArtPlace Grant for more creative placemaking on Washington Avenue!!

ArtPlace America 2011 Finalists for Executive Placemaking Grants 2
ArtPlace America
ArtPlace America.org
Chicago, IL, December 15, 2011 Only hundred hour applicants in 70

Like Comment Share

Washington Avenue Livable Centers
December 26, 2011

Recent Posts by Others

Asakura Robinson Company
@ BetterHouston is looking for a Community Manager to help...
Tuesday 12:41 PM

Hayley Patton-Puller
@ more delighted to be supporting the work for the roads...
Monday 1:40 PM

Jakey Conkern
@ Super excited that our grant application for arts based fu...
Monday 12:44 PM

Houston Green Chamber of Commerce
@ Time to celebrate the holidays, each other and all the gre...
Thursday 9:33 AM

Jakey Conkern
@ If you're free tomorrow night, join us at the Asakura Hall...
Monday 7:41 PM

COMMUNITY **EMPOWERMENT**



**BIG
CHANGES
TAKE
EFFORTS**



**CATER YOUR
ENGAGEMENT**



PUBLIC REACH IS KEY



**HUMAN
CAPITAL
GOES A
LONG
WAY**

UDS

Urban Development Services.....Changing the way we look at urban spaces

Build Your Promotions Schedule with Confidence

- **Rule 1: “Quality over Quantity”**
- **Plan Your Work, Work Your Plan**
- **Beware of Burnout**
- **Take Notes and Keep Records**
- **Measure Results**
- **Take Time to Evaluate**
- **“Tweak” and Refine**
- **Dump “Dogs”**

Promoting and Marketing Your Downtown

Presented by:
Scott Day, Principal, Urban Development Services
San Antonio, TX

urbandevelopmentservices@hotmail.com



Are Carnivals Enough?

Promotions

- General Image
- Special Events /Traffic Building
- Retail Events



Place _____

P.O. BOX 155 • 522 LAWRENCE STREET • QUINCY, CALIFORNIA 95676

QUINCY MAIN STREET CONSUMER MARKET AREA SURVEY

We are conducting this survey as part of Quincy's participation in the California Main Street Survey. Your answers will help us develop programs to improve Quincy's quality of business offering. This survey is designed to find out what types of consumers shop in Quincy. Information about shopping habits are very important to our better understanding shopping patterns in the Quincy.

Past res.
shopping

Quincy Consumer Market Area Survey 09/89

| QUINCY AREA | TOTAL | <24 | 25-34 | 35+ |
|------------------------|-------|-----|-------|-----|
| by AGE | 151 | 18 | 21 | 42 |
| Percent of Survey | 100% | 12% | 14% | 2% |
| Percent of 1980 Census | 100% | 16% | 25% | 1% |
| SEX | | | | |
| Male | 41% | 28% | 29% | 4% |
| Female | 59% | 72% | 71% | 5% |
| LENGTH OF TIME AREA | | | | |
| Less than 1 year | 11% | 22% | 33% | 1% |
| 1 to 5 Years | 27% | 44% | 48% | 1% |
| 6 to 10 Years | 12% | 11% | 5% | 2% |
| Over 10 years | 50% | 22% | 14% | 4% |
| HOUSEHOLD INCOME | | | | |
| Under \$7,000 | 15% | 67% | 10% | 1% |
| \$ 7,000 - 13,999 | 14% | 17% | 29% | 1% |
| \$14,000 - 20,999 | 16% | 6% | 19% | 1% |
| \$21,000 - 27,999 | 14% | 11% | 14% | 1% |
| \$28,000 - 41,999 | 25% | 0% | 19% | 3% |
| \$42,000 - 55,999 | 7% | 0% | 5% | 9% |
| \$56,000 or Over | 9% | 0% | 5% | 1% |
| HOUSEHOLD SIZE | | | | |
| One | 23% | 67% | 33% | 7% |
| Two | 33% | 28% | 24% | 2% |
| Three | 17% | 6% | 10% | 2% |
| Four | 15% | 0% | 24% | 2% |
| Five | 11% | 0% | 14% | 2% |
| Six | 2% | 0% | 0% | 5% |
| STATUS | | | | |

Need to know
your
market
demographics

Image

What's Downtown Arcata All About?

Attention to detail that makes a difference.

- an exquisitely wrapped gift
- a perfect cup of coffee after a memorable meal
- finding the perfect, most unexpected gift
- finding the necessities, simply and easily
- an abundance of free parking
- open on sundays

Children's Easter Egg Hunt!
On the Plaza March 10:00'clock

Bank of Loleta
The Camel
Hensel's
Potpourri
Plaza Cards & Gifts
Plaza Design
The Garden Gate
Miraj
Brizard Co.
Bubbles
Abruzzi
Natural Selection
Arcata Exchange

Downtown Arcata
You're invited!

I·N·T·R·O·D·U·C·I·N·G

THE NEW

DOWNTOWN GRASS VALLEY

BUSINESS & SHOPPING GUIDE



OFFICIAL PUBLICATION OF THE
GRASS VALLEY DOWNTOWN ASSOCIATION

https://itunes.apple.com/us/app/downtown-bedford/id94867382?mt=2

Downtown Bedford PA on L...

File Edit View Favorites Tools Help

My eBay All Selling Affordable Housing and ...

Google coming Search More Sign in

Page Safety Tools


Category: Travel
Updated: Oct 08, 2014
Version: 1.5
Size: 8.0 MB
Language: English
Seller: Rokusek Design, Inc.
© 2014 Downtown Bedford, Inc.
Rated 4+


Compatibility: Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.

Customer Ratings


We have not received enough ratings to display an average for the current version of this application.


More iPhone Apps by Rokusek Design

 Winona, MN
View in iTunes >

 Quincy University
View in iTunes >

iPhone Screenshot

 The screenshot shows the main menu of the Bedford app. At the top, the word "Bedford" is written in a large, elegant script font. Below it, there are nine icons arranged in a 3x3 grid: a fork and knife for "Dine", a bicycle for "Recreation", a shopping cart for "Shop", a briefcase for "Services", a bed for "Visit", a theater mask for "Culture", a calendar for "Events", a location pin for "Nearby", and a large letter "B" for "About".

 The screenshot shows the "Dine" screen of the Bedford app. At the top, the word "Bedford" is in script, followed by "Dine" in a simple sans-serif font. Below this, there are three categories with corresponding food icons: "Casual Dining", "Fine Dining", and "Specialty".

100%

Desktop 8:19 PM 2/24/2015

DOWNTOWN VALDOSTA Business Directory & Parking Guide



Welcome to Downtown Valdosta
If You're looking for...

QUALITY... The most discriminating shoppers have discovered Downtown for quality!

SELECTION... Need that hard-to-find item, or something that isn't "run of the mill"? You can buy it Downtown!

SERVICE... Professional sales people who know and trust each product, providing friendly service to assure your return as a satisfied customer!

VALUE... Shop around and compare--you'll find lower prices, better sales, and special services that all add up to make Downtown Valdosta your best Shopping Center.

MEN'S SHOES & BOOTS

Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

OPTOMETRISTS

CLOTHING EQUIPMENT

PROFESSIONAL SPECIAL SERVICES CONT.

Professional Services
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

RETAIL

Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

RESTAURANTS

Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

SECOND HAND STORES

Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

SHOES, BOOTS & ACCESSORIES

Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

SHOE REPAIR

Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

TAX SERVICES

Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

TELEVISIONS

Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

VARIETY STORES

Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

WATER BEDS

Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

WIGS

Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

WOMEN'S CLOTHING & ACCESSORIES

Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

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333-6671

WOMEN'S SHOES

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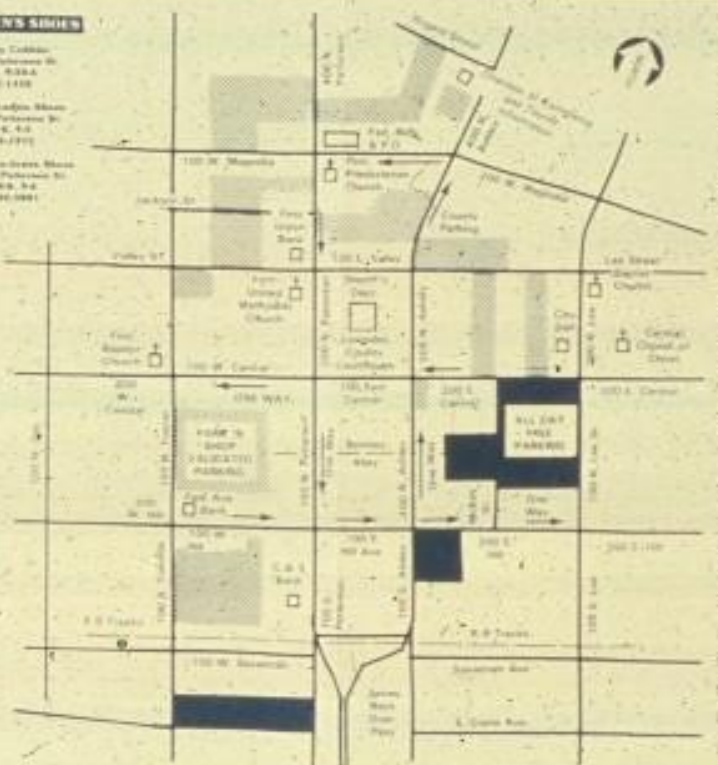
Shoe Store
101 N. Main St.
W. 90, 94, 120, 94-96
333-6671

* PARKING DOWNTOWN * NOW MORE CONVENIENT THAN EVER BEFORE

- Free On-Street Parking
550 Spaces 2 Hour Limit
- FREE Off-Street Parking
250 Spaces All Day
- Customer Parking as Permitted
650 Spaces
- City & County Parking Areas

DOWNTOWN INFORMATION

Chamber of Commerce 347-8100
City of Valdosta 347-2600
Lauderdale County 333-5114
Main Street Office 347-3987
Rm. 409, McKay Bldg., 101 E. Central Ave.
This Directory published by Main Street Redirection Program. Interested in business opportunities or real estate? Some special incentives maybe available. Give John Ziegler a call at the Main Street Office.



Browser window showing the Pango Mobile Parking website. The address bar displays <http://www.mypango.com/>. The page features a navigation menu with links: HOME, LEARN MORE, NEWS, PARTNERS, OUR TEAM, CARRIERS, CONTACT, PROVIDERS.

The main content area includes the Pango logo (Pango Mobile Parking +USA) and the text: **PARK | PAY | GO** and **1-877-MYPANGO**.

A video player shows a woman speaking, with the caption: "Pango - The Innovative Pay-By-Phone Parking Solution". Below the video, it says: **FREE TO SIGN UP & FIRST PARKING SESSION**. Download links for the App Store and Google play are provided.

Key features listed:

- ✓ EASY AND CONVENIENT
- P FIND AVAILABLE PARKING
- 📍 SAVE MONEY WITH LOCAL COUPONS
- 📍 FIND MY CAR

The background image shows a city street with a car in the foreground and tall buildings in the background. The browser's taskbar at the bottom shows various application icons and the system clock indicating 8:22 PM on 3/16/2015.

Meet your Downtown Easton Smartphone App



The Downtown Easton app is your connection to all things downtown! Now available as a free download for iPhone and Android, the app caters to downtown visitors and local residents. In the app you'll find a complete listing of downtown businesses. Whether dining out or shopping for something special, you'll find those listings along side local service businesses, attractions and museums. Also check out the downtown event listings, travel accommodations and important parking information. Find it in the iTunes or Google Play app stores today!

A Subsidiary Of

GEDP

Available on the App Store

ANDROID APP ON Google play



A Turkey Sandwich And All That Jazz.

Something magical happens every Thursday at noon in Downtown Lawrence. People gather 'round at Ninth and Massachusetts. Suddenly the air is filled with music. Heads up and down the block turn to listen.

It's another Brown Bag Concert and Downtown Lawrence comes to life. All kinds of music played by all kinds of Lawrence musicians.

Sometimes it's folk. Others bluegrass. And of course, there's plenty of jazz. Like it was meant to be played.

Bring a sandwich. Or an apple. Or a friend. And enjoy the music and your lunch hour.

The music's all right here, in Downtown Lawrence.

**Downtown Lawrence.
It's All Right Here.**

The Downtown Lawrence Association.



All Items Great and Small.

One thing you won't find in Downtown Lawrence is a shortage of quality goods from which to choose. We understand that a truly great shopping area not only offers quality, but a wide selection as well.

You'll find everything imaginable in over eighty establishments in Downtown Lawrence. Obviously, it's impossible to list everything. That could take pages. You get the point.

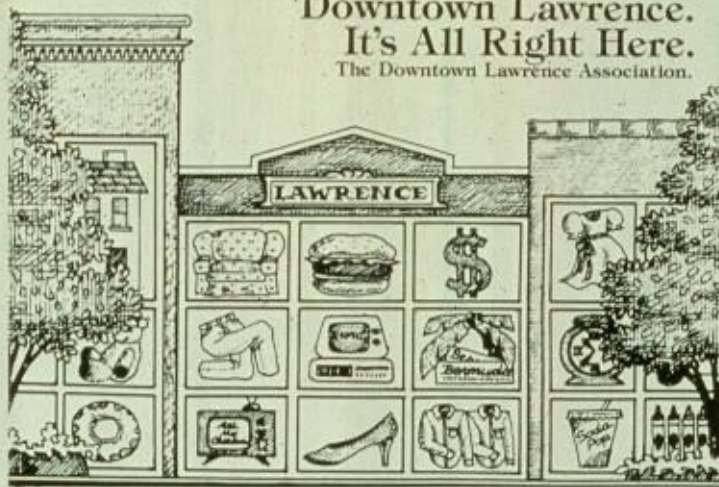
Maybe it's a jogging suit to run in. Or a chair to collapse in when you're done. A book to read. Or shelves to put it on.

Whatever it is, we have it.

Everything you need is all right here, in Downtown Lawrence.

**Downtown Lawrence.
It's All Right Here.**

The Downtown Lawrence Association.





SPOTLIGHT

ABOUT DOWNTOWN ROCHESTER

Main Street Flagstaff Foundation Newsletter



WHAT'S UP DOWNTOWN

MAIN STREET ST. JOSEPH

Winter 1989/90



MAIN STREET SIOUX FALLS

November 1987

STREET TALK

Addition
Old Mill
Dr.

DOWNTOWN NEWS

FROM THE WALLA WALLA MAIN STREET FOUNDATION

MARCH, 1988





Real 99 is a convenient language



Keying/Outlines

Journal of Management Inquiry 20(1) 3-14

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- 100

Looking Good



IS
GOOD
BUSINESS!



Call 428-6886

... about Fix-up funds for
neighborhood businesses



City of Rochester





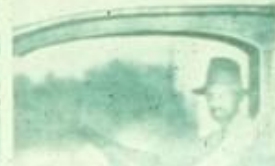


The Valdosta Daily Times

Brookhaven, Mass. 01906, U.S.A.

100

Main Street Main Attraction

Valdrosaurus Celestus Descriptions & Illustrations

Shirley J. Smith, 4 West 82nd St., New York 24, N.Y.



1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

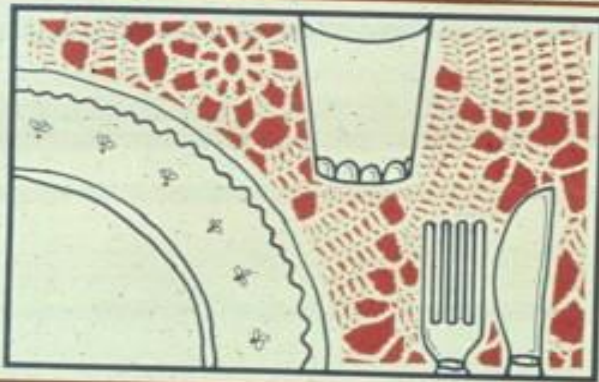


Special Events

LAKE WALES DOWNTOWN INC. PRESENTS

A Taste of DOWNTOWN

RESTAURANT TOUR



Saturday, April 16, 1988

SAMPLE CULINARY
DELIGHTS FROM
DOWNTOWN'S RESTAURANTS
FROM 11 a.m. - 3 p.m.

ENTERTAINMENT
& LOTS OF FUN FOR
ONLY \$10.00 PER PERSON

For Tickets, Contact:
676-2533



Participating Restaurants

| | |
|---------------------|---------------------|
| 1. Old Europe | 4. Jack Diamond's |
| 112 E. Central Ave. | 115 N. First St. |
| 2. Ben's Eatery | 5. Farrow's Place |
| 122 N. First St. | 114 W. Central Ave. |
| 3. Oriental House | 6. Horner's Home's |
| 120 N. First St. | 111 E. Central Ave. |

7. Bert's Bar

137 E. Central Ave.

8. Vietnam's Market Great Cuisine

200 E. Park Ave.

9. Malcolme's Food & Spirits

255 E. Stuart Ave.

(Please See Back for map)

A Taste of DOWNTOWN

Sat. April 16th 11 a.m. - 3 p.m.
Please Begin At Any Restaurant of Your Choice.

- | | | |
|---------------------------------------|---|---|
| 1. Old Europe 112 E. Central Ave. | 4. Jack Diamond's 115 N. First St. | 7. Bert's Bar 137 E. Central Ave. |
| 2. Ben's Eatery 122 N. First St. | 5. Farrow's Place 114 W. Central Ave. | 8. Vietnam's Market Great Cuisine 200 E. Park Ave. |
| 3. Oriental House 120 N. First St. | 6. Horner's Home's 111 E. Central Ave. | 9. Malcolme's Food & Spirits 255 E. Stuart Ave. |

(Please See Back for map)



255 E. Central Avenue
Lake Wales, Florida 33853

676-2533

Admit One
\$10.00



Unique Business Resources

LIVER MUSH EXPO '87

Uptown Shelby, NC



The American Way

Saturday, Oct. 17, 1987









VALLEY ARTS FESTIVAL

SUNDAY · SEPTEMBER 20TH

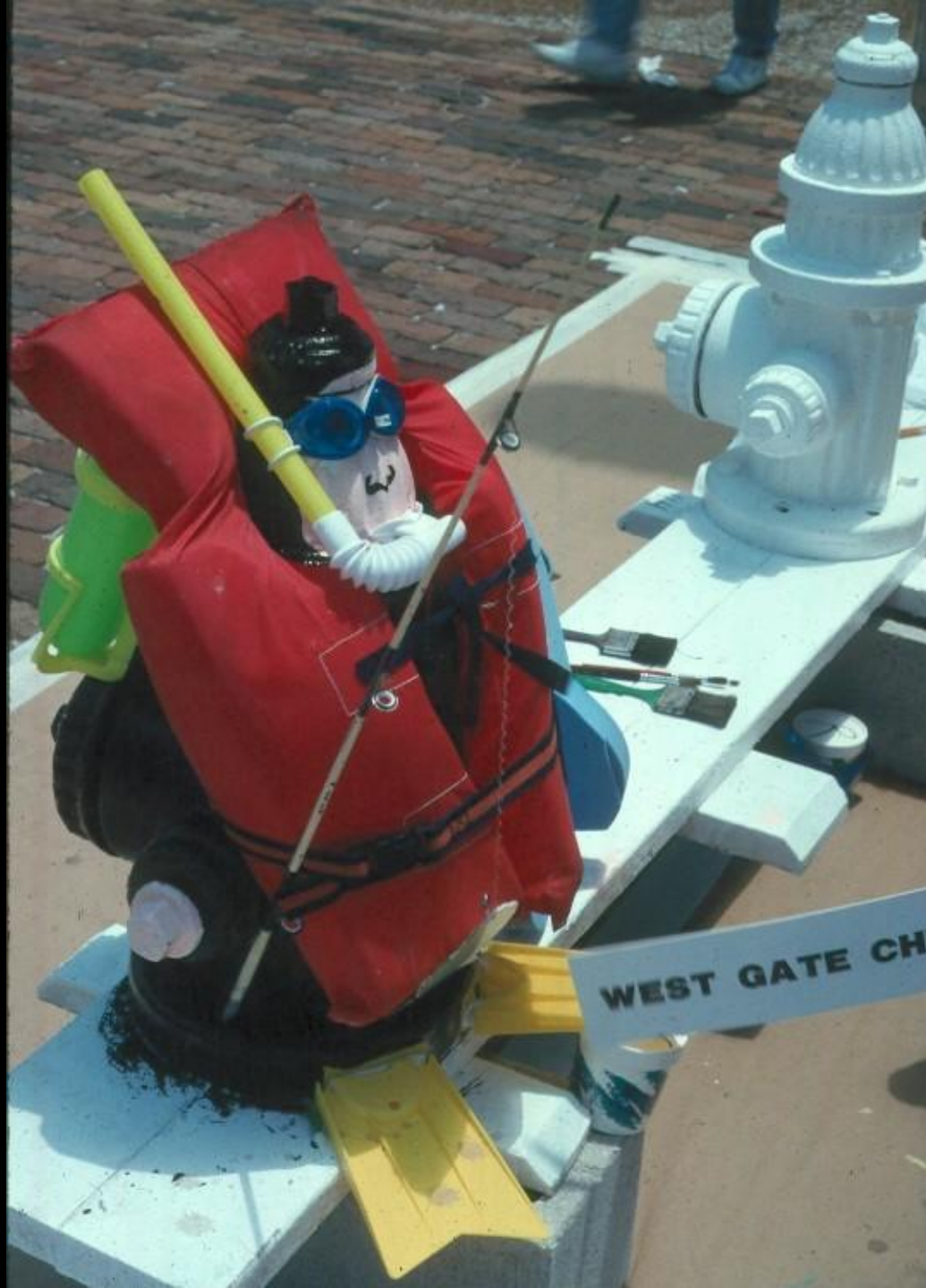
12:00 TO 5:00 P.M. · 5TH STREET
DOWNTOWN WEST DES MOINES



Unique Resources

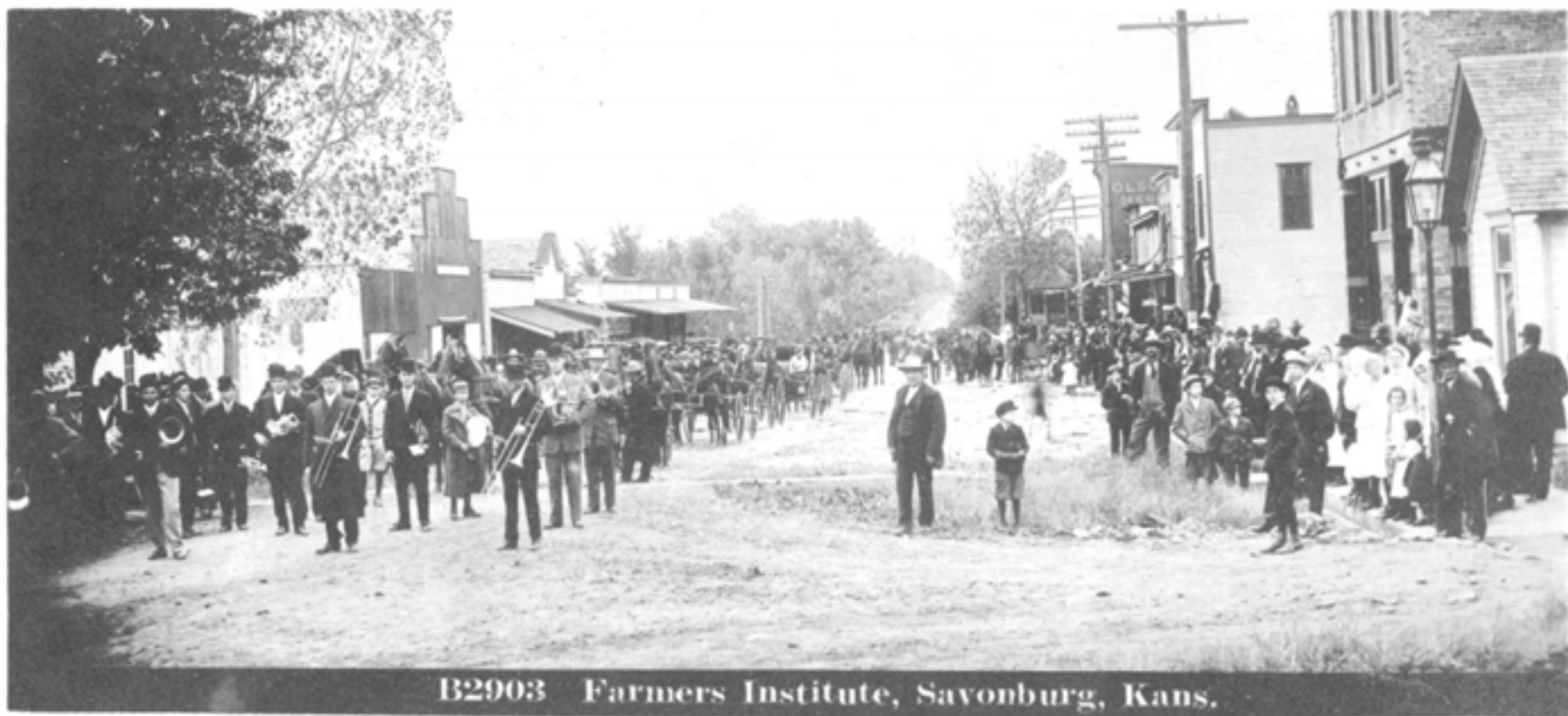








Parades



B2903 Farmers Institute, Savonburg, Kans.























Sporting Events









Ethnicity









Traffic Building



Concert Series



Games



Traffic Building

- Farmer's Markets





Special events should:

- Make sure there are overlapping activities
- Food
- Music
- Something for kids to do
- Something free to take home

Retail Activities

- Ideally should sell merchandise at full price
- Sometimes sales are necessary to clear merchandise



Creating
WoW!
on the Street







**Should all events make
money?**

Who gets the money?

Trademark

Copyright

Resource Identification

- Cultural...Music/Food/
- Historic / People
- Geographic
- Natural/Environmental
- Agricultural
- Unique businesses
- Unique products
- Transportation
- Built
- Holidays

Pick your format

- Competitions
- Parades
- Festivals
- Educational

Demographic



Place _____

P.O. BOX 155 • 522 LAWRENCE STREET • QUINCY, CALIFORNIA 95676

QUINCY MAIN STREET CONSUMER MARKET AREA SURVEY

We are conducting this survey as part of Quincy's participation in the California Main Street Survey. Your answers will help us develop programs to improve Quincy's quality of business offering. This survey is designed to find out what types of consumers shop in Quincy. Information about shopping habits are very important to our better understanding shopping patterns in the Quincy.

Past res.
shopping

Quincy Consumer Market Area Survey 09/89

| QUINCY AREA | TOTAL | <24 | 25-34 | 35+ |
|------------------------|-------|-----|-------|-----|
| by AGE | 151 | 18 | 21 | 43 |
| Percent of Survey | 100% | 12% | 14% | 22% |
| Percent of 1980 Census | 100% | 16% | 25% | 31% |
| SEX | | | | |
| Male | 41% | 28% | 29% | 44% |
| Female | 59% | 72% | 71% | 55% |
| LENGTH OF TIME AREA | | | | |
| Less than 1 year | 11% | 22% | 33% | 11% |
| 1 to 5 Years | 27% | 44% | 48% | 11% |
| 6 to 10 Years | 12% | 11% | 5% | 22% |
| Over 10 years | 50% | 22% | 14% | 44% |
| HOUSEHOLD INCOME | | | | |
| Under \$7,000 | 15% | 67% | 10% | 11% |
| \$ 7,000 - 13,999 | 14% | 17% | 29% | 14% |
| \$14,000 - 20,999 | 16% | 6% | 19% | 11% |
| \$21,000 - 27,999 | 14% | 11% | 14% | 14% |
| \$28,000 - 41,999 | 25% | 0% | 19% | 33% |
| \$42,000 - 55,999 | 7% | 0% | 5% | 9% |
| \$56,000 or Over | 9% | 0% | 5% | 12% |
| HOUSEHOLD SIZE | | | | |
| One | 23% | 67% | 33% | 7% |
| Two | 33% | 28% | 24% | 23% |
| Three | 17% | 6% | 10% | 23% |
| Four | 15% | 0% | 24% | 21% |
| Five | 11% | 0% | 14% | 21% |
| Six | 2% | 0% | 0% | 5% |
| STATUS | | | | |

Need to know
your
market
demographics

Traditional

Contemporary

Hi-tech, Funky, Artistic

\$



\$\$



\$\$\$



- **Objective?**
- **Market Area?**
- **Target Audience?**
- **What is the primary problem?**
- **What does the target currently think?**
- **What do we want our target to think?**
- **What is the single most important message that we can convey?**
- **Why should they believe it?**
- **Tone and manner of our message?**
- **Name the event**
- **Overlapping activities**
- **Food**
- **Music**
- **Something for kids to do**
- **Something free to take home**
- **Logo**
- **Slogan**







*Riverside
Drive*

*East Macon
& Fort Hill*

Urban Loop

*Cherry
Cotton
Forsyth
College*

Macon Streetscape Charette

Marketing







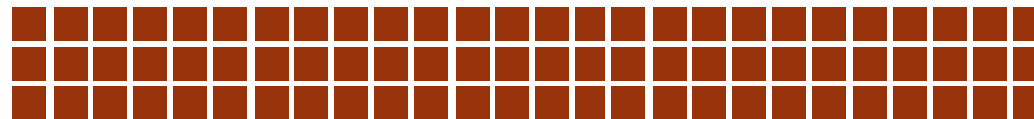
MACON
GEORGIA



Street Banners



Attractions





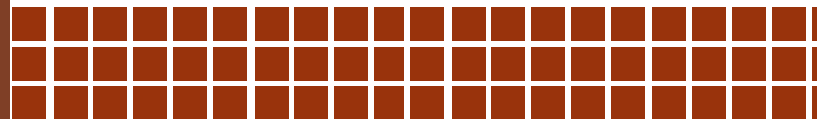
MACON
DOWNTOWN

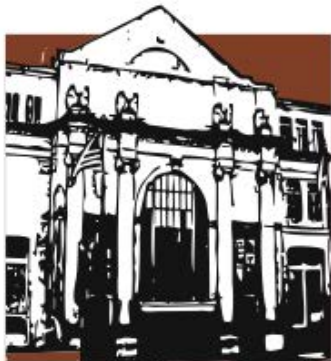
Become Enlightened.

Come take a stroll in historic
downtown Macon. Stop by
the TicK Tock, where Little
Richard got his start, or hop
in to the Nu Way Weiner
Stand. Stroll over to
Hawkings General Store and
stop by Opie Taylor's Toy
store. End it all with a visit to
the Marble Slab creamery,
where ice cream is more
escape than dessert.

 **MACON**
CITY OF SEVEN HILLS

Ads





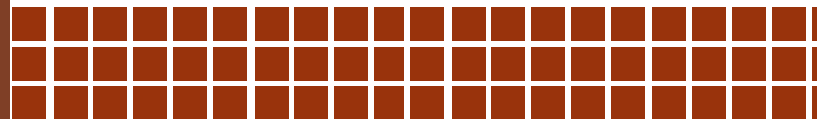
MACON TERMINAL STATION

All Aboard!

Step foot inside Macon
grand Terminal station and
you will be transported to
the 1920's. Home to Macon's
Convention and Visitor's
bureau and NewTown
Macon, it is also the future
hub for intermodal
transportaion for Macon and
all of Bibb county.



Ads





MACON
RIVER DAYS • OCMULGEE RIVER





MACON

Music

CHERRY ST.

Every Thursday from May
1st to October 1st, Music will
fill the streets of downtown

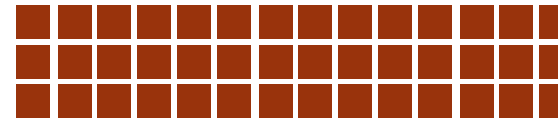
Macon. Join us in the
Historic Terminal Station
Plaza for our summer street
bonanza. Grab a cold drink,
mingle with friend and
business associates, and
enjoy the beauty of
downtown Macon. Come
experience the rock and roll
of the City of Seven Hills.



Ads



Riverside Gateway... and After



Downtown Brenham, Texas

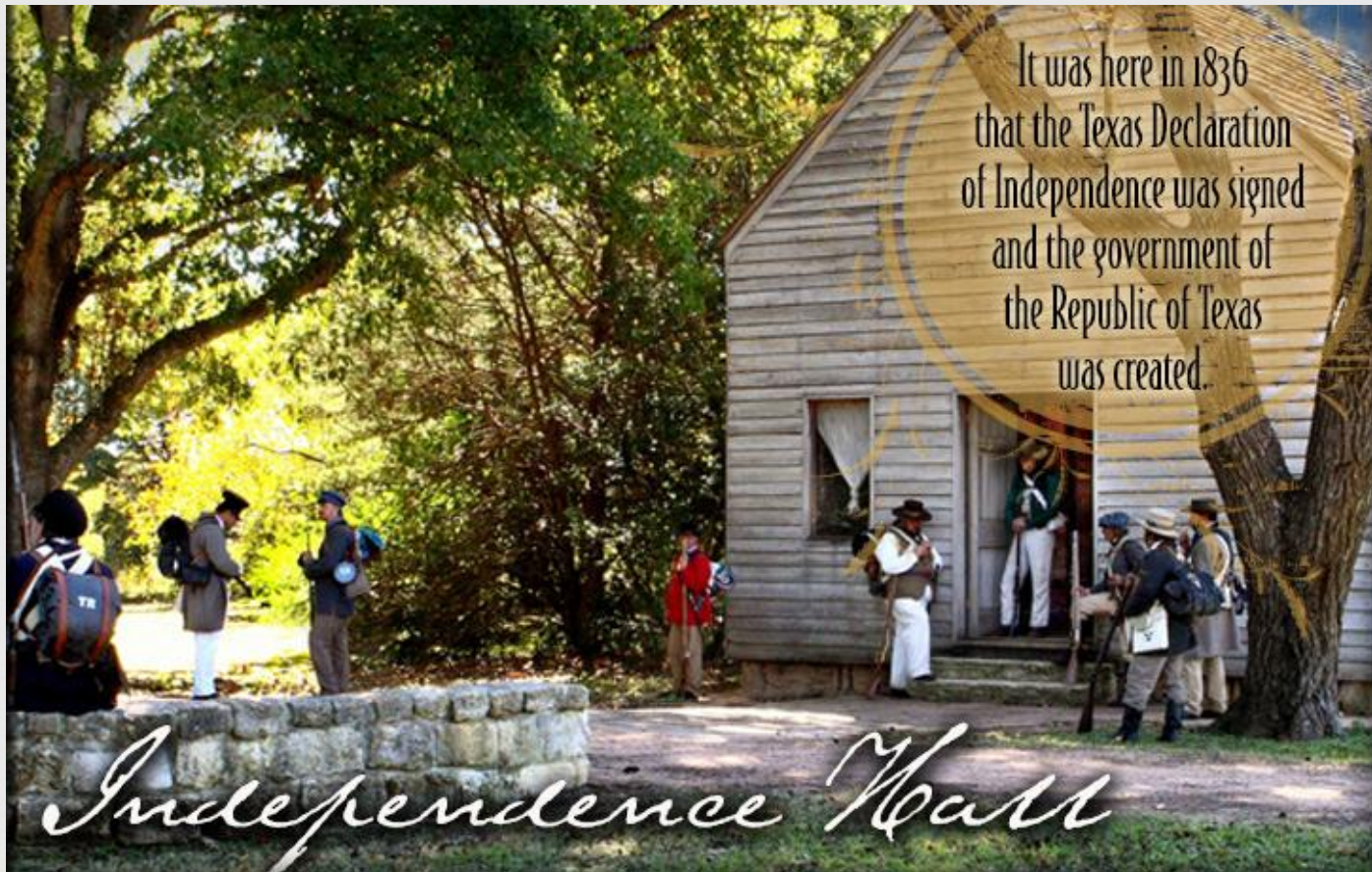


A Marketing Case Study

Background



Background





Blinn



Brenham
★ Independent School District

The First Public School District in Texas







Future Forecast



❧ Our course is charted:

❧ Growth

❧ Vibrancy

❧ Filling the needs:

❧ Local citizens

❧ Visitors

❧ Investors

Objective



☞ Continually work to revitalize downtown by:

Objective



- ❧ Continually work to revitalize downtown by:
 - ❧ Encouraging reinvestment.

Objective



- ❧ Continually work to revitalize downtown by:
 - ❧ Encouraging reinvestment.
 - ❧ Preserving the unique history of our community.

Objective



- ❧ Continually work to revitalize downtown by:
 - ❧ Encouraging reinvestment.
 - ❧ Preserving the unique history of our community.
 - ❧ Entice businesses, customers, visitors and residents to the downtown area.

Strategies



❧ **Seek various sources of funding.**

Strategies



❧ **Seek various sources of funding.**

❧ Texas Capital Fund.



Strategies



- ❧ **Seek various sources of funding.**
 - ❧ Texas Capital Fund.
 - ❧ Transportation Enhancement Program.



Strategies



- ❧ **Seek various sources of funding.**
 - ❧ Texas Capital Fund.
 - ❧ Transportation Enhancement Program.
 - ❧ Smaller grant opportunities.



Strategies



- ❧ **Seek various sources of funding.**
 - ❧ Texas Capital Fund.
 - ❧ Transportation Enhancement Program.
 - ❧ Smaller grant opportunities.
 - ❧ Hotel Occupancy Tax.



— DOWNTOWN — BRENNHAM

Eat, Shop, Smile... Just Minutes Ahead

Exit Business 290 • DowntownBrenham.com

DOWNTOWN BRENNHAM

Where Town Meets Country—Experience It!

Exit Business 290 • DowntownBrenham.com

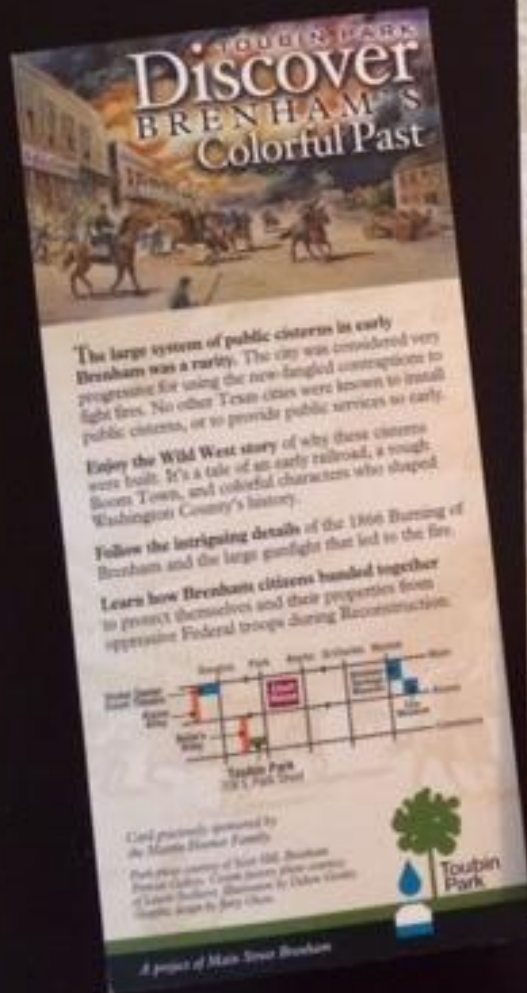


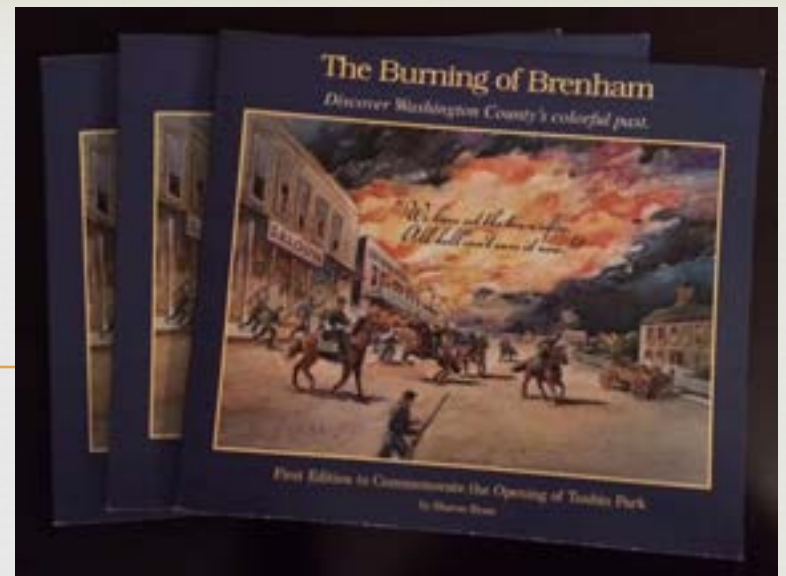
Strategies



- ❧ Encourage involvement and support of preserving our history and architectural heritage.







Strategies



- ❧ Promote Downtown Brenham as a shopping and dining destination.

DOWNTOWN BRENHAM

Where Town Meets Country

DowntownBrenham.com

Lodging

Festivals

Dining

Shopping



EXPECT TO BE CHARMED!

For more information
DowntownBrenham.com
call 1-888-BRENHAM
info@DowntownBrenham.com

» HOME DÉCOR • FURNITURE »

1 Beadboard UpCountry
Award Winning Euro-Country
Design / Decor / Gifts
BeadboardUpCountry.com
801 S. Baylor
(979) 830-8788

2 The Cottage
Throwbacks, Souvenirs, Home
Decor, Furniture & Keep It Gossy
TheCottageSquares.com
202 E. Alamo
(979) 830-8969

3 Hermann Furniture
Home Accessories, Gifts, Furniture
Antiques, Floral & Design Services
HermannFurniture.com
203 W. Alamo
(979) 836-7231

4 Ranch Antiques
Home Decor, Furniture, Ranch
Style Lighting, Throwbacks, Gifts
RanchAntiquesTexas.com
87 W. Commerce
(979) 277-0008

» FASHION & JEWELRY »

5 Anatomy
Clothing, gifts and accessories.
204 E. Alamo
(979) 836-8984

6 Bar B Boutique
Funky Finds for Fabulous
Females of "all" ages!
80 S. Baylor
(979) 836-5454

7 Branded Boutique
Trendy fashions for
women & children
205 W. Main
(979) 431-9098

8 fancy that!
gifts, inspiration,
stationery & ephemera
120 W. Alamo
(979) 836-5220

9 Hermann General Store
Children's Clothing and Gifts, Gourmet
Foods, Gifts & Home Accessories
207 W. Alamo
(979) 836-7231

10 Hoppel's Boutique
Great Women's Fashion
& New Jewelry
101 E. Main
(979) 277-9623

11 Nellie's
Accessories, jewelry, Pottery
and much more...
200 W. Alamo
(979) 830-0758

**12 Peter Emerson -
Silversmith**
Handcrafted Sterling
Silver Jewelry & Silverware
205 E. Main
(979) 251-7747

13 Sweet Rhapsody
Children's & Maternity
Boutique
For Mom's-to-be & Baby to Pre-School
104 E. Alamo
(979) 836-3682

14 Tris Chic Boutique
More of What Every Woman Wants!
203 E. Main
(979) 836-9505

» ANTIQUES »

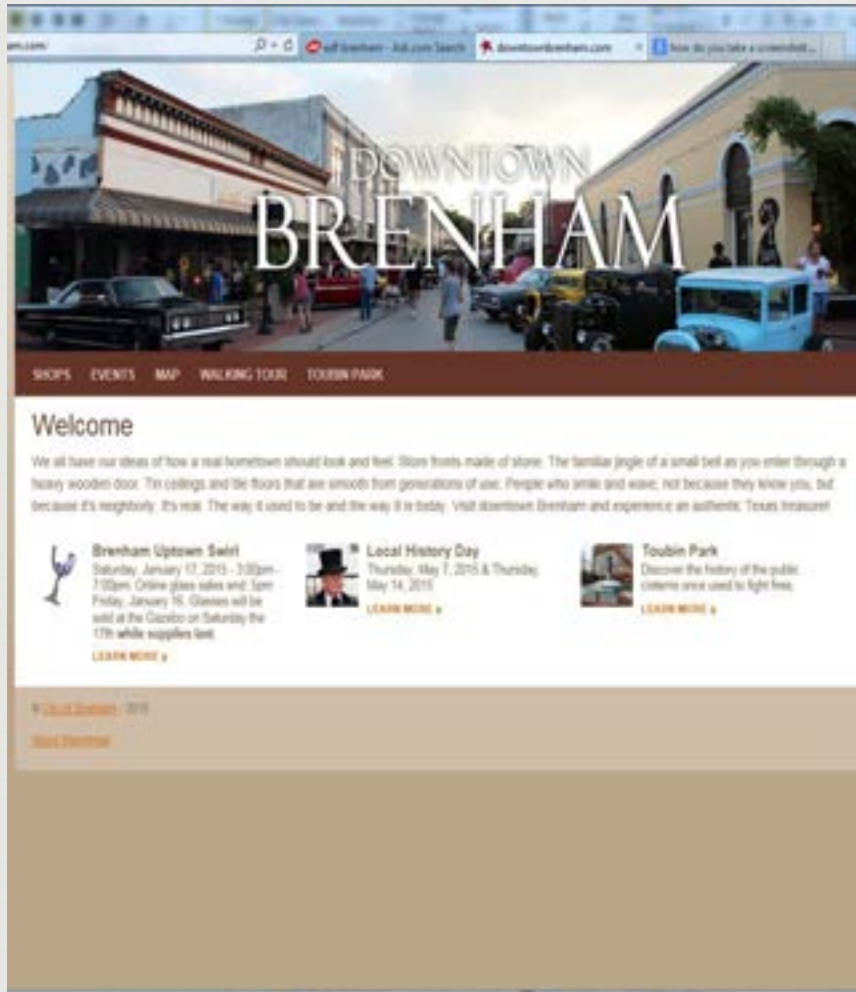
15 Antique Gypsy
Antiques, Shabby Chic,
Eclectic & Unique
204 W. Alamo
(979) 251-7788

**16 Independence
Antiques & Etc.**
Antiques, Shabby Chic,
Repos and Gifts
202 E. Main
(979) 836-5505

**17 JR'S Antiques
& Collectibles**
Step Back in Time...
Furniture, Glass, Linens
207 E. Alamo
(979) 836-6299

18 Seek & Find
Antiques/Lamp/lighter
Quality, Antiques, Lamp Shades,
Lamp Bases, Re-wire and Refinish
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(979) 830-8930

**19 Today & Yesterday
Antiques**
Antique Furniture,
Old Stained Glass & Gifts
TodayandYesterdayAntiques.com
103 W. Alamo
(979) 830-0707



Strategies



Uptown Swirl
DOWNTOWN BRENHAM
2015

Start Your New Year with
tastes from all the
2015
UPTOWN SWIRL in
DOWNTOWN BRENHAM
January 17
3pm-7pm • \$30*

A line-up of a home-grown line-up for parties
and celebrations starts at 3pm on Jan. 17 after
the 5pm opening.

An perfect gift
for friends you want
your friends, your family,
the neighbors or yourself!

Thanks to our Sponsors:
Cathy Cole - BRENDA TEAM
CLARENCE PROPERTIES
Dr. Paul Salasche
UNOCHE DENTISTRY

10th YEAR 2014

HOT NIGHTS
Cool Tunes
CONCERT SERIES

For a great show, bring your family to the
GreatTowers Square in Downtown Brenham.
• 100+ live music performances in just
1 hour for the whole family.
• Drinks are on us!
Food & drink sold to support the community
and help keep the concerts free.

October 18, 2014
Saturday • 7-9 pm • \$30.00*

A variety of home-grown music from across Texas and
beyond will be served in Downtown Brenham's Historic
Piazza District. The event is an intimate Texas town
and country fest, a perfect blend for a perfect day.

\$30.00* Sample the brew with a home-grown
glass of beer for \$10.00 purchased for
September 15 or 16.00 after 11
while supplies last.

A line-up of amazing live music will be available at the
garden on the courtyard square.

**CHECK OUT THE FUN CLASS AT
BREW 'N' BITE** → **Drinks on Tap and**

For tickets go to DowntownBrenham.com/Brenham
• **SAVE \$1 WHEN TICKETS TO BOTH
BREW 'N' BITE AND BITE 'N' BITE ARE PURCHASED**

Side up to our Photo Booth Sponsor:
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For more info:
www.DowntownBrenham.com

Aunt Street Inn
8 North Street Road
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Bunch Art Cafe & Catering
Where you, we feel better
BunchArtCafe.com

Diana Lynn's Whiskey & Gifts
Selling to everyone... Ask & bid
709-834-1191

2014 UPTOWN SWIRL in DOWNTOWN BRENHAM
JANUARY 18 • 3PM-7PM • \$25.
BrenhamUptownSwirl.com

Verbs, Nouns, Verbs...
I Came, I Saw, I Drank What!

Purchase online before Dec. 31 at BrenhamUptownSwirl.com
Your beautifully etched, boutique wine glass is your entry to sip and swirl. It will be waiting
for pick up on Jan. 18, at the garden on the courtyard square, to begin your fun.

Pantries after December 31 or on the day of the swirl are \$30.
Xmasque gloves will be available while supplies last.

Come Play and Stay

Plan a weekend of fun. Go to WhatBrenham.com and explore
places to stay and all the great things to see and do during your visit!

Don't delay -
\$25 after Dec. 31
Columbus Day
Only while supplies last

Bunch Art Cafe
Call us for your event. Ask us
BunchArtCafe.com

Bunch Art Cafe
Where you, we feel better
BunchArtCafe.com

Strategies



❧ Foster public interest in revitalization efforts.

Strategies













Four Point Approach



- ❧ Design
- ❧ Organization
- ❧ Promotion
- ❧ Economic Restructuring

Four Five Point Approach!



- ∞ Design
- ∞ Organization
- ∞ Promotion
- ∞ Economic Restructuring
- ∞ **Planning**

Target Audiences



Local Citizens.

Target Audiences



❧ Local Citizens.

❧ Elected Officials.

Target Audiences



- ❧ Local Citizens.
- ❧ Elected Officials.
- ❧ **Visitors.**

Considerations



❧ Opportunities.

❧ Location.

Considerations



❧ Opportunities.

❧ Location.

❧ Established events and attractions.





CHAPPELL HILL HISTORICAL SOCIETY'S **50th ANNIVERSARY** PRESENTS THE OFFICIAL TEXAS STATE

BLUEBONNET Festival



APRIL 12 & 13, 2014

Chappell Hill Historical Society Presents

Scarecrow Festival!!

37th Annual
Chappell Hill

OCTOBER 12 & 13

Saturday 9 am - 4 pm

Sunday 9 am - 5 pm

2013



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VEHICLES & TRUCKS



Blue Bell Ice Cream

BRIANNAS
Your Local Mini-Market



CHAPPELL HILL BANK



BRENNHAM FOUNDATION • BRENNHAM KITCHEN • BRENNHAM CONVENTION CENTER

Exhibits & Entertainment • Food & Beverage • Live Music • Crafts & Local Products • Kids' Activities • Games & Contests • Local Businesses • Live Auction • Local Food & Drink • Local Art & Craft • Local Music • Local History • Local Culture • Local Community • Local Events • Local Festivals • Local Celebrations • Local Traditions • Local Customs • Local Habits • Local Beliefs • Local Values • Local Attitudes • Local Behaviors • Local Manners • Local Etiquette • Local Politeness • Local Respect • Local Kindness • Local Compassion • Local Empathy • Local Understanding • Local Tolerance • Local Acceptance • Local Inclusion • Local Diversity • Local Unity • Local Harmony • Local Peace • Local Love • Local Hope • Local Faith • Local Trust • Local Integrity • Local Honesty • Local Transparency • Local Accountability • Local Responsibility • Local Leadership • Local Service • Local Contribution • Local Impact • Local Legacy • Local Future

www.ChappellHillHistoricalSociety.com • 879-277-9944 • 879-277-9945 • 879-277-9946

Considerations



- ❧ Challenges.

- ❧ Limited budgets.

Considerations



❧ Challenges.

- ❧ Limited budgets.

- ❧ Limited volunteers.

Considerations



❧ Challenges.

- ❧ Limited budgets.
- ❧ Limited volunteers.
- ❧ Burnout.

Considerations



❧ Challenges.

❧ Limited budgets.

❧ Limited volunteers.

❧ Burnout.

❧ People who think everything is fine...we're done!

Moving Forward



⌘ How to handle limitations and challenges:

Moving Forward



- ❧ How to handle limitations and challenges:
 - ❧ Educate.

Moving Forward



❧ How to handle limitations and challenges:

❧ Educate.

❧ Partner.

Results



✧ More than \$19M in reinvestment.

Results



- ❧ **More than \$19M in reinvestment.**
- ❧ **Volunteers and friends to support what you do.**

Results



- ❧ More than \$19M in reinvestment.
- ❧ Volunteers and friends to support what you do.
- ❧ Increase in tourism dollars spent in the community.

Results



- œ More than \$19M in reinvestment.
- œ Volunteers and friends to support what you do.
- œ Increase in tourism dollars spent in the community.
- œ Civic pride.

Results



- ❧ More than \$19M in reinvestment.
- ❧ Volunteers and friends to support what you do.
- ❧ Increase in tourism dollars spent in the community.
- ❧ Civic pride.
- ❧ Preservation of our authentic small town.

Downtown Brenham, Texas



Questions??

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