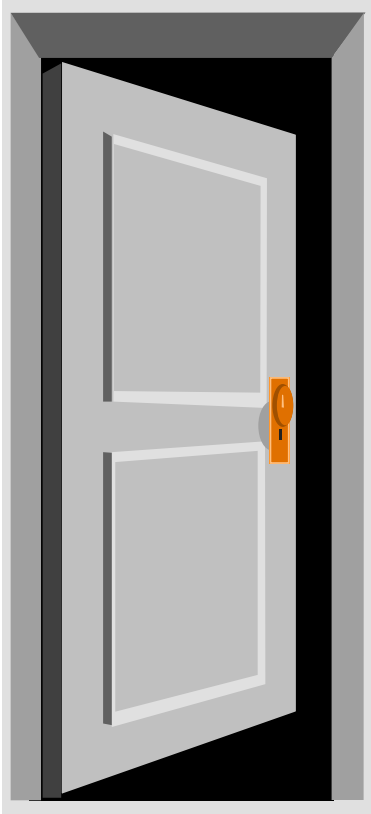


Planning Downtown's Vital Role in a Thriving & Sustainable Community



Jim Thompson

**Business Improvement
Specialist**

Main Street Iowa

**Iowa Economic
Development Authority**

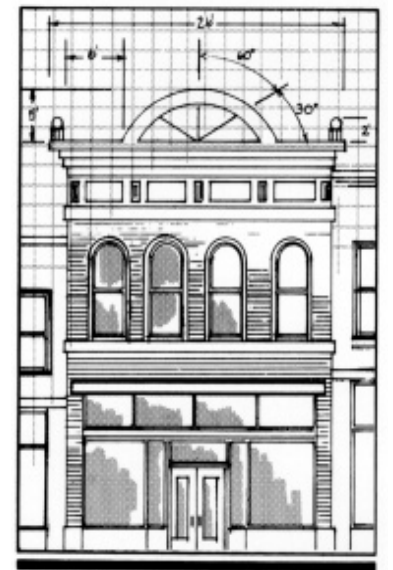
200 East Grand Avenue

Des Moines, IA 50309

515/725-3061

jim.thompson2@iowa.gov

**MAIN STREET
I O W A**



THE **ECONO**GAUGE

Our weekly estimate of the prevailing mood among investors and consumers



DIFFICULT TIMES



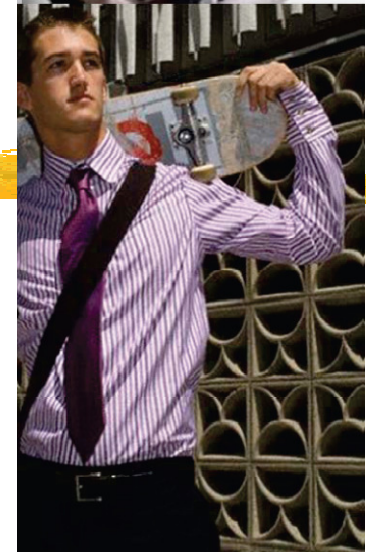
- ☐ **Small business starts are down**
- ☐ **Unemployment**
- ☐ **Retail sales down**
- ☐ **Small retailers are closing**
- ☐ **Vacancy rates are rising**
- ☐ **Projects are being delayed**
- ☐ **Super conservative attitudes**

4 STEPS



- ❑ **Market understanding**
- ❑ **Strategic Planning**
- ❑ **Strategies for strengthening existing business base**
- ❑ **Strategies for attracting new investment and businesses**

Do You Know your Market?



DO YOU KNOW YOUR MARKET?



- ☐ Adjust current perceptions
- ☐ Identify issues and opportunities
- ☐ Identify opportunities for existing businesses
- ☐ Refine list of desired businesses and development projects


DO YOU KNOW YOUR MARKET?

- ☐ Frugal shopper
- ☐ Authentic
- ☐ Locally made/grown
- ☐ Green
- ☐ Charitable



DO YOU KNOW YOUR MARKET?


\$20 Per Gallon



How the Inevitable
Rise in the Price of
Gasoline Will Change
Our Lives for the Better

**CHRISTOPHER
STEINER**

PRESERVATION:
Reusing America's Energy
Preservation Week May 11-17, 1980



It takes energy to construct a new building.
It saves energy to preserve an old one.

Image: National Trust for Historic Preservation

DO YOU KNOW YOUR MARKET?



- ☐ Consumers are saving more and spending less**
- ☐ Consumers have less to spend due to loss of jobs, drop in home value and stock market**
- ☐ Consumers are changing what they want and need**

DO YOU KNOW YOUR MARKET?

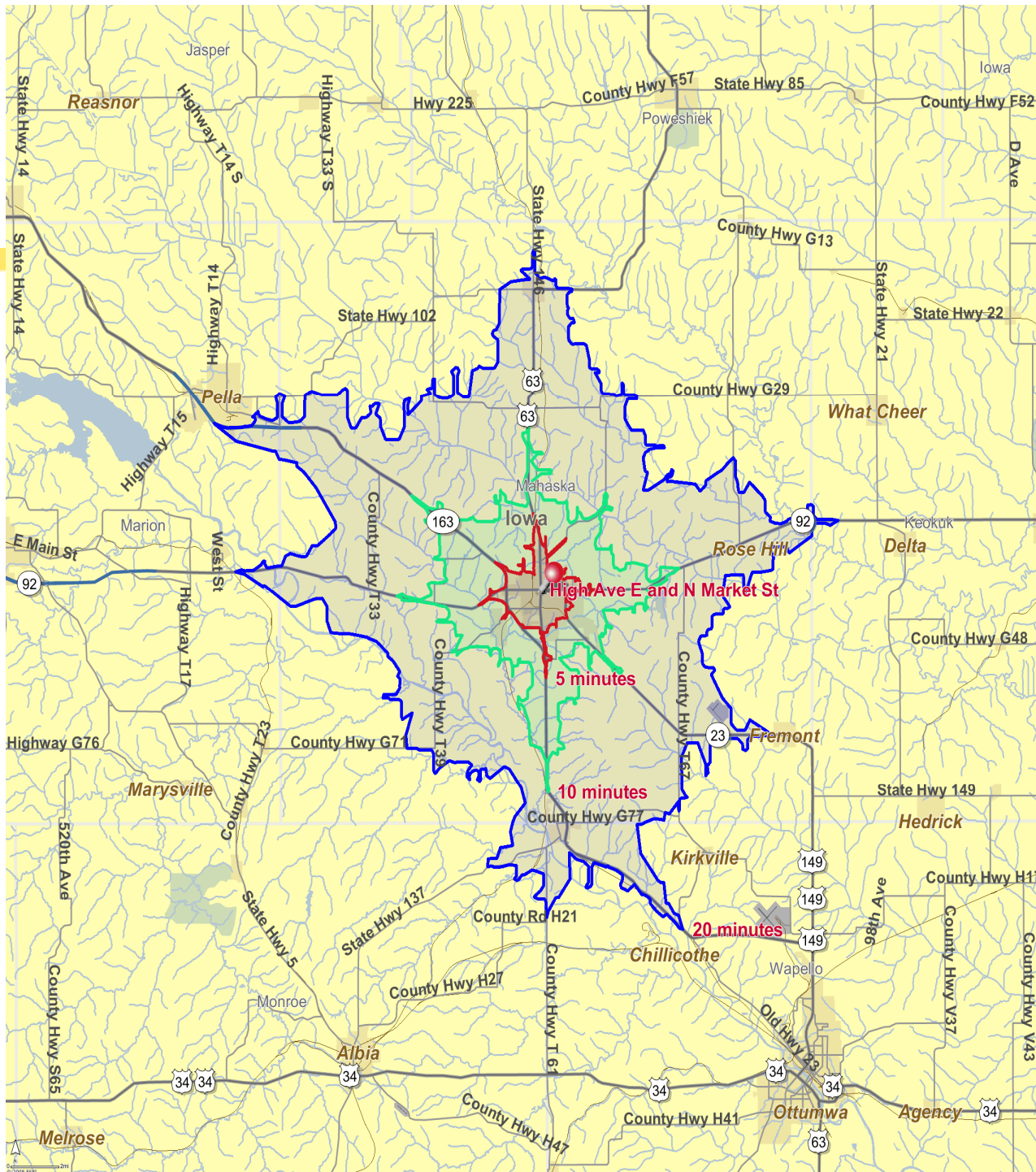


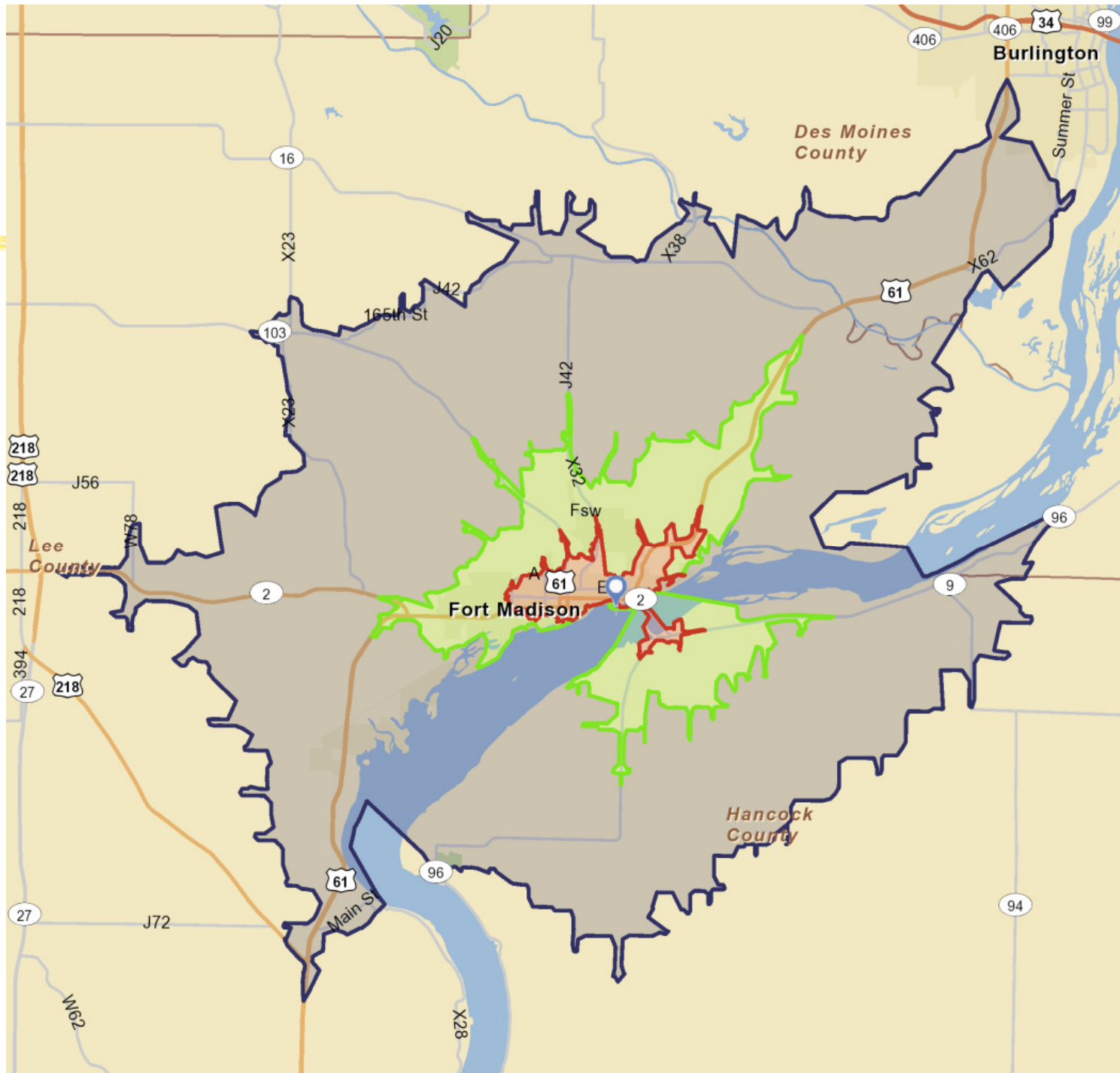
- ❑ Flat population growth**
- ❑ Increasingly diverse markets**
- ❑ Volatile economy**
- ❑ Changes in credit and financing**
- ❑ Major changes in retail competition**
- ❑ Changes in key business clusters**

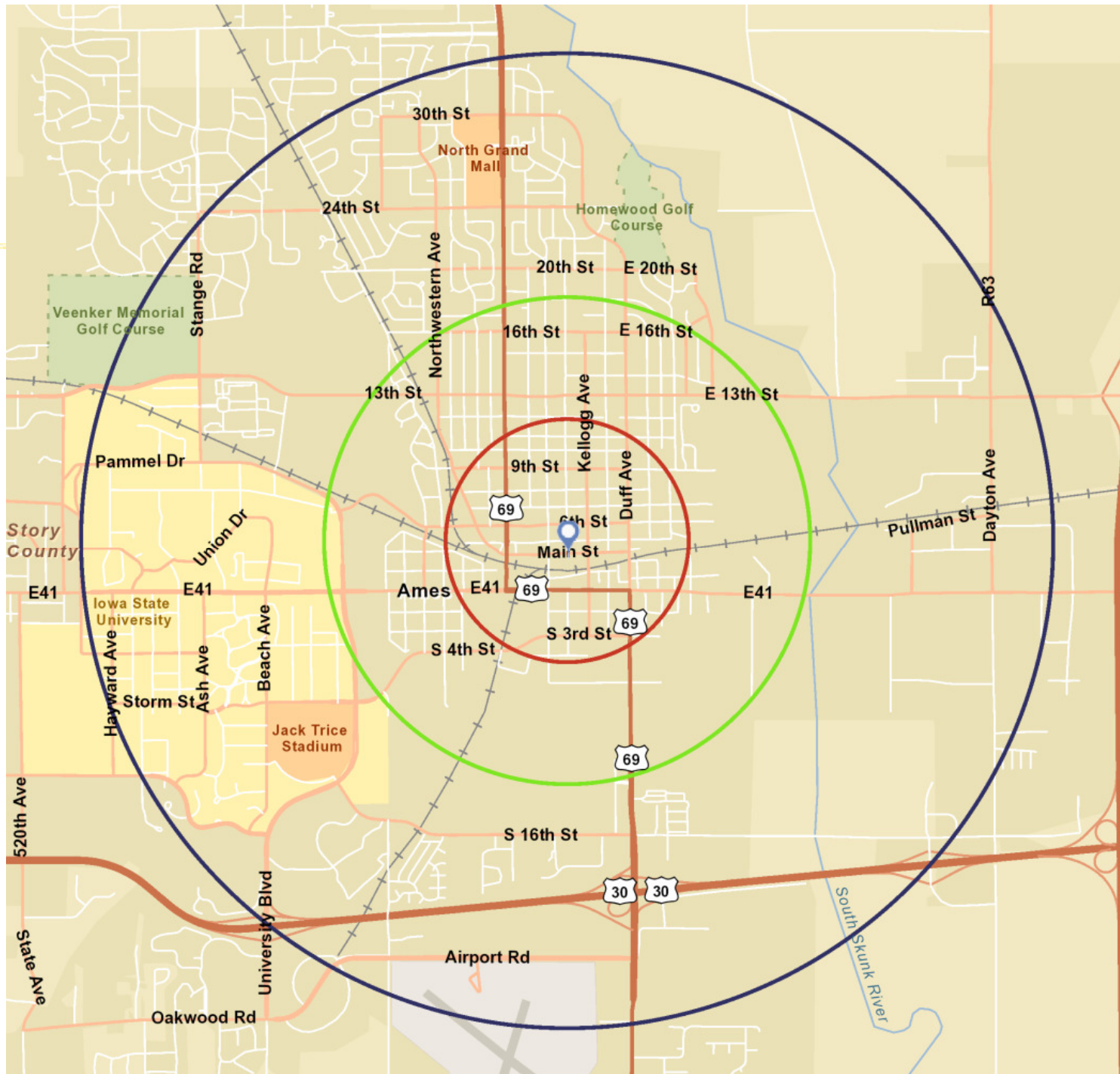
1. *What is the purpose of this study?*
 2. *What are the research objectives?*
 3. *What is the research methodology?*
 4. *What are the findings of the study?*
 5. *What are the conclusions of the study?*
 6. *What are the limitations of the study?*
 7. *What are the implications of the study?*
 8. *What are the future research directions?*
 9. *What are the contributions of the study?*
 10. *What are the key words of the study?*

- 









DO YOU KNOW YOUR MARKET?

- ❑ **1/2 population but over 80% of the consumer purchasing decisions**
- ❑ **Are most likely to “satisfice” - compromise between price and convenience**



DO YOU KNOW YOUR MARKET?



**Baby boomers- 60% pop., 40% of net
worth (2015)**

- ☐ **Wellness**
- ☐ **Less free time**
- ☐ **More for less**

DO YOU KNOW YOUR MARKET?

Primary Research

Survey Type: ☐ Phone ☐ Intercept Day: ☐ Mon ☐ Tues. ☐ Wed. ☐ Thurs. ☐ Fri. ☐ Sat. ☐ Sun.




Downtown Marshall Consumer Survey For the Downtown Marshall Market Study Project

This survey takes approximately 5 to 8 minutes to complete. We will use the results to make recommendations for improvements in Downtown Marshall.

This is a confidential survey.

Please select only one response for each question unless otherwise specified.

1. What is your residential Zip Code?
2. How many years have you lived in the Calhoun County area?
A. ☐ Less than 1 year C. ☐ 6 to 10 years
B. ☐ 1 to 5 years D. ☐ 11 years or more
E. ☐ Out of Area Visitor
 Go to #13 on Page 2
3. How often do you go to downtown Marshall to do errands and business at a bank, office, or other service-related business?
A. ☐ Daily C. ☐ Once or twice a month E. ☐ Seldom or never
B. ☐ 1 or 2 times a week D. ☐ Once or twice a year
4. How often do you go to downtown Marshall for eating, drinking and entertainment?
A. ☐ Daily C. ☐ Once or twice a month E. ☐ Seldom or never
B. ☐ 1 or 2 times a week D. ☐ Once or twice a year
5. How often do you shop in downtown Marshall?
A. ☐ Daily C. ☐ Once or twice a month E. ☐ Seldom or never
B. ☐ 1 or 2 times a week D. ☐ Once or twice a year
6. Do you do most of your shopping on weekdays or during the weekend?
A. ☐ Weekdays (Mon. - Fri.) B. ☐ Weekend (Sat. & Sun.) C. ☐ No Preference
7. Do you do most of your shopping during the morning, afternoon or evening?
A. ☐ Morning B. ☐ Afternoon C. ☐ Evening D. ☐ No Preference
8. What specific type of new business would you patronize in downtown Marshall?

- Consumer (Demand)
- Business (Supply)

Methods Include:

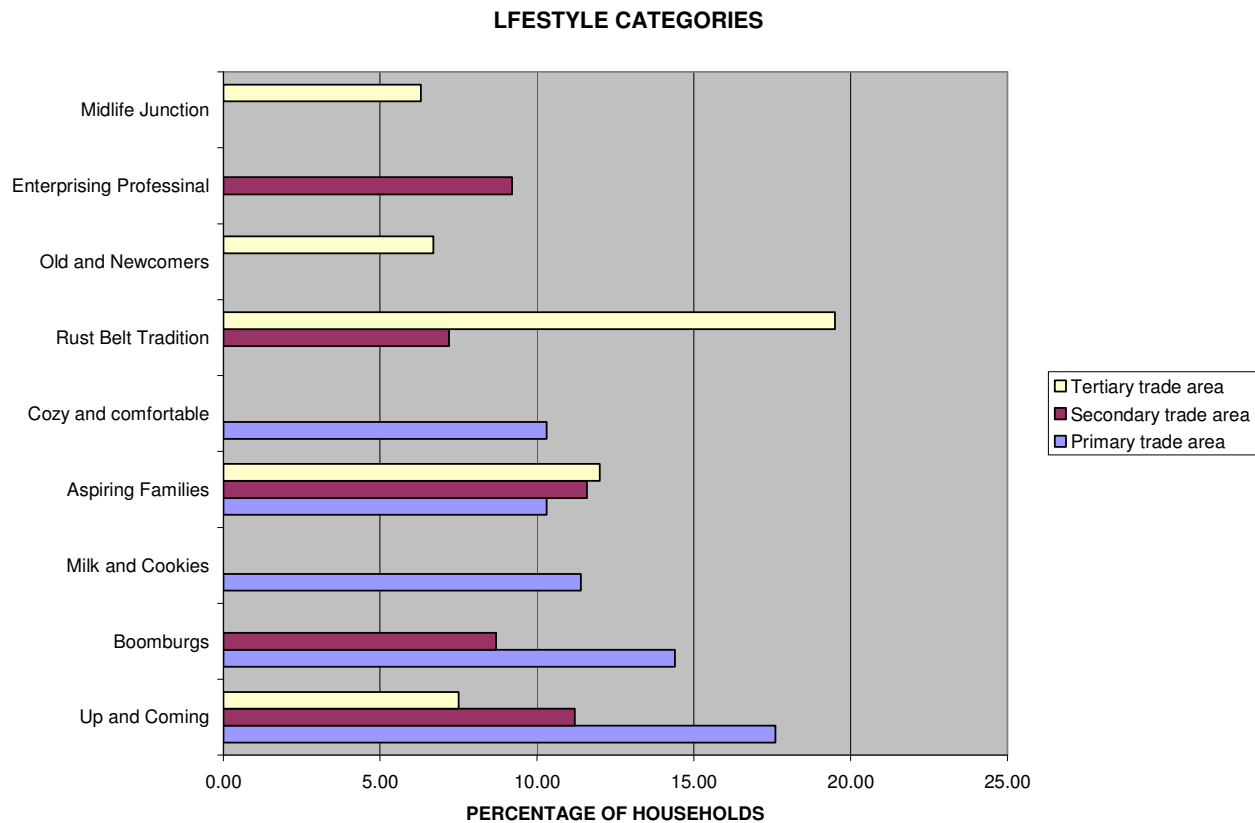
- ▶ Telephone Surveys
- ▶ Intercept Surveys
- ▶ Mail Surveys
- ▶ Internet and Email Surveys
- ▶ Focus Groups
- ▶ Business Surveys

DO YOU KNOW YOUR MARKET?



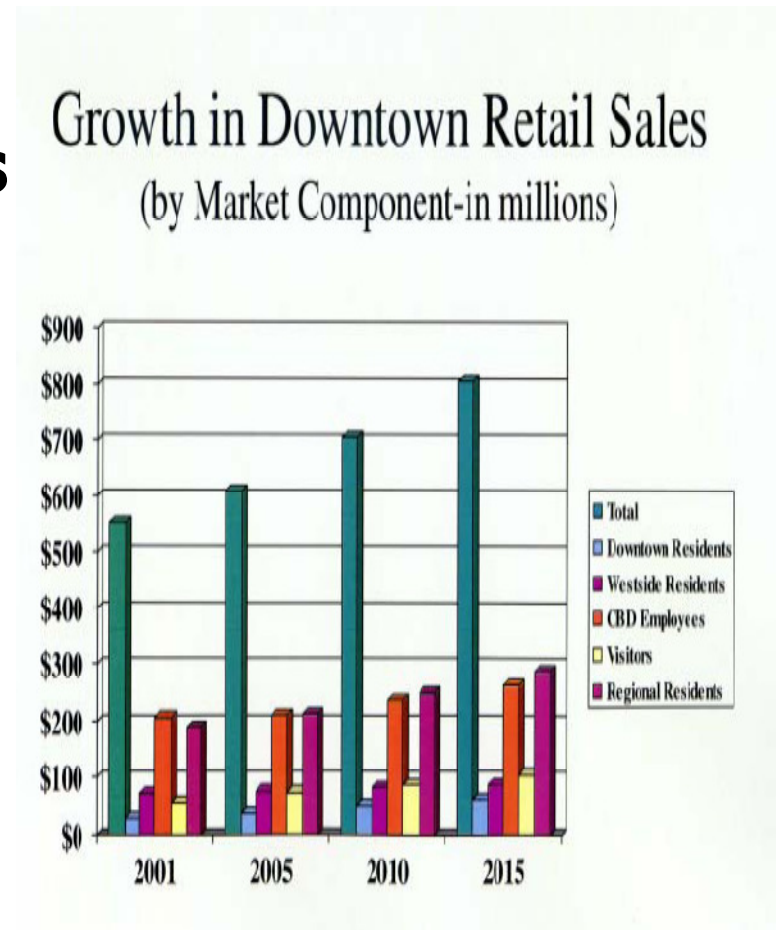
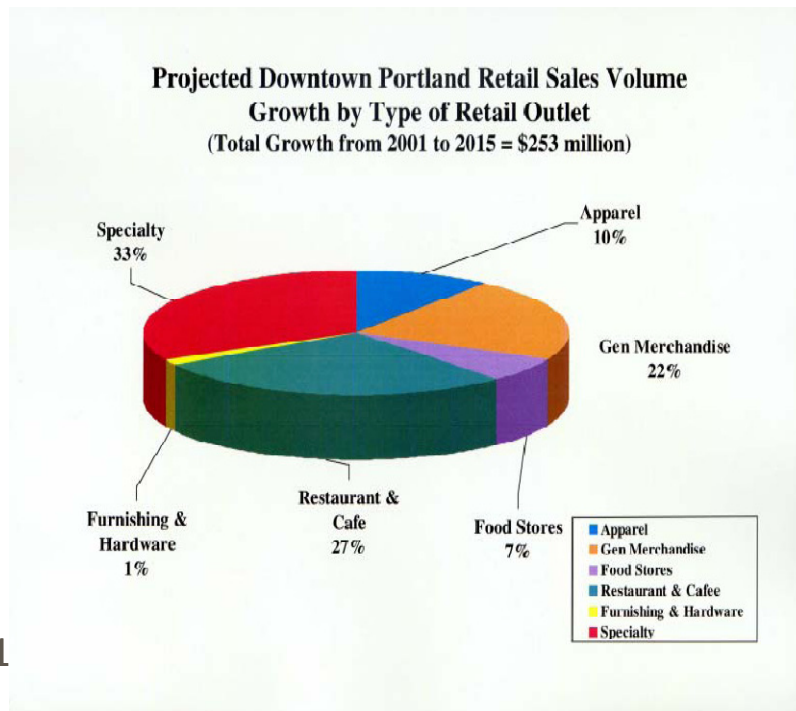
- ☐ Religion
- ☐ Ethnicity
- ☐ Employment
- ☐ Income
- ☐ Geography

DO YOU KNOW YOUR MARKET?

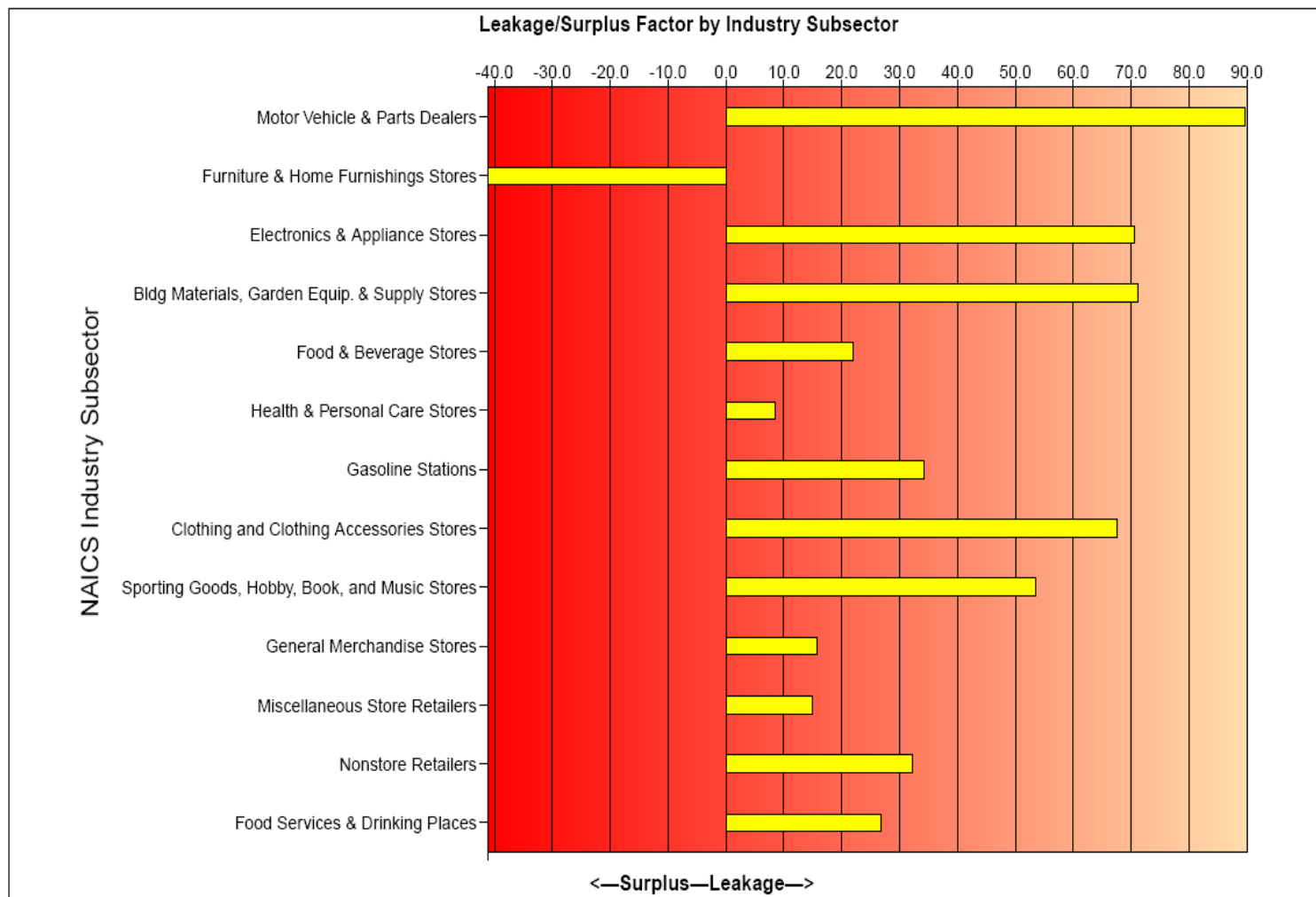


DO YOU KNOW YOUR MARKET?

- ❑ Trends & Comparison
- ❑ Per capita sales
- ❑ Sales leakage or surplus



DO YOU KNOW YOUR MARKET?



DO YOU KNOW YOUR MARKET?



- ☐ **Vacant and deteriorating buildings**
- ☐ **Obsolete selling space**
- ☐ **Skewed retail mix**
- ☐ **Lack of pedestrian activity**
- ☐ **Inconvenient parking and traffic**
- ☐ **Retail Sales-Rent-Value out of line**

DO YOU KNOW YOUR MARKET?



- ☐ **Reduced advertising**
- ☐ **Deferred maintenance**
- ☐ **Loss of investment momentum**
- ☐ **Decline in sales, property values, and value of ITC's**
- ☐ **Increase in storefront vacancies**
- ☐ **Fewer expansions or recruitment prospects**

DO YOU KNOW YOUR DOWNTOWN?



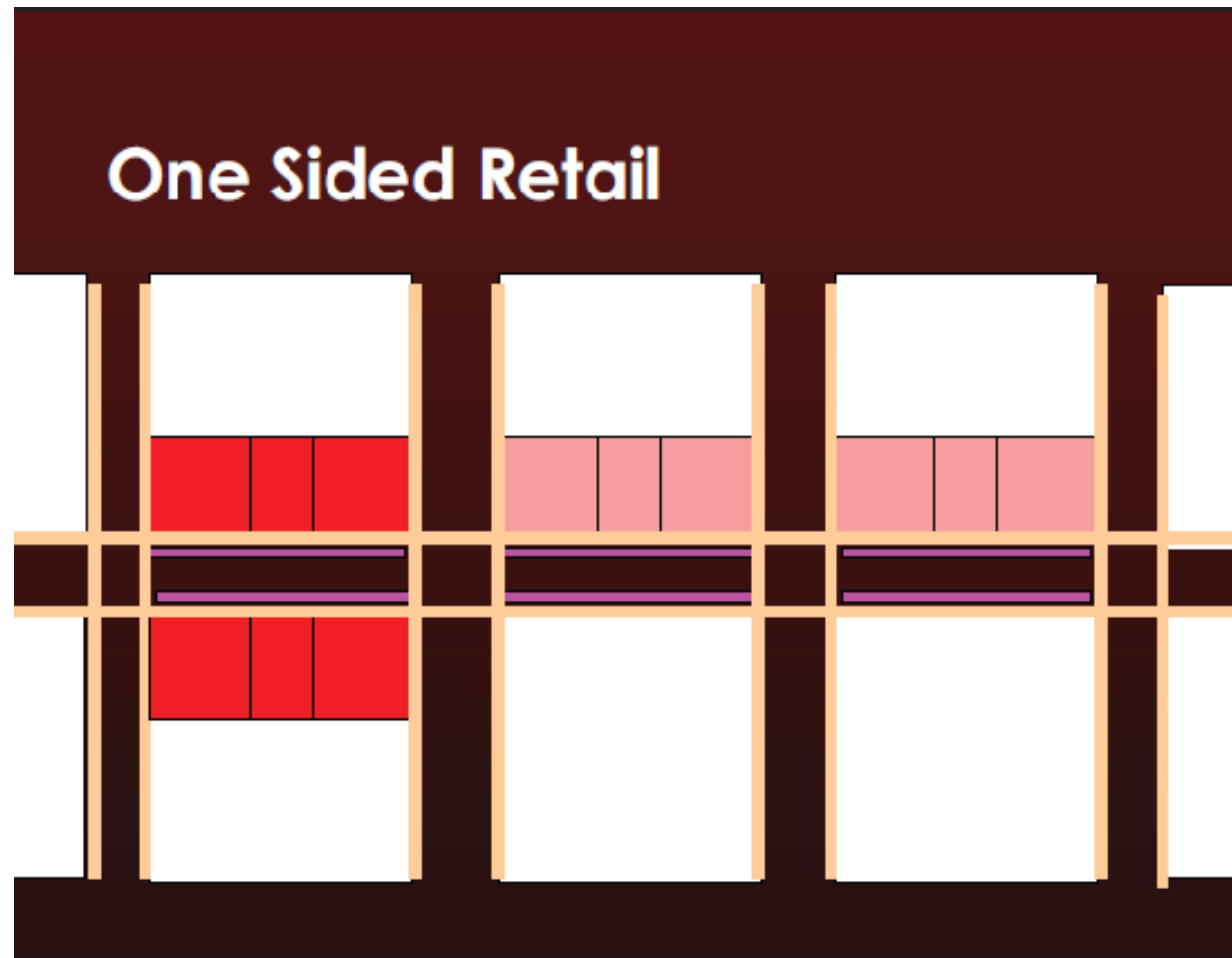
- ☐ **Existing conditions**
- ☐ **Real estate**
- ☐ **Types of businesses**
- ☐ **Business location**
- ☐ **Business health**

DO YOU KNOW YOUR DOWNTOWN?

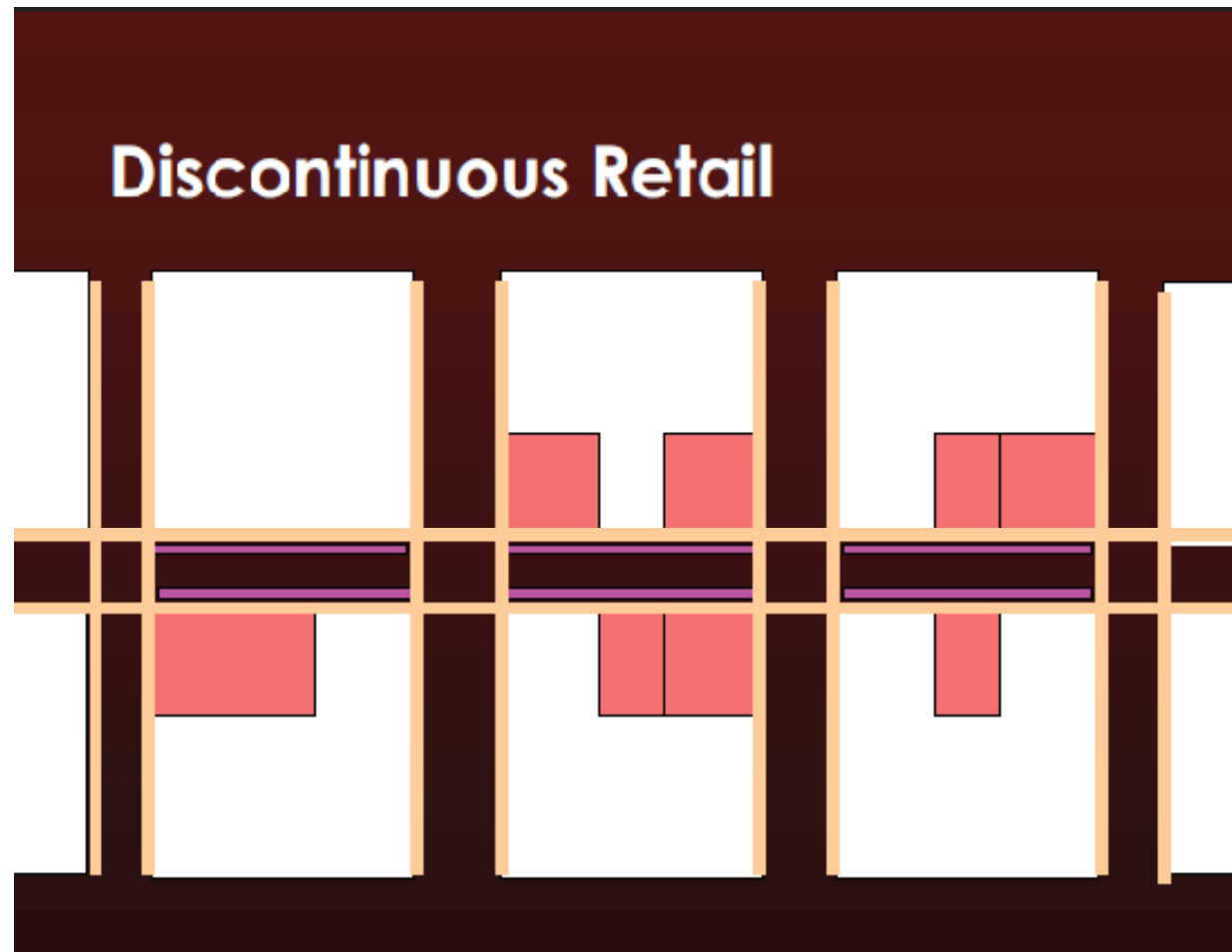
- ☐ Physical
- ☐ Social
- ☐ Environment
- ☐ Regulatory



Real Estate and Location

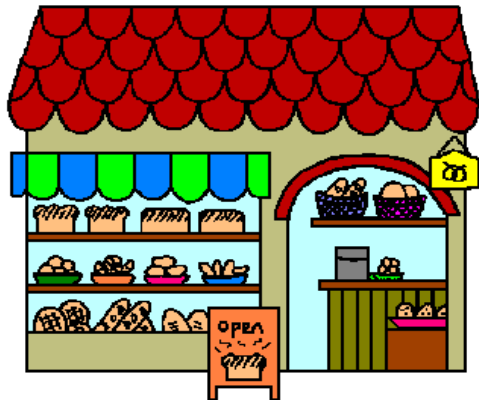


Real Estate and Location



DO YOU KNOW YOUR DOWNTOWN?

- ☐ Employment center
- ☐ Pedestrian generator or destination
- ☐ Vacancy or functional vacancy
- ☐ Impulse or convenience
- ☐ Basic goods or specialty



DO YOU KNOW YOUR DOWNTOWN?



DO YOU KNOW YOUR DOWNTOWN?

COMPLEMENTARY:



**BUSINESSES THAT TARGET SIMILAR
CUSTOMERS OR CARRY PRODUCTS
THAT COMPLEMENT**

DO YOU KNOW YOUR DOWNTOWN?

COMPETITIVE:

Businesses that compete on price or product



DO YOU KNOW YOUR DOWNTOWN?



- **Financing**
- **Internal controls**
- **Merchandising**
- **Marketing**
- **Service**

DO YOU KNOW YOUR DOWNTOWN?



DO YOU KNOW YOUR DOWNTOWN?



- **Rising vacancy rate**
- **Expenses > Cash flow**
- **Financing or credit issue**
- **Employee turnover**
- **Cutback in ads**
- **Tenant issues**
- **Personal problems**

DO YOU KNOW YOUR DOWNTOWN?

- ❑ Update business & property inventory
- ❑ Interview developers and store managers
- ❑ Evaluate conditions and prioritize projects
- ❑ Organize a “first impressions” visit
- ❑ Prepare a map showing similar businesses by cluster
- ❑ Identify location of vacant and underutilized buildings
- ❑ Identify areas for new market niche clusters



DO YOU KNOW WHERE YOU'RE GOING?

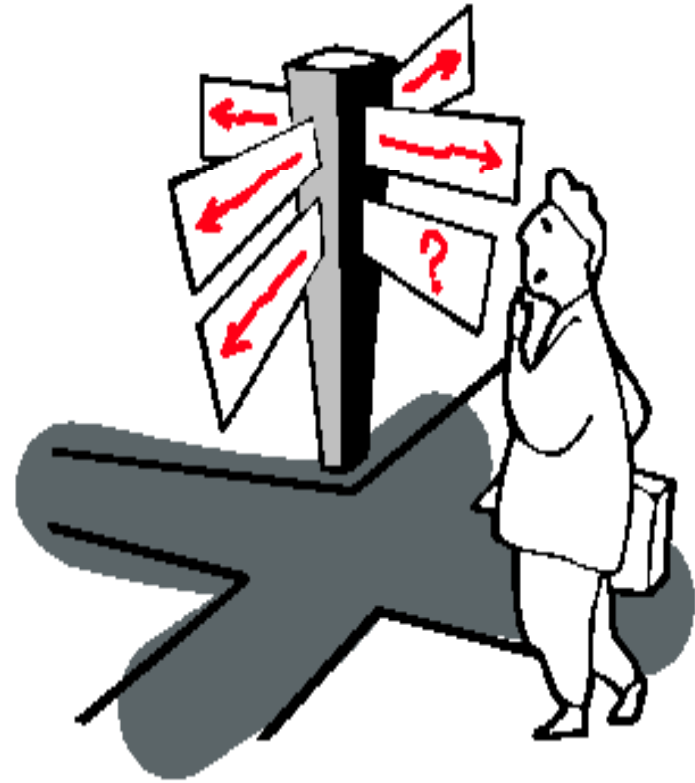
Developing a Strategic Plan for Downtown



STRATEGIC PLAN

Do you know where you are going?

- ☐ **Community Vision**
- ☐ **Concept Map**
- ☐ **Tenant criteria**
- ☐ **Tenant list**
- ☐ **Implementation plan**

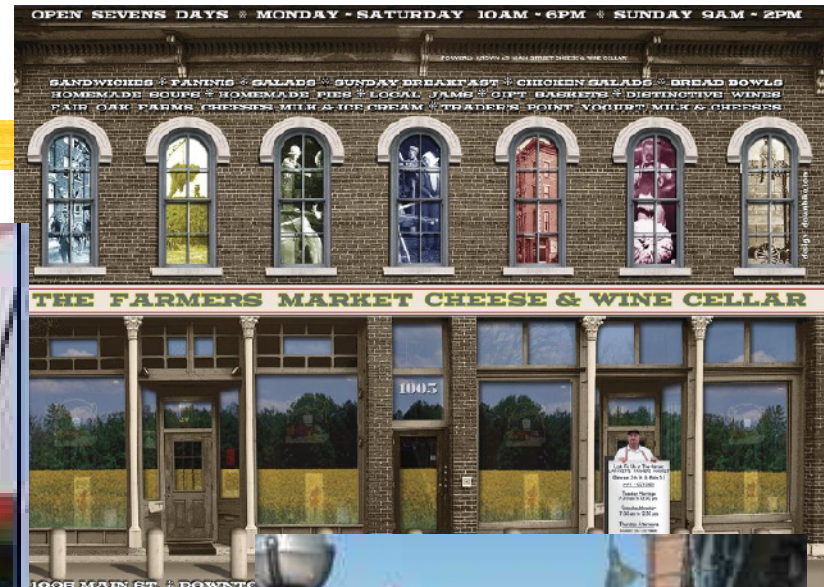


STRATEGIC PLAN



- ☐ **Identify unique attributes**
- ☐ **Identify key niche opportunities**
- ☐ **List desired businesses and catalyst projects**

STRATEGIC PLAN

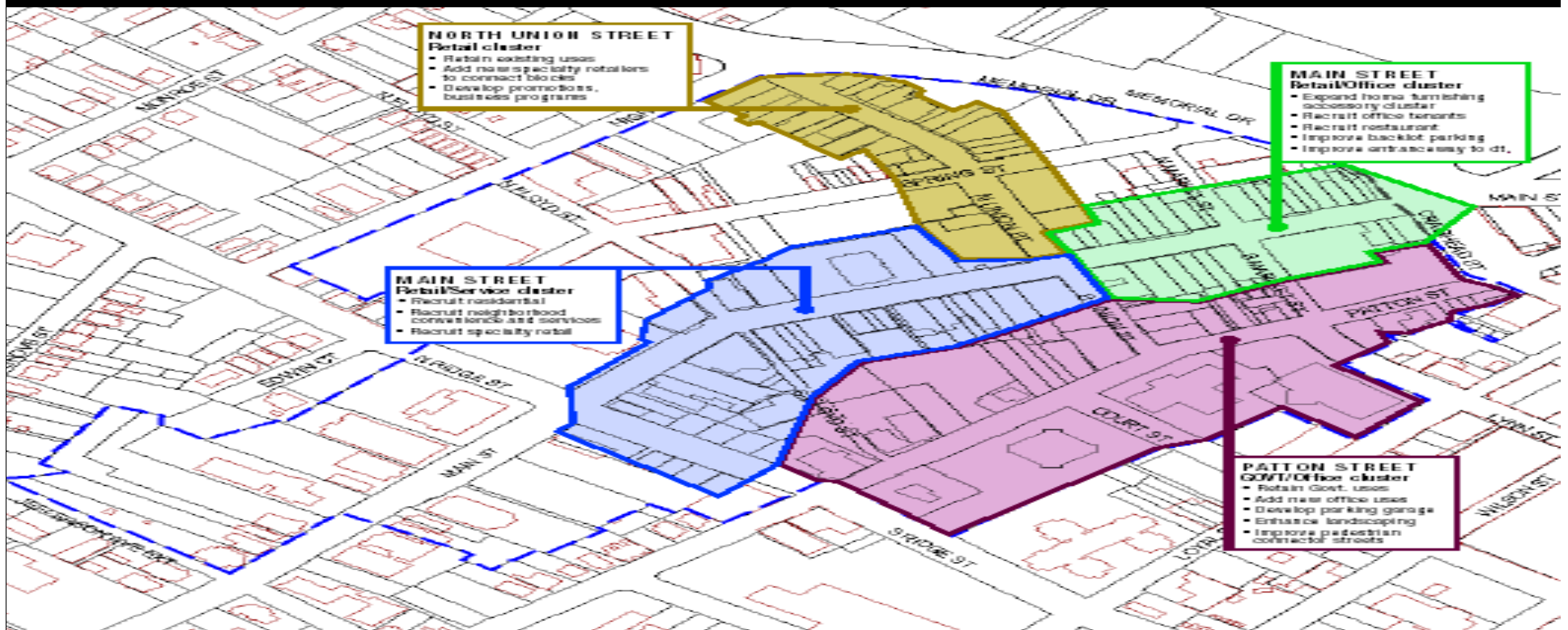


STRATEGIC PLAN



- ☐ **(Re)uses local assets**
- ☐ **Builds upon heritage and place**
- ☐ **Emphasis on small business**
- ☐ **Incremental**
- ☐ **Supports Quality of Life**
- ☐ **Long term vision**
- ☐ **Supports social and environmentally responsibility**

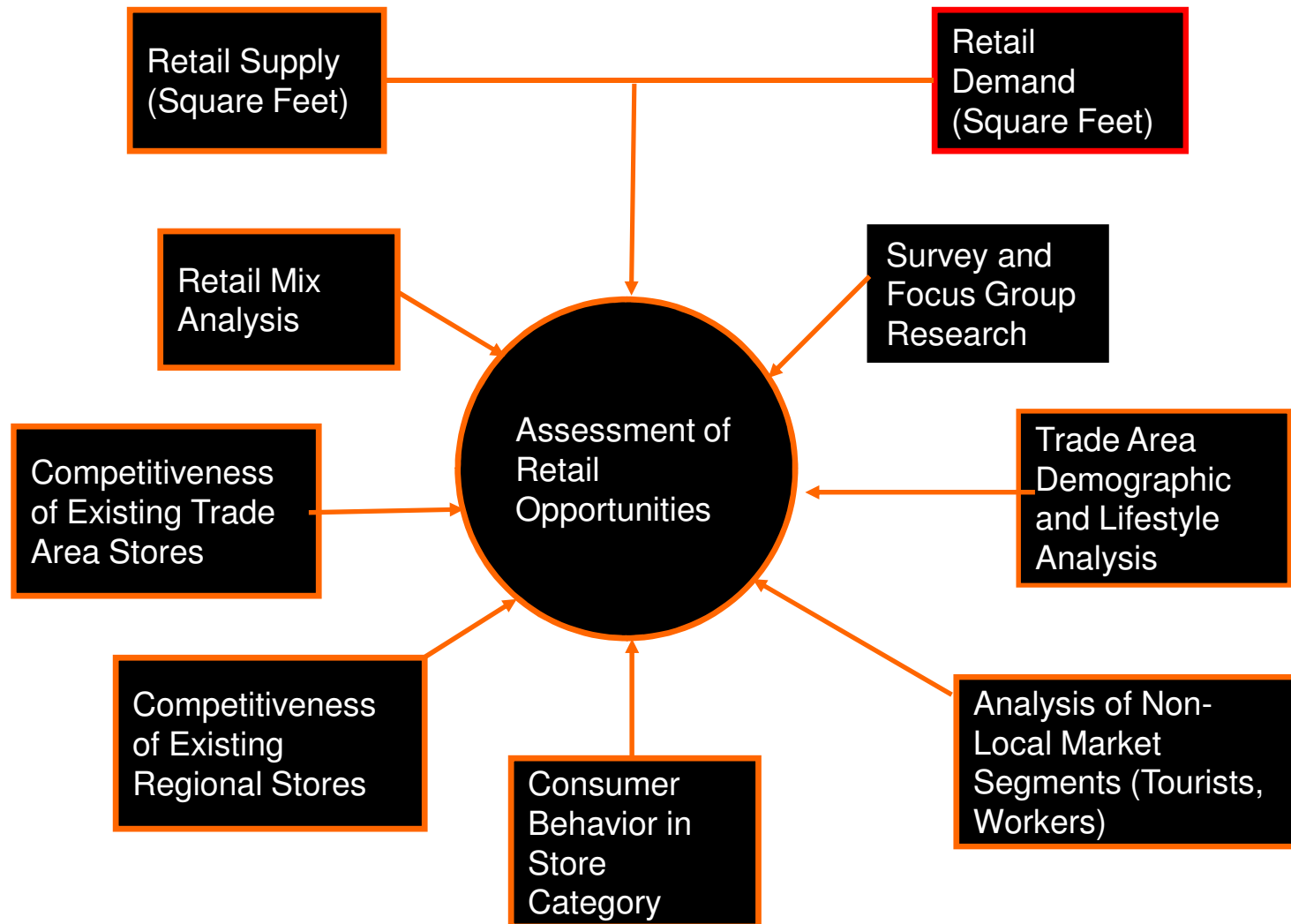
CONCEPT MAP



NEIGHBORHOOD RETAIL
SPECIALTY RETAIL

GOVT. CENTER
HOME FURNISHING

Supply vs. Demand



STRATEGIC PLAN



- ☐ Ground floor retail- both sides
- ☐ Major developments or anchors as end caps
- ☐ Clusters within ¼ mile or 5 min walking distance
- ☐ Convenience stores near hubs or parking
- ☐ Use Destination uses to support small specialty stores

STRATEGIC PLAN

- ☐ Bicycle, Skateboard
- ☐ Wild Bird
- ☐ Education supply
- ☐ Paint/Pottery
- ☐ Ice cream
- ☐ Exercise,
- ☐ Dance studio



STRATEGIC PLAN



- ☐ **Housing**
- ☐ **High tech**
- ☐ **Medical**
- ☐ **Farmers market**
- ☐ **Cultural, art, education, sports**
- ☐ **Movie theater, performing arts**
- ☐ **Company stores, home emporium,
general store**

STRENGTHENING YOUR BUSINESS DISTRICT

**Strengthening your business
retention program**



BUSINESS RETENTION



**To retain and expand existing
businesses within the downtown
core**

BUSINESS RETENTION



- ☐ **Promotion (image, special events and marketing)**
- ☐ **General business district improvements**
- ☐ **Education and business skill enhancement**
- ☐ **Financial assistance**

BUSINESS RETENTION

- ❑ **Changing consumer behavior**
- ❑ **Availability of capital**
- ❑ **Rising expenses**
- ❑ **Changing technology**



ACCESS TO CAPITAL

- ❑ Friends and family have less to give
- ❑ Credit card terms and rates are changing
- ❑ Small business loan criteria is changing
- ❑ It is taking longer to get paid



EXPENSES ARE RISING

- ☐ Fees
- ☐ Insurance
- ☐ Shipping
- ☐ Energy costs
- ☐ Cost of goods



CHANGING TECHNOLOGY

Top 5 U.S. Social Networks and Blogs
Total minutes (000s), Home and Work (May 2011)



U.S. Internet Users Spend More Time on Facebook than Any Other Web Brand

Facebook has become synonymous not only with social media, but with Web use more generally, as Americans spend more time on Facebook than on any other site.

Top 10 U.S. Web Brands by Total Minutes, in Billions, Home and Work (May 2011)



Source: Nielsen

BUSINESS RETENTION



Survey businesses

- **Personal interview**
- **Survey monkey**
- **Zoomerang**

Conduct audits

- **Lack of inventory**
- **Turnover in sales help**
- **Cut back in ads**
- **Owner-tenant issues**
- **Personal problems**

BUSINESS RETENTION

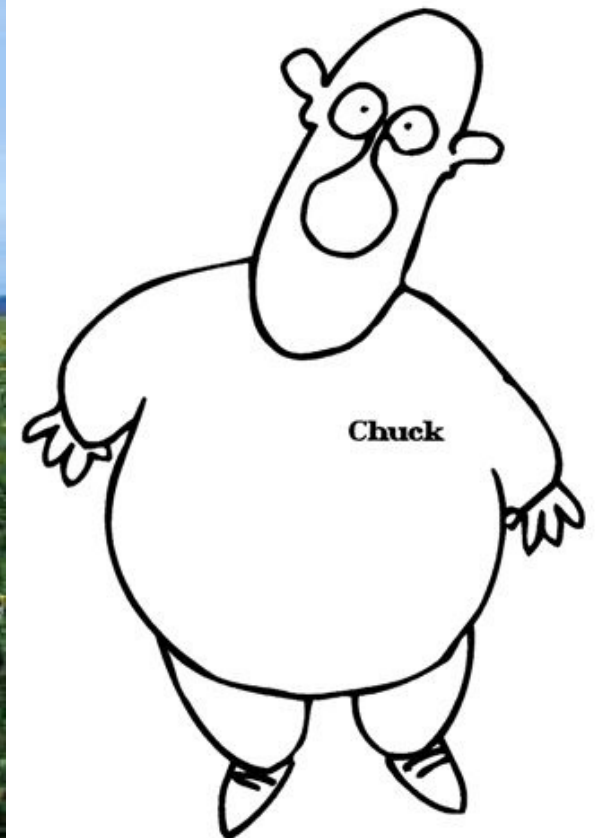


PROMOTION:

- ☐ **Downtown Image**
- ☐ **Special events**
- ☐ **Retail sale events**
- ☐ **Cooperative advertising**
- ☐ **Downtown marketing materials**

BUSINESS RETENTION

**DIFFERENTIATE YOUR COW FROM
ALL THE OTHERS IN THE FIELD**



BUSINESS RETENTION



Famed artist Richard C. Thomas' breathtaking 29-foot by 72-foot commissioned mural - installed in downtown Watseka, Iowa



Monroe Cheese Guide

BUSINESS RETENTION



BUSINESS RETENTION

❑ SEASONAL

❑ TARGETED

- By product
- By market

❑ GUERRILLA MARKETING

- In-store events
- Grand openings
- Cross merchandising



**Grand opening
Ribbons & Scissors**

BUSINESS RETENTION



☐ Encourage more cross promotion

- **Hang signs or posters promoting another store on your wall, window.**
- **Pool mailing lists and send out a joint promotional postcard.**
- **Co-produce an in-store demonstration, celebrity appearance, free service or lecture.**

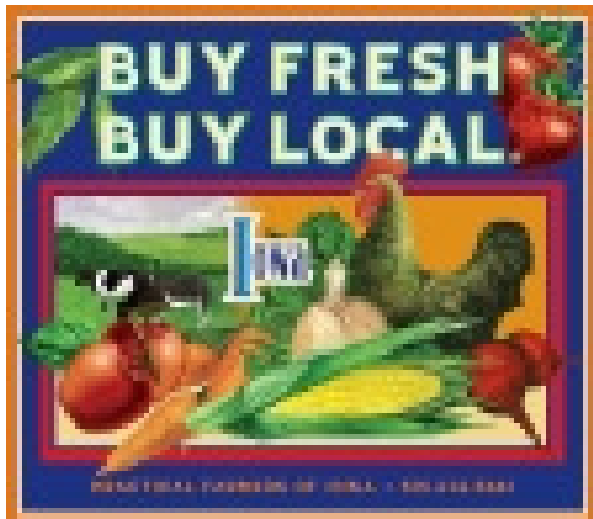
☐ Increase # of targeted promotions

- **Home and hearth**
- **Wellness**
- **Local producers-stores**
- **Small indulgences**

BUSINESS RETENTION

□ Refine Shop Local Campaigns

- Definition of local
- Benefits of participating



BUSINESS RETENTION

- ❑ **Zoning or Historic District**
- ❑ **SSMID or TIF**
- ❑ **Streetscape**
- ❑ **Facade grant**
- ❑ **Parking**
- ❑ **Ordinance and Codes**
- ❑ **Foot patrol**



BUSINESS RETENTION



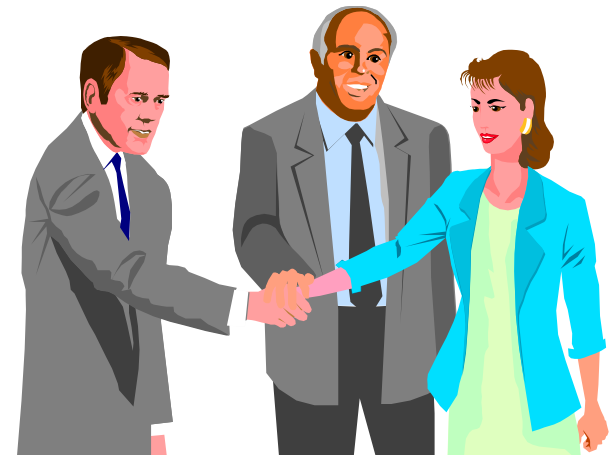
Conduct:

- ☐ **Commercial Assessment**
- ☐ **Business Owner Survey**
- ☐ **Business Visitation Program**
- ☐ **In-store Audits**
- ☐ **Interviews and focus group sessions**

BUSINESS RETENTION

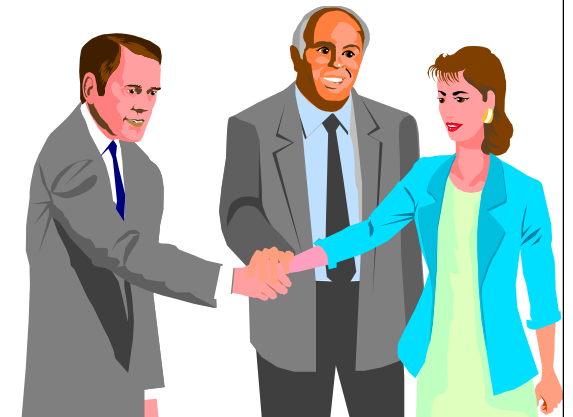
□ Develop new workshops

- Staff motivation
- Accounting & record keeping
- Window displays and in-store merchandising strategies
- Website/e-commerce
- General cost controls



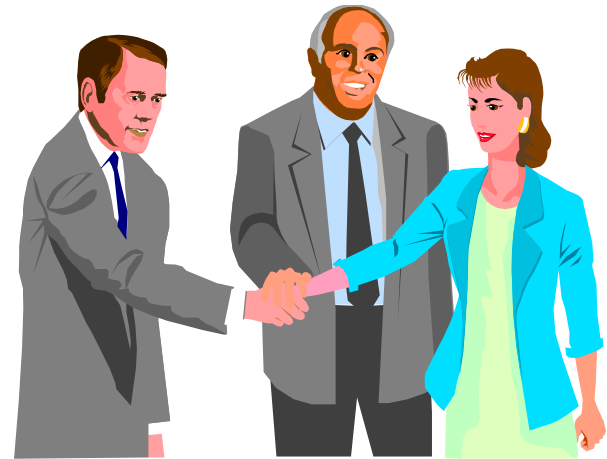
BUSINESS RETENTION

- ❑ **Experiment with different types of communication**
 - **Webinars**
 - **Email blasts**
 - **Twitter, Facebook**
- ❑ **Encourage Businesses to use E-commerce**
 - **Downtown web store**
 - **Develop virtual sales space**
 - **Connect with larger community**



BUSINESS RETENTION

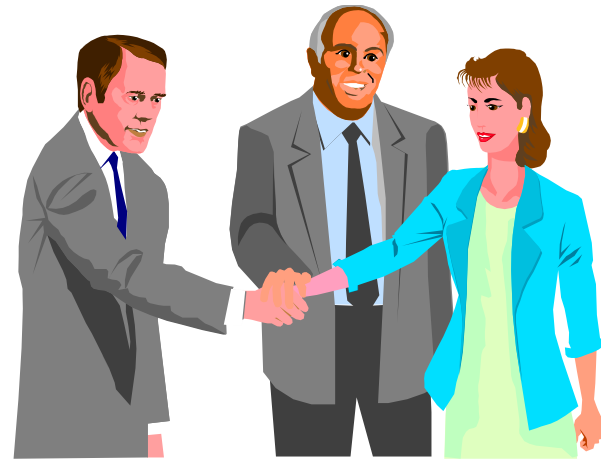
- ❑ **Mailings, Newsletters, Email blasts/twitter**
- ❑ **Meetings, Workshops**
- ❑ **In-store consultations**
- ❑ **Business After Hours**
- ❑ **Open and Staffed Office**
- ❑ **Design assistance**
- ❑ **New store mentors**
- ❑ **Window display service**



BUSINESS RETENTION

□ Increase technical assistance

- **Design assistance (interior and exterior)**
- **Window display service**
- **Sister store mentors**
- **Dr. Downtown**
- **Create a resource center**
- **Establish a buying club**



BUSINESS RETENTION



- ☐ **City Loans/grants**
- ☐ **Govt. Tax Credits/abatements**
- ☐ **Score/SBDC counseling**
- ☐ **Federal Funds**
 - **SBA 504/ARC**
 - **USDA RBEG**
- ☐ **Peer-peer loans**
- ☐ **Local lender Pooled Loans**

ATTRACTING NEW INVESTMENT:

ESTABLISHING A RECRUITMENT AND REDEVELOPMENT PROGRAM



ATTRACTING NEW INVESTMENT



- ☐ **SATISFY PREREQUISITES**
- ☐ **DEVELOP RECRUITMENT TOOLS**
- ☐ **DEVELOP A RECRUITMENT PROCESS**

ATTRACTING NEW INVESTMENT



- MUST HAVE A STRATEGIC PLAN**
 - Clarify Leasing Issues**
 - Identify Market Niche Opportunities**
 - Prepare a List Of Desired Businesses**
 - Identify possible Catalyst Projects**
 - Develop a Conceptual Map**
 - Secure owner support**

ATTRACTING NEW INVESTMENT

Prerequisite

Identify
issues

- ☐ Rental space does not meet today's tenant
- ☐ Owner will only rent "AS IS"
- ☐ Rental is not in move-in condition
- ☐ Surrounding tenant mix
- ☐ Unrealistic Rent given projected rehab costs
- ☐ Building is perceived to be a *White elephant*
- ☐ No financing is available
- ☐ There is a high degree of actual risk
- ☐ Owner won't sell

ATTRACTING NEW INVESTMENT

Prerequisite

Define desired
market niches

Eating and drinking

- **Regional restaurants**
- **Contemporary café**
- **Franchise snack, drink and take-out**
- **Music clubs**
- **Book store-cafe**

Lifestyle

- **Exercise**
- **Recreation (camping, cycling)**
- **Hobby, art, Craft**
- **Art-related production**

ATTRACTING NEW INVESTMENT

Prerequisite

Identify

Types of uses

- ☐ **Function: Destination, Complementary or Competitive**
- ☐ **Ownership: Local, franchise, chain**
- ☐ **Previous location: Start-up, expansion, relocation**

ATTRACTING NEW INVESTMENT

Prerequisite

Identify catalyst projects

- ☐ **Theaters**
- ☐ **Company stores**
- ☐ **Farmers market**
- ☐ **Natural amenities**
- ☐ **Cultural facilities**
- ☐ **Housing**
- ☐ **Education**
- ☐ **Sports**



CONCEPT MAP



ATTRACTING NEW INVESTMENT



Secure Property owner support

- ☐ **Financial incentives**
- ☐ **Leasing assistance**
- ☐ **Targeted public improvements**
- ☐ **Options, Easements, purchase**
- ☐ **Peer pressure**
- ☐ **Code enforcement**
- ☐ **Zoning**

ATTRACTING NEW INVESTMENT

- ❑ Incentives
- ❑ Marketing material
- ❑ Networking



ATTRACTING NEW INVESTMENT

FINANCIAL INCENTIVES

- ☐ **Loan Pool**
- ☐ **Loan packaging**
- ☐ **Tax credits**
- ☐ **Grants**
- ☐ **LLC and CDC**



TECHNICAL INCENTIVES

- ☐ **Code ombudsman**
- ☐ **Design assistance**
- ☐ **Parking**

MILWAUKEE - LINCOLN VILLAGE SPACE FOR LEASE



1301 WEST LINCOLN AVENUE

Available Space: The Hishmeh Building offers 8,000 sq. ft. of space. The building is located at the corner of a heavily traveled intersection on Lincoln Avenue & 13th St., close proximity to Interstate I94/I43. The building is 78 years old. Landlord is willing to restore the facade and build the interior to suit.

Lease Rate: \$7 sq. ft. triple net lease. (NNN)

Term: 25 year lease or minimum 10 with 3/5's options with CPI riders.

Demographics:

	1-Mile Trade Area	3-Mile Trade Area	Metro Milwaukee
Average HH	\$33,730	\$40,336	\$57,411
2006 Pop Proj	46,648	186,902	1,528,842
2000 Census	44,007	185,826	1,500,741
Median Age	25.9	31.3	35.7

Traffic Counts:

Intersection	6 th Street	13 th Street	16 th Street	20 th Street
North/South	11,750	12,500	10,400	4,150
East/West	12,900	18,150	16,050	14,350

**Bus Routes
& Ridership:**

Bus Route	Persons	Service Area
53	2,022	Lincoln Avenue
2 (Metro Link)	389	Southwest Express
14	6,450	Forest Home Avenue
19	13,077	South 13 th Street
20	3,547	South 20 th / 16th Street
80	8,225	South 6 th Street

Jim Hishmeh, Owner
1327 W. Lincoln Avenue
Milwaukee, WI 53215
414-384-0630
jmhish@aol.com



Lincoln Village Business Assn.
c/o Neil White
1133 W. Lincoln Ave.
Milwaukee, WI 53215
414-672-2249
lincolnvillage@hotmail.com

MARKETING MATERIAL

source: Wisconsin Main Street



WEST BEND, WISCONSIN Downtown West Bend Association

128 S. Sixth Avenue, Suite One
West Bend, WI 53095
Phone: 262.338.3909 Fax: 262.338.0835

www.downtownwestbend.com

Downtown West Bend is poised for dynamic growth. With the residential development of the 22-acre River Shores project, a proposed River East banquet/restaurant facility, additional commercial retail, and the revitalization of the Train Depot for the Rails to Trails project, Downtown West Bend will be the place to invest for the future.

Downtown is the heart of West Bend. It is the hub that connects retail and service businesses with cultural, entertainment, residential, and healthy recreational opportunities. It is vibrant and progressive, serving visitors and residents alike.

Downtown is alive with people strolling, shopping, sitting, eating, conversing – enjoying life on Main Street and along our beautiful river walkway.



Conceptual Plan of the River Shores Development adjacent to Downtown West Bend

BUILDING (sale or lease)

- New commercial opportunities are available through the Downtown West Bend Association. Contact us for more information at (262) 338-3909 or visit our website at www.downtownwestbend.com

RECENT INVESTMENTS

- \$550,000, 255 South Main Street, restaurant/microbrewery
- \$120,000, Zeigler Building 20,000 square feet renovated for office suites
- \$75,000, 109 South Main Street; retail rehab project
- \$80,000, 137 South Main Street; 2nd floor business expansion rehab project
- \$60,000, 277 South Main Street, retail rehab project
- \$60,000, 220 South Main Street, retail rehab project

DOWNTOWN REPRESENTATIVE MARKET

- Januli's Pizzeria & Italian Deli
- St. Somewhere Café A Coffee House
- Mountain Outfitters
- Ziegler
- Ruth-Anne's Gourmet Market
- Husar's House of Fine Diamonds

Others are posted on our website.

NATIONAL REPRESENTATIVE MARKET

- | | |
|---------------------|---------------|
| Texas Roadhouse | Elder-Beerman |
| Kohl's Dept. Stores | Hobby Lobby |
| Home Depot | Ace Hardware |

Others are posted on our website.

ASSETS & SPECIAL FEATURES

- An inviting combination of retail, services and restaurants.
- Unique historical architecture.
- Cultural/Educational Resources including the West Bend Art Museum, Washington County Historical Museums, Moraine Park Technical College and UW-Washington County.
- Outdoor/Recreational/Activities including parks, golf courses, indoor ice arena, Riverwalk, YMCA and nearby lakes.
- Plans/Reports including a 2001 Market Analysis & Consumer Focus Report and a 2002 Parking Study & Plan.

ATTRACTING NEW INVESTMENT



- ❑ Meet with realtors to discuss issues**
- ❑ Identify key players in network**
- ❑ Use local civic groups and businesses to refer leads**
- ❑ Develop method/procedure for referring potential leads**
- ❑ Develop way to distribute information gathered through network**

ATTRACTING NEW INVESTMENT

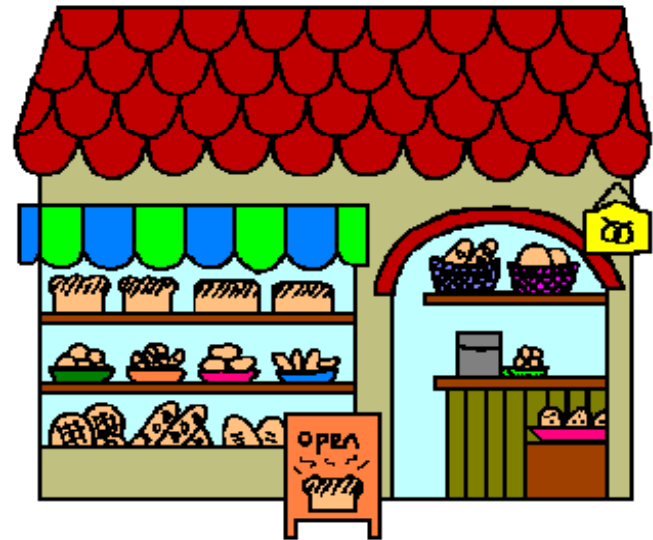
Retail Recruitment
process

- ☐ **Outreach Committee**
- ☐ **Identify possible prospects**
- ☐ **Prioritize leads and available space**
- ☐ **Contact prospect**
- ☐ **Close the sale**

ATTRACTING NEW INVESTMENT

LOCAL
BUSINESSES

- ☐ Field work
- ☐ Referrals
- ☐ Realtors
- ☐ Local residents
- ☐ Interviews
- ☐ Sales reps



ATTRACTING NEW INVESTMENT

START-UPS

- ☐ Word of mouth
- ☐ Trade shows
- ☐ Business schools
- ☐ City permits
- ☐ Referrals
- ☐ SBDC

ATTRACTING NEW INVESTMENT

Match prospect to
possible sites

- ☐ **Property owner agreement**
- ☐ **Business type compatibility**
- ☐ **Proximity to traffic**
- ☐ **Size of space**
- ☐ **Parking**
- ☐ **Loading access**
- ☐ **Up fit needs**
- ☐ **Rent/own**

ATTRACTING NEW INVESTMENT

- ☐ Direct mail
- ☐ Brokers
- ☐ Web-site
- ☐ Referral
- ☐ Site visits

REVISED AND UPDATED EDITION

HOW TO MAKE **HOT COLD** CALLS

YOUR GUIDE TO MAKING THE SALE
OR LANDING THAT PERFECT JOB

STEVEN J. SCHWARTZ

ATTRACTING NEW INVESTMENT

CONTACTING THE PROSPECT

- ☐ **Practice on other Towns**
- ☐ **Do a recon visit**
- ☐ **Encourage prospect to meet with local businesses or lenders**
- ☐ **Always ask for a referral**
- ☐ **Continue contact through newsletter, emails etc.**

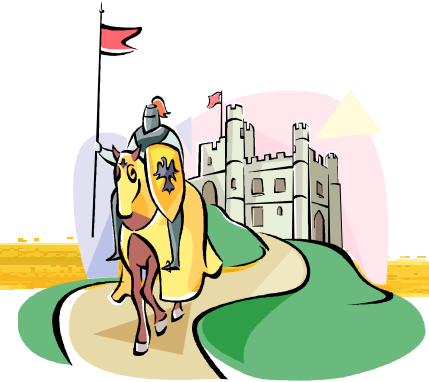
BUILDING FOR THE FUTURE



- ☐ **Commitment to building strong, distinctive districts**
- ☐ **Encourage businesses-community connections**
- ☐ **Develop local sources of funding**
- ☐ **Support entrepreneurs and innovation**
- ☐ **Improve small business financial literacy**
- ☐ **Stay positive and focused**

Major Concerns

Big Fix – Quick Fix Syndrome



“Project Focused” not “Process

Not Learning How to Fish



Belief that it is “THEIR” problem, not
“OUR” problem

Think Outside the Box

⌘ Create a ***"Unified"*** Vision for Downtown

☑ what do we want to be like when we grow up?

⌘ Be the instigator - push the envelope

☒ Wouldn't it be cool if?

☒ How could?

☒ Why not?

☒ Why can't?

☒ How do?

☒ If not us, who?

☒ If not now, when?



Embracing Community Transformation

risks are all ECONOMIC

☒ business assistance programs

☒ rent buy-downs

☒ existing business visitations

☒ intensive, long-term business consulting/assistance

☒ workshops

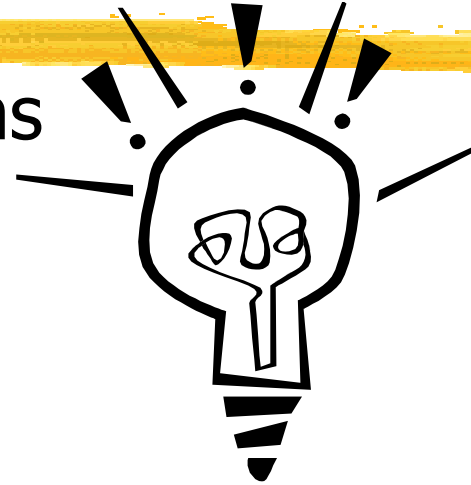
☒ marketing into previously untapped areas

☒ cooperative regional tv/radio/magazine media buys

☒ billboards

☒ trademarked slogans/branding

☒ internet



Embracing Community Transformation

risks are all ECONOMIC

☒ upper floor housing and commercial development

☒ conversion of vacant buildings into market and income based housing

- old hotels, schools
- warehouses
- libraries
- post offices



☒ renovation of second story spaces into market rate apartments

☒ second floor commercial - retail and offices

☒ sympathetic in-fill development

TOUGH QUESTIONS

- ⌘ 1. How does downtown revitalization fit into the overall community development plan?
- ⌘ 2. Why is downtown important to the community?
- ⌘ 3. Who should support revitalization efforts and why?
- ⌘ 4. How does it fit with other development groups?
- ⌘ 5. How can we find the necessary resources – people and money - for one more cause?
- ⌘ 6. How will it benefit me or my business?

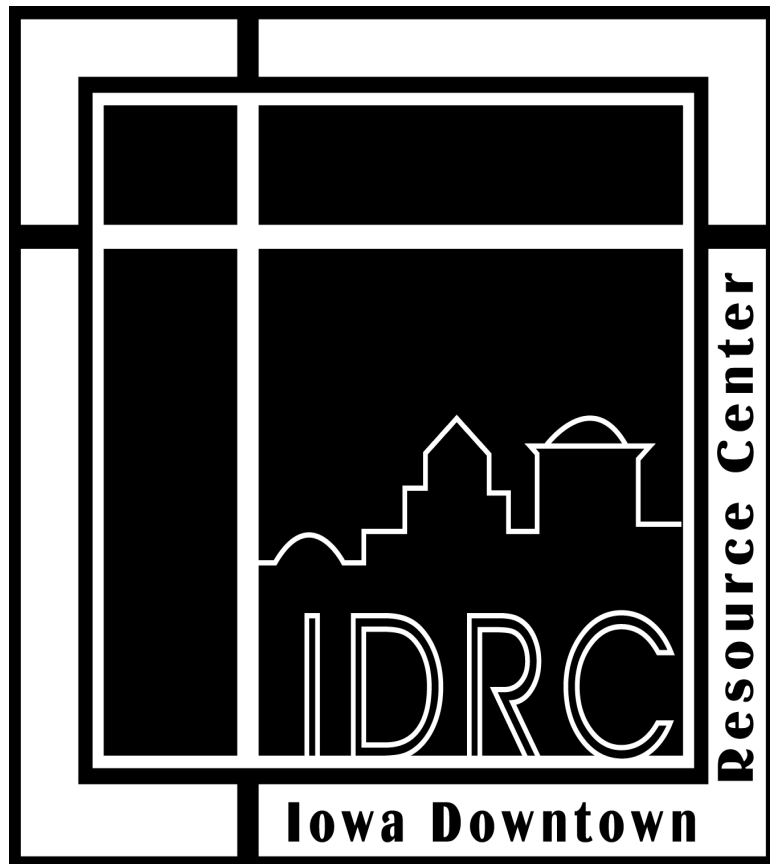
EIGHT DEADLY SINS

Leading to the Dullification of Downtown (direct from the state of Michigan)

⌘ *Sure Fire Strategies to Assist in Killing off Downtown!*

- ☐ Remove your historically significant buildings
- ☐ Remove (de-map) any existing street
- ☐ Remove existing on street parking
- ☐ Remove any existing street level retail (spaces)
- ☐ Clear land of historically significant buildings for surface parking
- ☐ Build an elevated walkway
- ☐ Build an underground walkway
- ☐ Invite a proposal from a suburban developer

Contact Information



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