

# A THRIVING DOWNTOWN – PART I: WHAT'S INCLUDED IN THE PERFECT BUSINESS MIX

Presented by Roger Brooks



The future of downtowns: Rules to live by



Downtowns are where we go after work and on weekends:  
**70%** of all retail spending takes place after 6:00 pm



The rule of critical mass:  
The 10+10+10 rule

Downtown as THE destination:

**10**: Places with a food focus

**10**: Destination retail shops

**10**: Open after 6:00



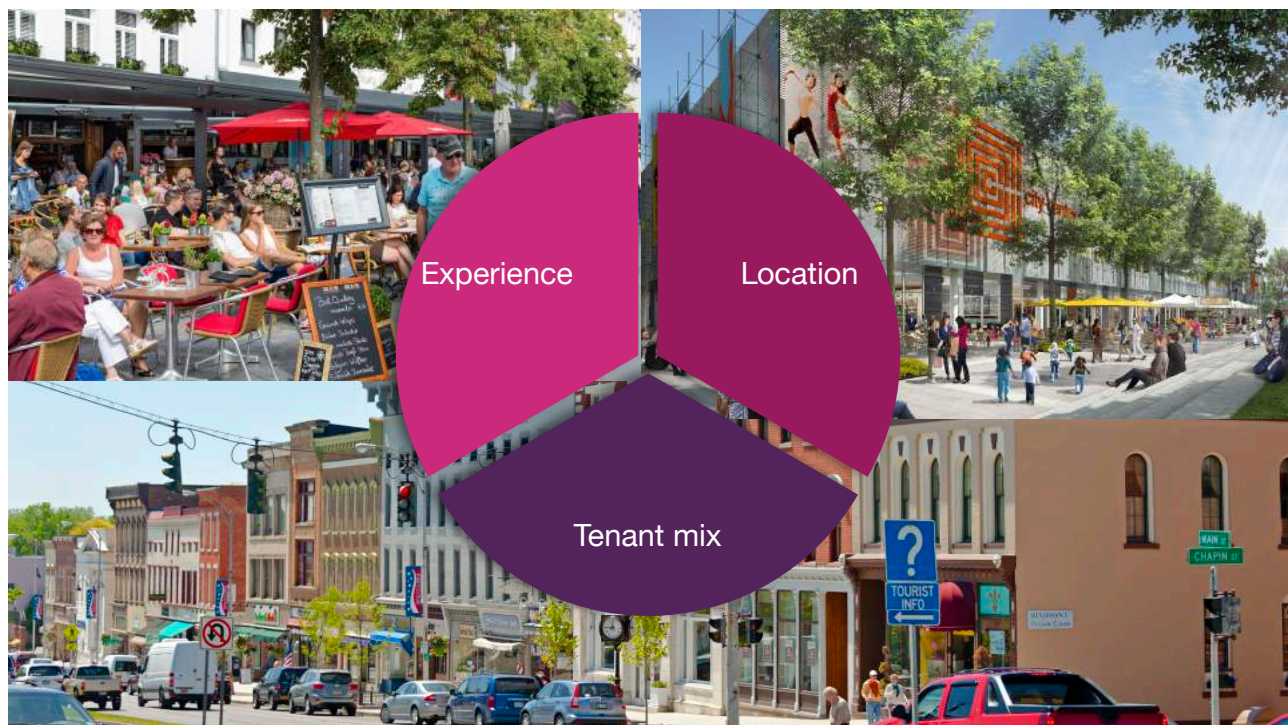
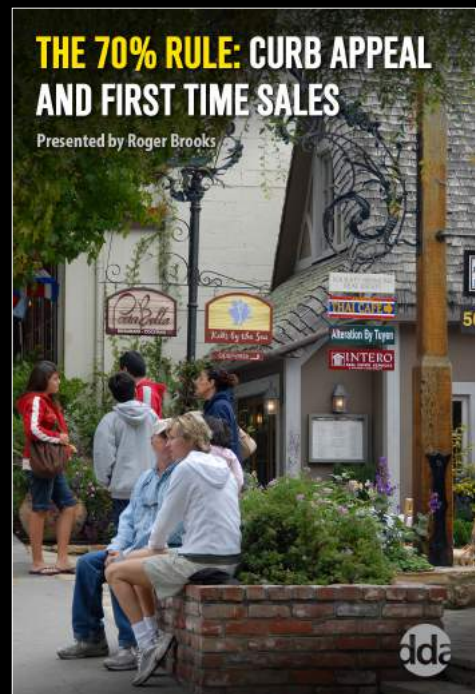
What comes first?  
People downtown on a consistent basis  
(250+ days a year)





What's **in** the buildings is just as important as facade improvements & beautification.

**70%** of first-time sales can come from curb appeal





You only need **one** block!  
If you have a larger area start with one block.



If you don't hang out in your own downtown,  
neither will visitors.  
**They go where you go.**





Your downtown **must** have a focus!











Jefferson, Texas | Population: 2,100  
Downtown: 20+ antique stores (an antique dealer for every 100 residents)





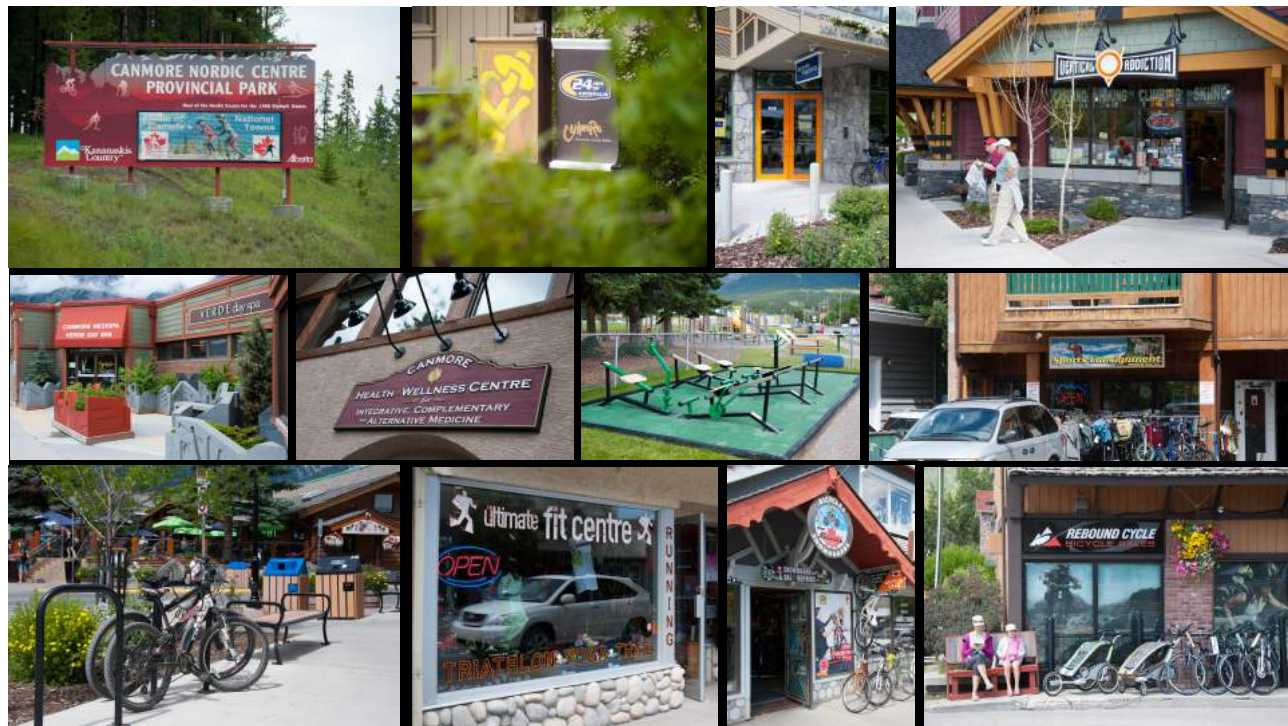
Berea, Kentucky | Population: 15,100  
Working artisans/galleries: 22 | Art & craft instructors: 71



Canmore, Alberta | Population: 14,000  
Focus: Healthy living | Mountain sports | Wellness | Shops supporting the brand: 38



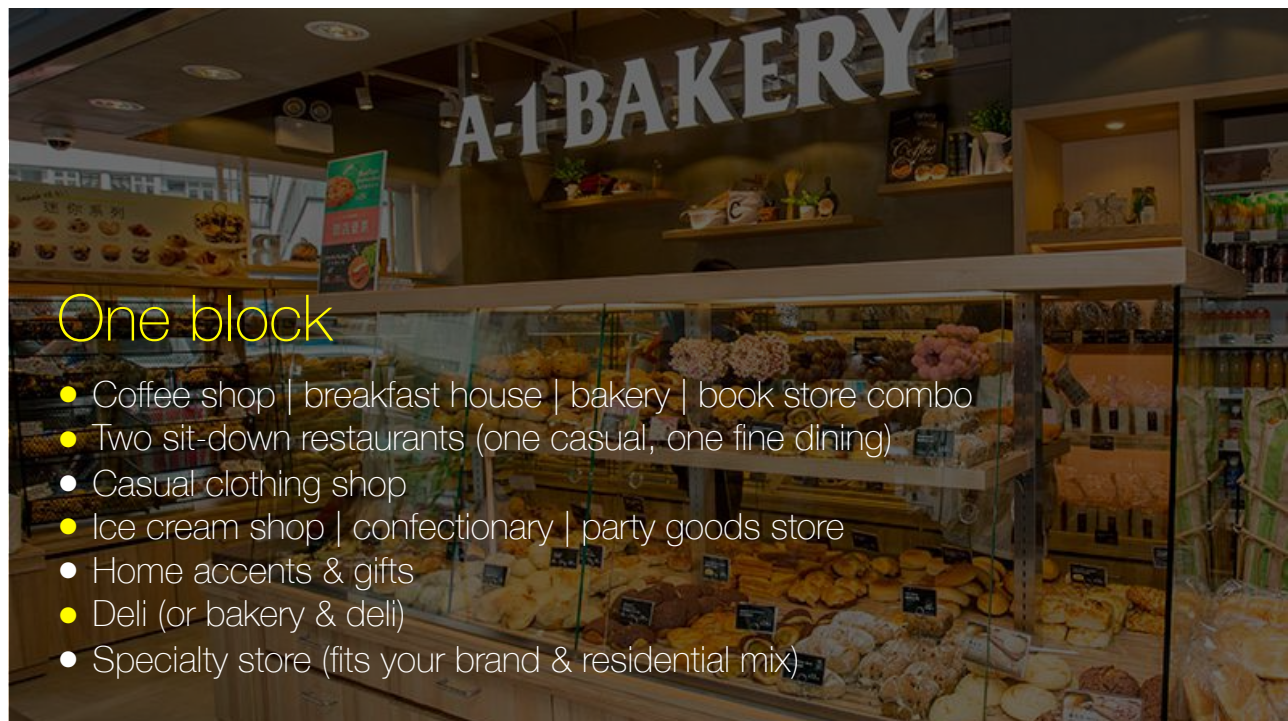








## The starter set (Towns of 500 to 1,000 residents)



### One block

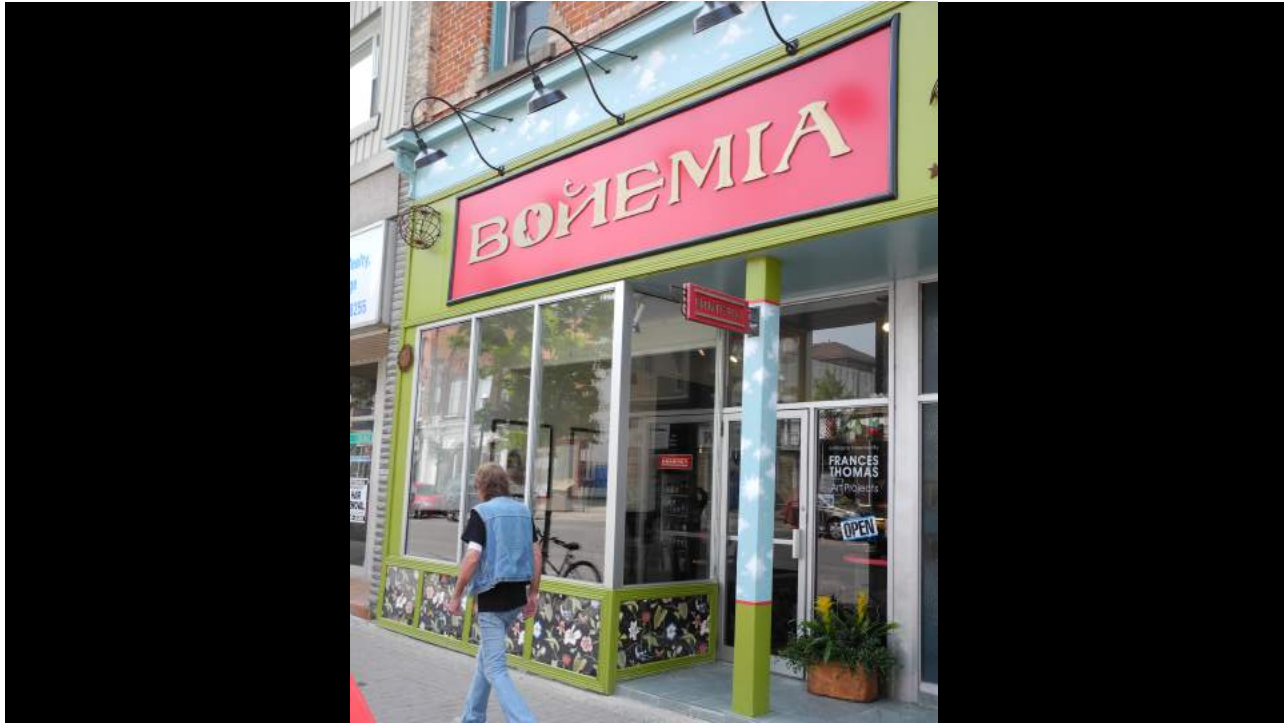
- Coffee shop | breakfast house | bakery | book store combo
- Two sit-down restaurants (one casual, one fine dining)
- Casual clothing shop
- Ice cream shop | confectionary | party goods store
- Home accents & gifts
- Deli (or bakery & deli)
- Specialty store (fits your brand & residential mix)





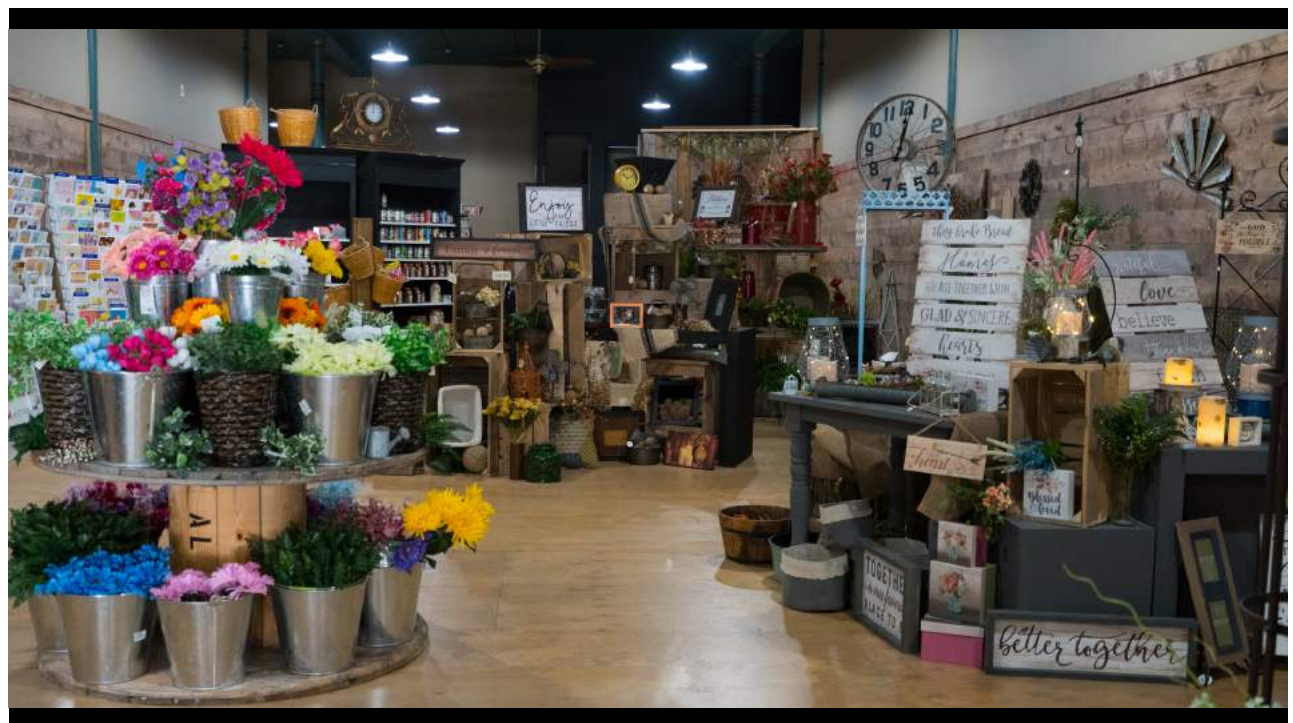






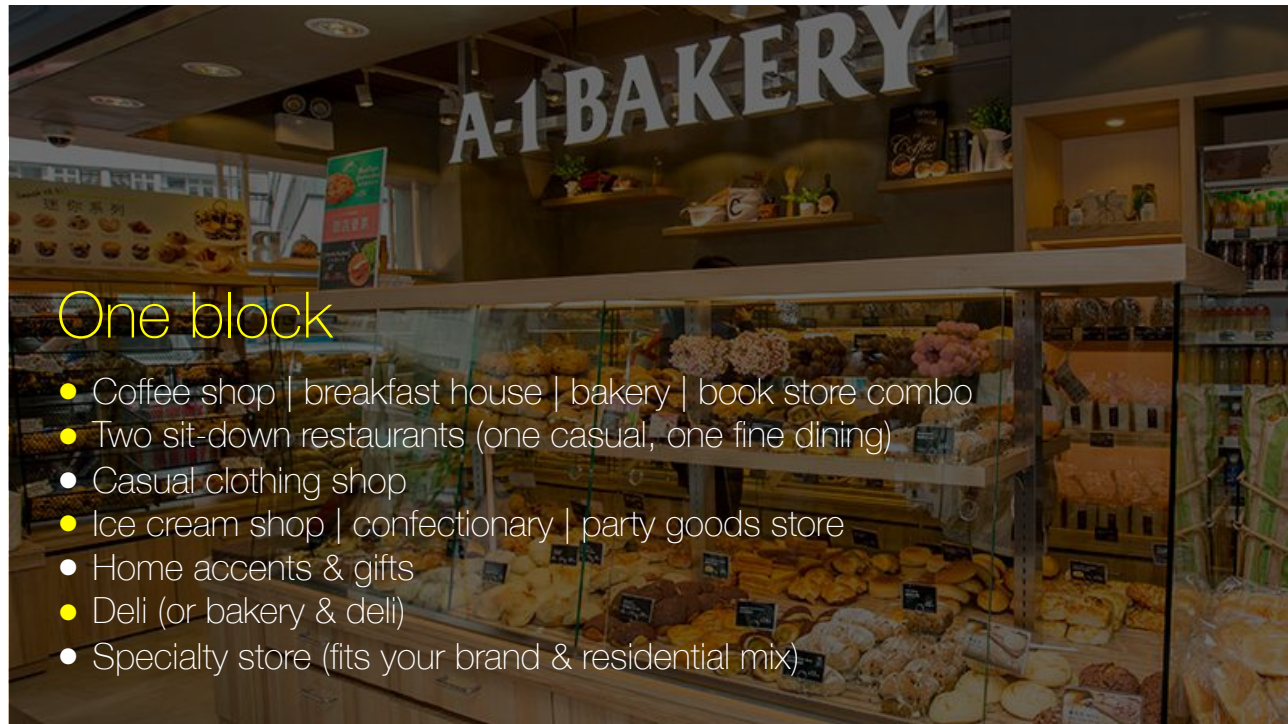












The home town set  
(Towns of 1,000 to 1,500 residents)



## One block

- Coffee shop | book store combo
- Bakery & breakfast house
- Three sit-down restaurants (two casual, one fine dining)
- Burgers & shakes
- Casual clothing shop
- Ice cream shop | confectionary | party goods store
- Home accents & gifts
- Deli (or bakery | deli)
- Garden store (with outside services)
- Specialty store (fits your brand & residential mix)











## The hang-out set

(Towns of 1,500 to 2,500 residents)

### Two blocks

- Coffee shop | book store combo
- Bakery & breakfast house
- Four sit-down restaurants (two casual, one fine dining, micro-brewery)
- Burgers & shakes
- Casual clothing shop
- Ice cream shop | confectionary | party goods store
- Home accents & gifts
- Deli (or bakery | deli)
- Garden store (with outside services)
- Three specialty stores (fits your brand | residential mix)
- Antique store (not second hand)
- Gift shop | Florist
- Outfitter | casual shoes | sports gear | bikes
- Pharmacy | gifts | cards

Escalante, Utah | Population: 780  
Escalante Outfitters: Gear | Clothes | Pizza | Cabins | Drinks (both)









The destination set  
(Towns of 2,500 to 3,500 residents)



## Two blocks

- Two coffee shops
- Bakery & breakfast house
- Five sit-down restaurants (three casual, two fine dining)
- Two burger houses | sports bar
- Two casual clothing shops
- Ice cream shop | confectionary | fudge
- Two home accents & decor
- Two deli's | lunch spots
- Garden store
- Four specialty stores (fits your brand | residential mix)
- Antique store (not second hand)
- Gift shop | florist
- Outfitter | casual shoes | sports gear | bikes
- Pharmacy | gifts | cards
- Pet grooming | boarding | gifts | food & supplies
- Gym | Fitness studio | yoga | pilates



The premier set  
(Towns of 3,500 to 5,000 residents)

## Two blocks

- Two coffee shops
- Bakery & breakfast house
- Six sit-down restaurants
- Two burgers & shakes | takeout
- Two micro-brew or pub | sports bar
- Two casual clothing shops
- Shoe store
- Ice cream shop | confectionary | fudge
- Two home accents & decor
- Two delis | lunch spots
- Garden store
- Five specialty stores (fits your brand)
- Antique store (not second hand)
- Gift shop | florist
- Outfitter | casual shoes | sports gear
- Pharmacy | gifts | cards
- Pet grooming | gifts | supplies
- Groceries: specialty foods
- Market fresh shop | deli | health & organic
- Home improvement | hardware
- Bookstore | cafe | gifts

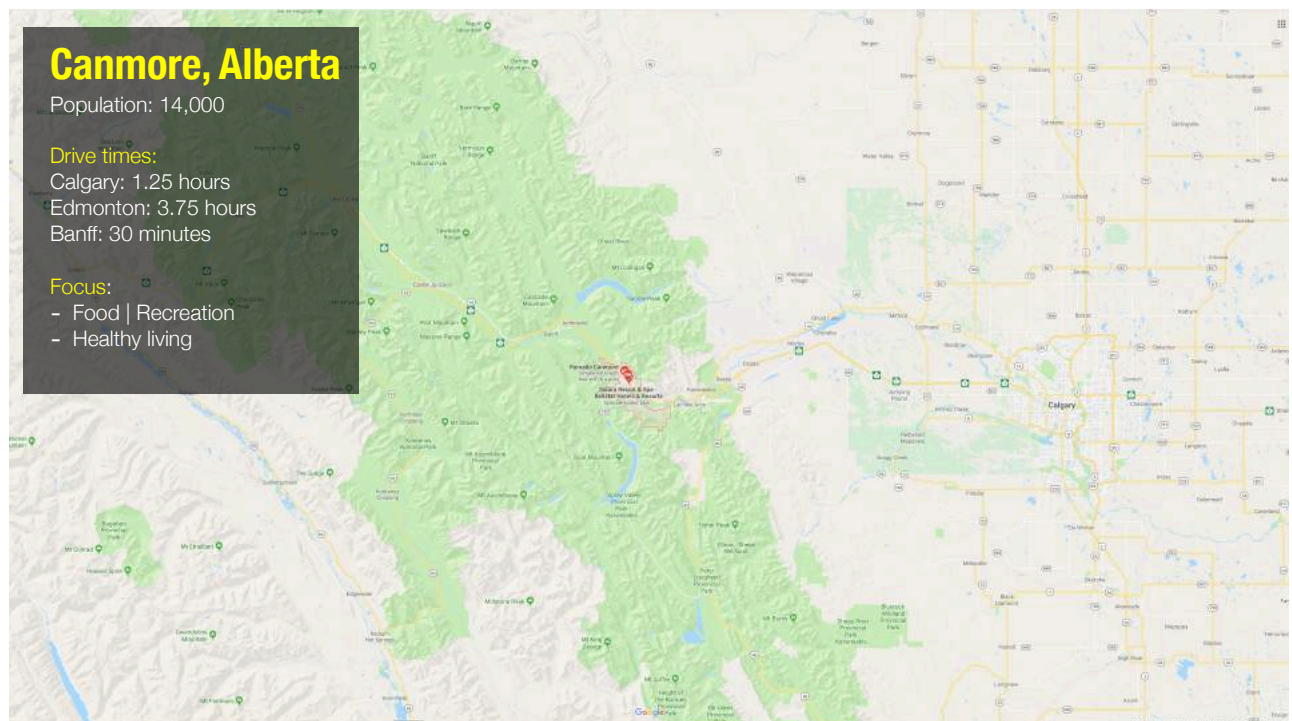


The visitor destination set  
(Towns of 1,500 to 10,000 residents)

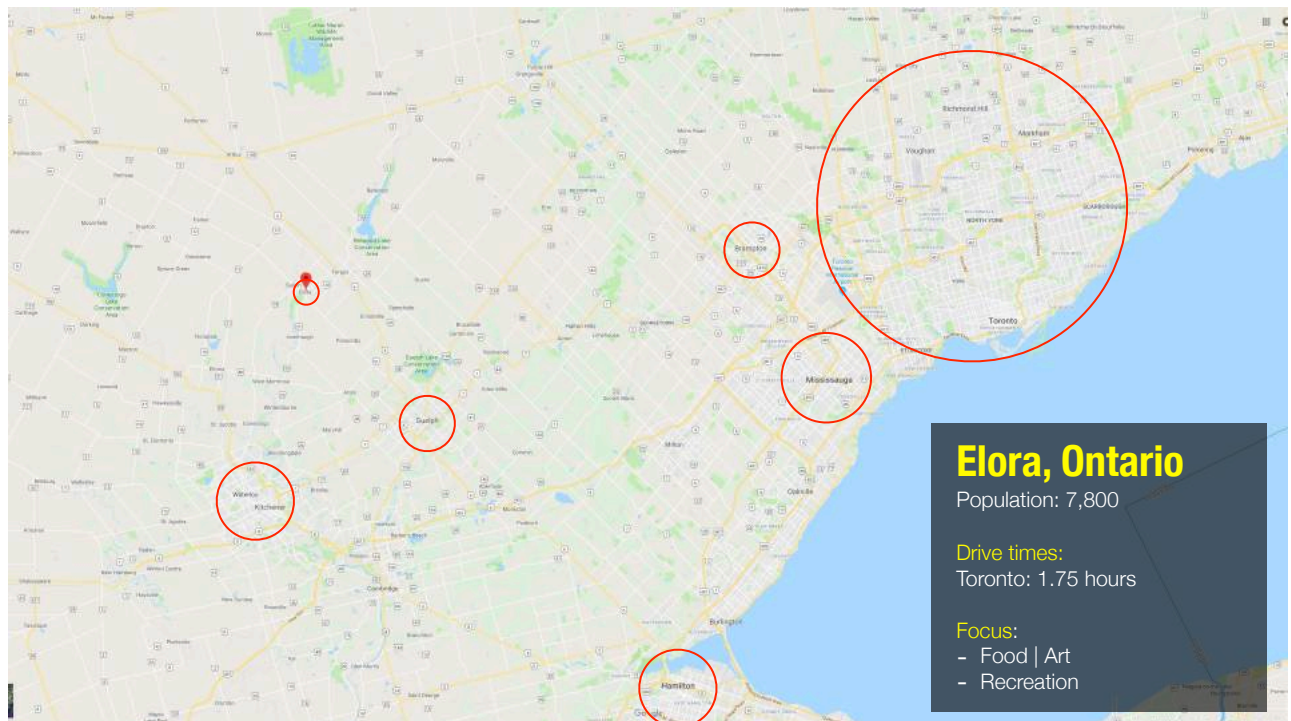


# Three blocks

- Two coffee shops
- Bakery & breakfast house
- Six sit-down restaurants
- Two burgers & shakes | takeout
- Two micro-brew or pub | sports bar
- Two casual clothing shops
- Shoe store
- Ice cream shop | confectionary | fudge
- Three home accents & decor
- Three delis | lunch spots
- Garden store
- Six specialty stores (fits your brand)
- Antique store (not second hand)
- Gift shop | florist
- Outfitter | casual shoes | sports gear
- Pharmacy | gifts | cards
- Pet grooming | gifts | supplies
- Groceries: specialty foods
- Market fresh shop | deli | health & organic
- Home improvement | hardware
- Bookstore | cafe | gifts
- Kids shop: clothing | gifts | decor | furnishings
- Jewelry store (local crafts | art | gifts)
- Co-op gallery



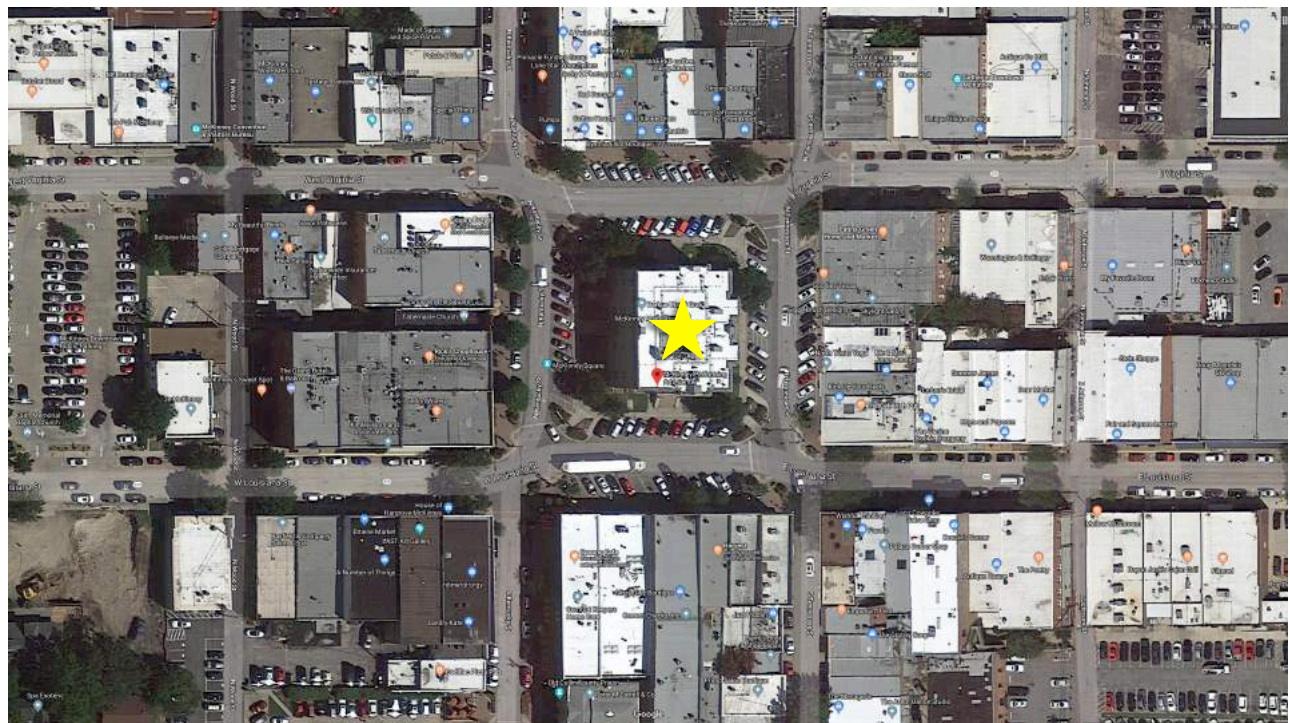
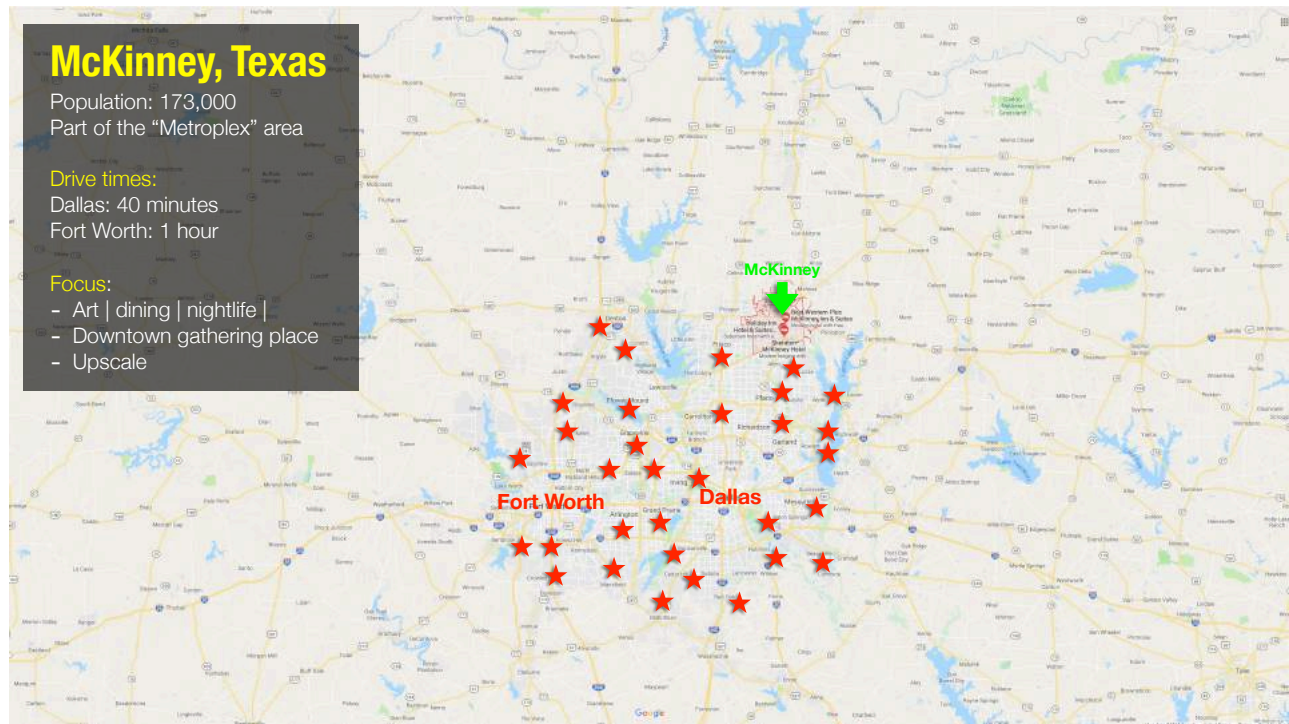
Canmore, Alberta  
30 restaurants & eateries | 30 destination retail shops







The suburban set  
(Bedroom communities | districts in metro areas)







## Shop, Dine, Enjoy

Whether it's for a night out on the town, antiquing or a weekend escape, people head to McKinney for its downtown historic district. Generations have shopped, worked, lived and enjoyed some of life's milestones in the same buildings that today make up the vibrant downtown.

It's still a place to gather, with its sophisticated charm, and eclectic shopping and rising culinary scene, and serving as the city's unofficial center of leisure and play. This coming together of new and old, historic and trend-setting, daytime festivals and nightlife activities embodies the spirit of McKinney and what makes it unique.

The walkable square and immediate neighboring streets encompass one of the oldest authentic and thriving downtown areas in Texas. Downtown is not just a location, it's a destination.



McKinney Main Street  
972-547-2660  
[www.downtownmckinney.com](http://www.downtownmckinney.com)

City of McKinney  
972-547-7500  
[www.mckinneytexas.org](http://www.mckinneytexas.org)

Convention & Visitors Bureau  
214-544-1407  
[www.visitmckinney.com](http://www.visitmckinney.com)

McKinney Chamber  
972-542-0163  
[www.mckinneychamber.com](http://www.mckinneychamber.com)

Downtown  
**McKINNEY**  
*Texas*  
SHOPPERS GUIDE



[www.DowntownMcKinney.com](http://www.DowntownMcKinney.com)







Arts in Bloom

## Annual Events ★★

### Krewe of Barkus

Sunday before Mardi Gras. Downtown goes to the dogs with canine parade of over 250 costumed pups.

### Arts in Bloom

Second weekend in April. Art and wine festival with live music, food and family activities.

### Bike the Bricks

Friday prior to Memorial Day. The largest cycling race in Texas attracting racers from across the country.



Oktoberfest



Scare on the Square



Home for the Holidays

### McKinney Oktoberfest

Last weekend in September. German festival celebrating Bavarian heritage with local beer and authentic cuisine.

### Scare on the Square

Halloween. Ghouls and goblins of all ages enjoy this safe downtown trick-or-treat event.

### Home for the Holidays

Thanksgiving Weekend. Downtown McKinney's 40 year old Christmas tradition.



McKinney Performing Arts Center



Lindsey Buckingham

## Historic Entertainment

### McKinney Performing Arts Center

Experience live music and performing arts in MPAC's historic Courtroom Theater. Hosting a range of performers including Lindsey Buckingham, Clint Black, Robert Earl Keen, The Indigo Girls, Ricky Skaggs, Pentatonix and countless others, MPAC offers audiences an unforgettable night of entertainment.

## Where to Stay

### HOTELS & MOTELS

**America's Best Value Inn**  
205 W. University Dr. (U.S. 780)  
972-542-4700 or 888-275-2370

**Best Western Inn & Suites**  
400 Wilson Creek Blvd.  
972-548-3000 or 800-952-8576

**Comfort Suites**  
1590 N. Central Expwy. (U.S. 75)  
972-548-8995 or 800-4-CHOICE

**Days Inn**  
2804 N. Central Expwy. (U.S. 75)  
972-548-8888 or 800-DAYS-INN

**The Grand Hotel & Ballroom**  
814 W. Louisiana St.  
214-726-9250

**Hampton Inn**  
2008 N. Central Expwy. (U.S. 75)  
972-542-6622

**Holiday Inn Express Craig Ranch**  
6537 Henriksen Dr.  
888-418-1047

**Holiday Inn Hotel & Suites**  
3220 Craig St.  
409-952-2044 or 888-HOLIDAY

**La Quinta Inn & Suites**  
6508 Henriksen Way  
972-908-2570 or 800-SLEEPHQ

**McKinney Inn**  
1401 N. Tennessee St.  
972-542-4899

**Motor In**  
2125 Wilco Ave.  
972-542-8800 or 800-4PHOTEL6

**Quality Inn**  
1900 N. Central Expwy. (U.S. 75)  
972-542-0471

**Regency Inn**  
951 S. Central Expwy. (U.S. 75)  
972-541-4500

### Sherraton Hotel & Conference Center

1900 Gateway Blvd.  
972-549-4000

**Super 8 Motel**  
880 N. Central Expwy. (U.S. 75)  
972-548-8880 or 800-800-8000

**TownPlace Suites by Marriott**  
1832 Marketplace Dr.  
214-726-9250

**Value Place**  
840 N. Central Expwy. (U.S. 75)  
214-504-9555

### BED & BREAKFASTS

**The Bingham House**  
800 S. Chestnut St.  
972-529-1801

**Cottages at Stonebridge Ranch**  
2003 Rencon Hill Rd.  
972-529-5995

**Dowell House**  
1104 S. Tennessee St.  
972-562-2056

**McKinney Bed & Breakfast**  
406 S. Parker St.  
214-806-0107

**Red Gate Inn**  
871 N. Church St.  
214-820-5585

### SPECIALTY INNS

**Memory Lane**  
5426 Four Seasons Lane  
855-636-5283

**The Southern Chic Retreat**  
3025 S. Tennessee St.  
214-815-5781









# Historic Downtown McKinney

## ANTIQUES

- 540 Mercantile - Showcasing assorted boutiques from apparel to home decor, 211 Louisiana, 214-491-408
- 44 Antique Company Mall - 15,000 sq ft with over 115 dealers of vintage goods, 115 E Virginia, 972-549-2929
- 67 Antique House - Since 1976, the finest antique store in McKinney, 212 E Louisiana, 972-562-6642
- 29 Barnes Estate Jewellers - Gold & Silver Exchange with exceptional fine jewelry & antiques, 75 E Virginia #101, 972-585-5560
- 41 Bear Market - One of a kind Place - Old, Unique, Fun Treasures, 217 E Louisiana, 972-540-7993
- 41 Chase Hall - Specializing in European Interior & Garden, 205 E Virginia, 972-548-5144
- 63 Dumpster Dive - Turn trash into treasure, Repurpose old wood, toys, 351 E Louisiana, 469-450-6507
- 40 Homepieces - Furniture, Architectural & Uncommon Objects, 203 E Virginia Ste B, 972-542-4393
- 35 Jonathan Home & Laundry - Fresh vintage decor & linen care, 203 E Virginia Ste A, 972-526-8994
- 10 Special Things - Antiques, vintage jewelry, furniture, collectibles, architectural pieces & art, 100 W Virginia, 972-548-8701
- 74 The Neagorite - Unique Antiques for today's lifestyles, 117 S Tennessee, 972-542-6940

## APPAREL & JEWELRY

- 79 Anabelle's - Fun, funky clothes, accessories, 117 E. Virginia, 972-562-0007
- 46 Ray Wilson Design - Custom & ready-made hats for men & women, 222 E Virginia, 469-491-5333
- 21 Cotton Hearts - Cool Casual Clothing, 103 E Virginia #102, 972-562-9000
- 25 Cynthia Elliot Boutique - High fashion lady's designer apparel/accessories, 101 E Virginia, 972-562-8004
- 70 Facets - Custom gemstone & fresh-water pearl jewelry, fashion clothing & accessories, 212 E Louisiana, 972-542-9101
- 53 Kick Up Your Heels - Fun casual shoes & accessories, 102 N Tennessee, 972-542-3655
- 17 Kias & Makeup Boutique - Unique women & children's boutique with a full service salon, 214 N Kentucky, 972-542-4365
- 5A Made to McKinney - Source for cool & trendy McKinney-themed souvenirs & gifts, 205 W Virginia, 214-548-1347
- 52 Mr. & Mrs. Jones Boutique - Where eclectic style meets trendy fashion at affordable prices, 104 N Tennessee, 972-542-0400
- 9 Rose Lee Jewelry - Rose Jewelry Store, 101 W Virginia, 972-542-7299
- 49 O'Brien "We Dress You" - 10 Ranch, Ties, Poles, Old Pawn, Luchesse, Old Cotton, Central, 193 E Virginia, 972-562-2077
- 20 PUMPS - High Order Boutique for your feet, 101 E Virginia #101, 972-542-4535
- 28 SMO McKinney - French influenced clothing designed to be fluid & functional, 115 E Virginia Ste B, 214-540-1754

- 2 The Family Place Inside Boutique - Offering gently-used designer & upscale clothing & accessories, 207 Church, 972-445-8962
- 22 The Little Red Hat - Casual Apparel for Men & Women, gifts, Cards, 105 E Virginia, 972-542-0423

## ARTS & HOME DECOR

- 68 A Number of Things - Personalized home accents & gifts, 101 W Louisiana, 214-332-7254
- 38 Antenna - Home Decor, Clothing, Baby Items, Jewelry & lots more, 201 E Virginia, 972-548-3932
- 87 Art on the Veranda - Unique gathering place for jewelry making classes, artists & supplies, 105 W Louisiana, 469-406-7004
- 15 Bagginses h. - Buildings! - Full service quilt shop, 201 N Kentucky, 972-542-8819
- 86 Bontecroy - McKinney's Premier interior Design Showroom, 101 W Louisiana, 469-952-6660
- 87 L&J Art Gallery - Original fine art by regional artists, 105 W Louisiana, 214-526-6335
- 81 Browns Art & Framing - Custom Framing, Printing, Photo & Canvas Art Gallery, Photo Restoration, 119 E Louisiana, 972-526-0441
- 8 Tom Lamy's Stonehead Creation - Rustic Texas accents, custom made accessories, 100 W Virginia, 972-880-3035
- 8 Uptown - Home accessories & apparel, 102 E Louisiana, 972-542-4303

## BEAUTY & HEALTH

- 81A Italian Salon - Hair & nail salon established 2003, 110 E Louisiana, 972-542-4444
- 52A North Texas Yoga - Yoga for everyone: vinyasa, gentle, Hatha, prenatal & teacher training, 10412 N Tennessee, 214-471-9500
- 35 Pawlita Organic Day Spa - Organic Day Spa specializing in facials, Massage & Waxing services, 210 E Hunt #101, 972-542-9455
- 90 Rayfield & Company - Upscale Salon & Spa...Relax...Be Beautiful...Relax!, 101 W Louisiana, 972-548-2305

## RESTAURANTS, FOOD & WINE

- 3 Boulder Brand - Chef-driven sandwich cart that highlights the market, 216 W Virginia #102, 469-952-4015
- 84 Cadillac Pizza Pub - Locally sourced ingredients for wood-fired pizza served with craft beer, 102 S Kentucky, 972-547-3033
- 64 Dempsey's Place - Sports bar & grill, 301 E Louisiana, 214-842-8811
- 45 Eatin' Right - Contemporary dining/brunch inspired, 281 E Virginia, 214-701-4499
- 93 Haven's Custom Meats - Prime & Choice Grade Meats, 307 W Louisiana, 972-562-7511
- 80 Harvest Seasonal Kitchen - Farm-to-table inspired seasonal kitchen, 112 E Louisiana, 214-728-0251
- 47 Hugs Caffe - Non-profit cafe training adults with special needs, 214 E Virginia, 469-301-6000
- 94 Landon Winery - Award-Winning Texas Winery in Downtown McKinney, 101 N Kentucky, 972-542-3010
- 31 Local Tocal Farm to Market - Butcher Shop & Local Goods Market, 201 N Tennessee, 469-952-3038

- 69 Luca Cospolo Salva Shop - Texas made salva & food products, 201 E Louisiana, 972-548-2520
- 19 Love Star Wine Cellar - Local winery's bustling local Texas wines, old-world atmosphere, live music, 103 E Virginia #104, 972-542-9465
- 58 Meme and Popcorn - Back to good of days nostalgia candy & gourmet popcorn, 25 E Louisiana, 972-542-9405
- 65 Melrose Mediterranean - Fun & colorful atmosphere with great tasting pizza, etc., 208 E Louisiana, 972-549-2802
- 96 Package Gelato Cafe - Italian ice cream & espresso, 107 N Kentucky #200, 972-542-6696
- 99 Pies, craft food and drink - Locally sourced products, hand-crafted food & cocktails, 111 W Virginia, 214-491-1151
- 83 Saisons Cafe - Casual cafe, Foodtruck, Catering, OPEN 7 days a week, 110 E Louisiana, 972-548-6900
- 9 Square Burger - Chef-Driven Award-Winning Burgers, 30 Craft Beer Taps & more, 105 N Kentucky, 972-542-1065
- 4 Sugarloose Proper Kitchen - Modern American cuisine with Texas flair, 216 W Virginia #101, 469-952-5300
- 7 The Cake Stand - Specializing in Wedding Cakes & Custom Party Cakes, 110 E Virginia, 972-562-2711
- 54 The Cellar Irish Pub - Simply the Best Irish Pub in Downtown McKinney, 100 N Tennessee, 972-562-2929
- 66 The Pinty Restaurant - Most celebrated restaurant in historic downtown McKinney since 1982, 214 E Louisiana, 469-255-7007

## SERVICES

- 72 Metford Wealth Management - Financial Professional committed to serving McKinney families & businesses, 101 D'S Tennessee, 214-684-2554
- 91 Pittman & Calender Financial Planning - Financial Planning & Wealth Management, 201 W Davis, 214-552-8660
- 6 Skyrocket Consulting, LLC - Consulting Services, Marketing for Architecture, Engineering & Construction Firms, 101 W Virginia #102, 214-568-0110

## SPECIALTY

- 18 A Twist of Line - Vintage Greeting Cards - Gifts - Floral Design, 112 E Virginia #101, 469-942-4330
- 80A Azura Photography - Full service professional photography studio, 112 E Louisiana Ste C, 469-400-8935
- 75 Cadence Equestrian - Modern Cycling with Old School Service, 126 S Tennessee, 972-548-3400
- 344 Digger W - Indoor/outdoor emporium & local artist market, 501 N Tennessee, 469-952-3445
- 68 Douglas's Corner - Collection of boutiques, 200 E Louisiana, 214-491-6391
- 36 Each & Every Detail - Your Key to Wedding Planning!, 250 E Hunt #102, 214-542-1591

- 89 Ethene Market - Specialty kitchen & gourmet pantry essentials for the home cook, 105 W Louisiana, 214-799-5955
- 60 Han & Square Heaps - Fair trade handmade artisan-crafted products from over 40 countries, 291 E Louisiana, 469-343-4421
- 51 GigglesNash Designs - Baby & Children's Bedding, Furniture, Clothing, Gifts & Decor, 110 N Tennessee Ste A, 972-548-2100
- 50 Goodies, Beans - Chocolates, Tuffles, Candy, Frodos, Lemonade, T-Shirts, Souvenirs, Gifts, Cakes, 291 E Louisiana, 469-301-6929
- 43 Jilly Bean Photography - Boutique portrait studio specializing in babies, families & HS seniors, 201 E Virginia #201, 972-632-4540
- 57 Kitchenware on the Square - Kitchenware Store - All the Great Brands, 291 E Louisiana, 469-301-6929
- 85 Laundry Kate - Chic, trendy & affordable clothing & modern farmhouse decor, 106 S Kentucky, 972-679-8995
- 12 Made of Sugar and Spice - Themed Parties, Camps & ONOs for girls 5-10, 201 N Kentucky, 972-693-0348
- 30 Main Street Magic & Fun Company - Magic for All Ages, Birthday Parties, Classes & Shows, 211 N Tennessee, 972-542-9010
- 101 McKinney Repertory Theatre - McKinney's official community theatre, 111 N Tennessee, 214-513-1565
- 25 Monroe Marketplace - Where character meets community, 117 E Virginia, 972-468-8540
- 49 Patisserie Green Home and Market - Lifestyle shop selling curated goods, found objects & food food, 105 N Tennessee, 972-548-1141
- 71 Plant Green Potentials - Farmhouse home decor & gifts, something for every season, 201 E Louisiana, 972-542-9485
- 24 Shantel's - Kendra Scott, NESS K&L, Jack Black, Jan Burdoppio, Jilly Cat, 105 E Virginia, 214-548-2200
- 56 Summer James - Vintage Chic Home Decor - Women's & Children's gift items, 211 Louisiana Ste A, 214-629-0448
- 62 Texas Monkey Business - MT, M&A, NBA, NHL, Soccer, Texas souvenirs, T-Shirts & more, 301 E Louisiana, 469-967-8577
- 14 The Board Bar - A BPOB (Buy At Your Own Board) art studio & more!, 253 N Kentucky, 972-400-6616
- 29 The Book Gallery - Our business buys & sells Old & Rare books, 201 N Tennessee, 972-542-9233
- 55 The Canine Cookie Company - A Shop for Dogs & People who love Dogs, 102 E Louisiana, 214-765-4986
- 78 The Crystal Cribber - Friends displaying vintage casual home decor, gifts, jewelry & more!, 118 E Louisiana, 972-542-8776
- 73 The Groovy Coop - Funky, retro-inspired store featuring both vintage & new goods, 195 S Tennessee, 469-610-3020
- 13 Walls of Clay - Paint your own pottery & glass fusing studio, 211 N Kentucky, 972-542-4472
- 11 Whiskful Thinking - Collection of jewelry, gifts & home decor, 101 N Kentucky, 469-716-4935

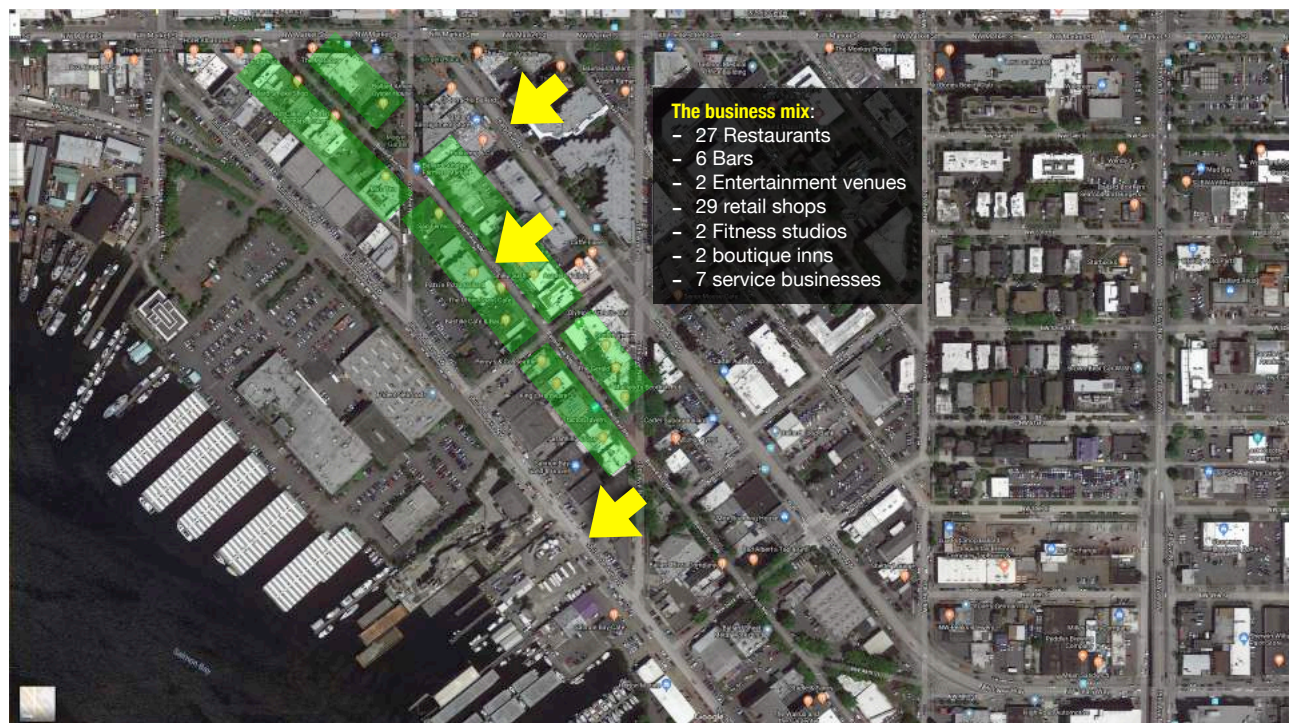
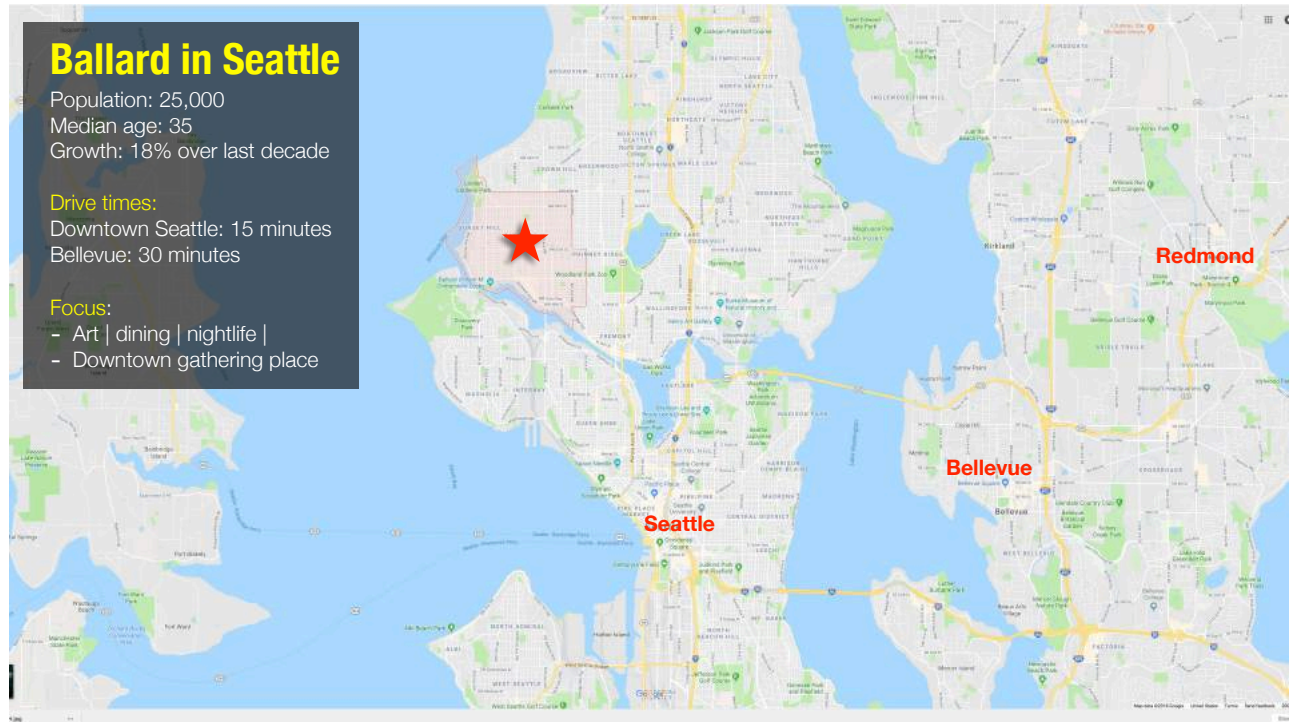
\*BUSINESS IS LOCATED BEYOND THE MAP IMAGE

## What makes it work?

- Total focus on local residents
- No need for a mall: fashion, shoes, jewelry, health, beauty products
- No chains or franchises
- Nightlife & culture: Restaurants, live music, home-grown focus
- Good selection of specialty shops









The destination downtown set  
(Where downtown is the main attraction)



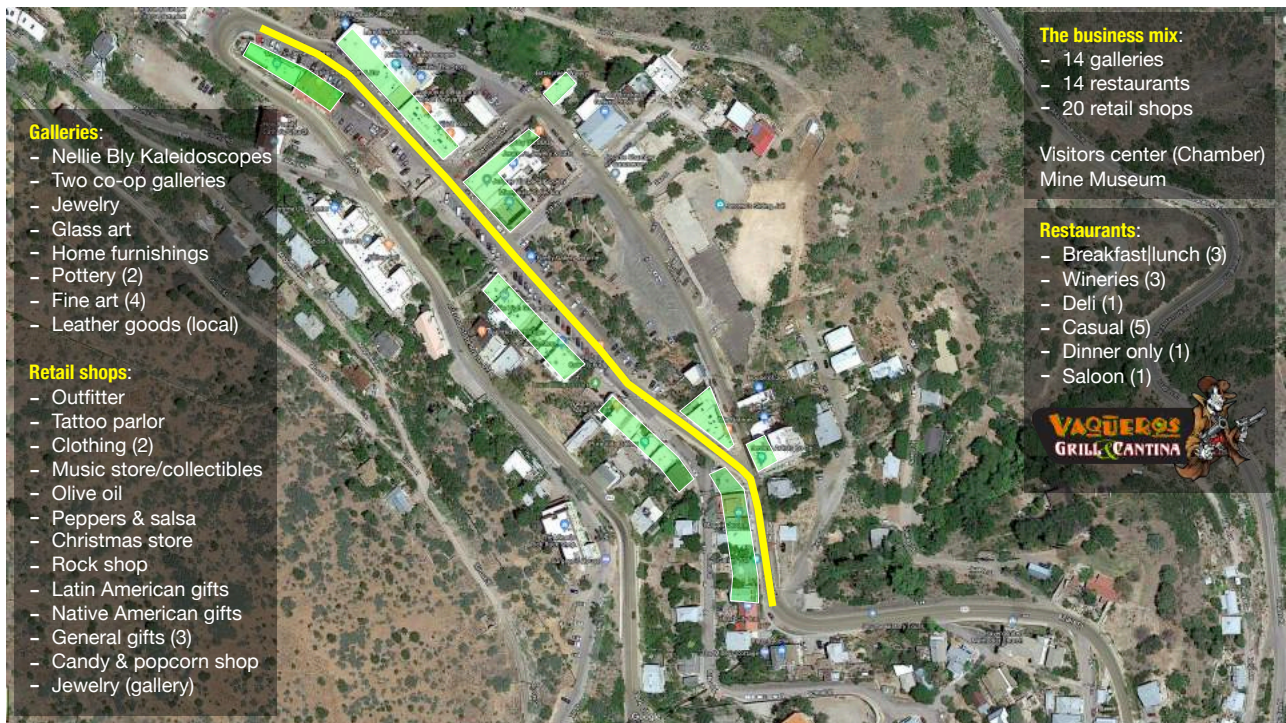














# What makes it work?



Nellie Bly: Largest kaleidoscope store in the world



14 galleries all featuring local artists



Western Heritage Furniture: Tim McClellan



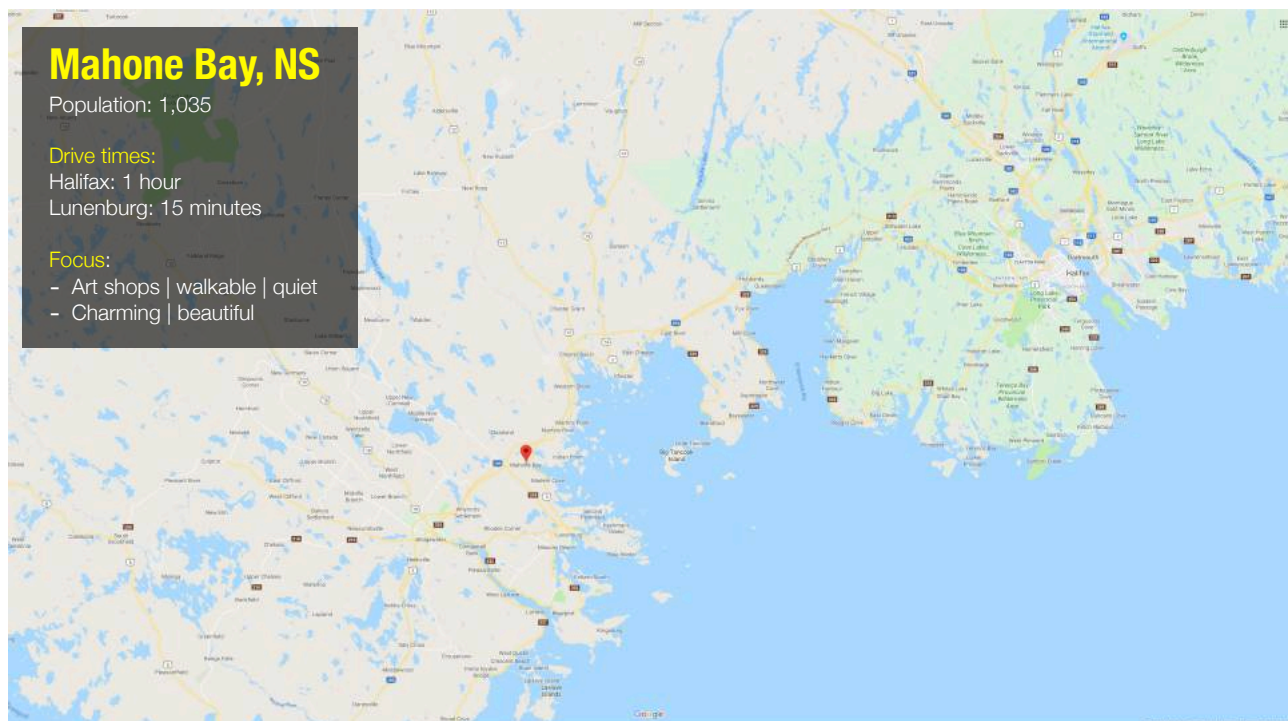
Irreverent, eclectic, fun, casual, a mix of cultures and styles.



Fine culture | Counter culture | Biker bars & fine dining |



It's 100% organic to Jerome. No chains. No franchises.





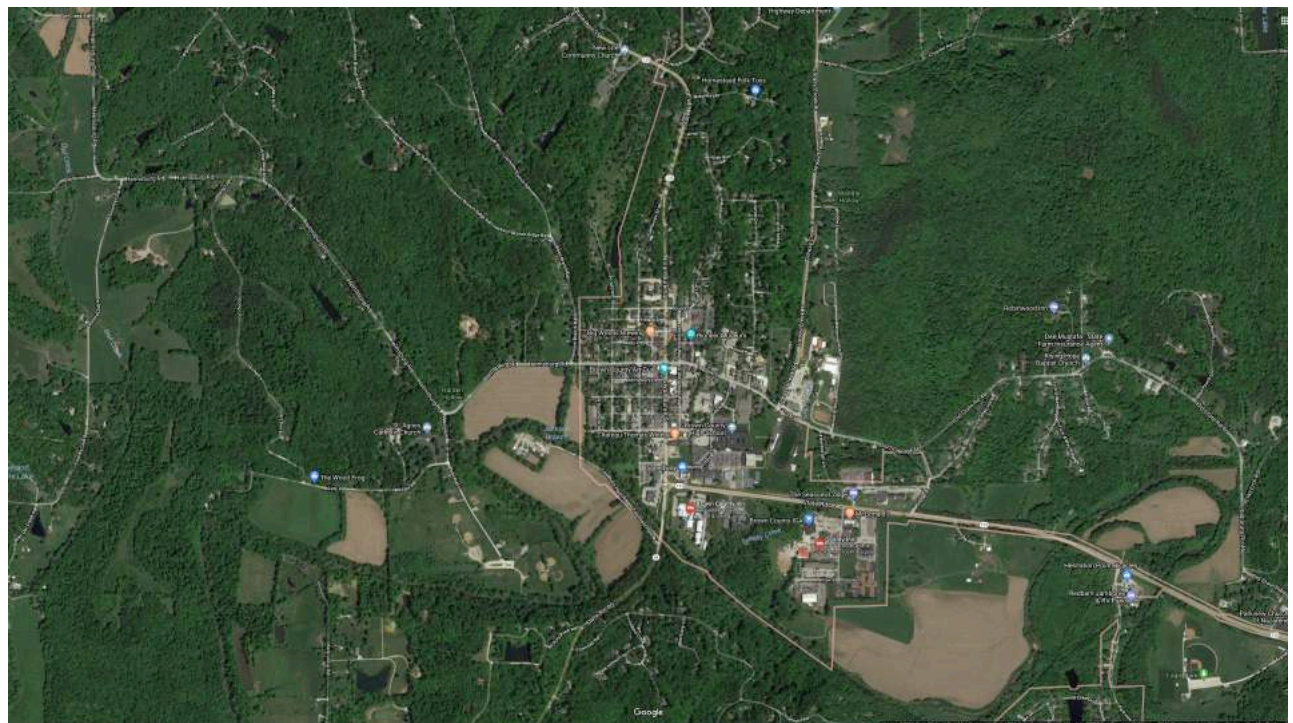
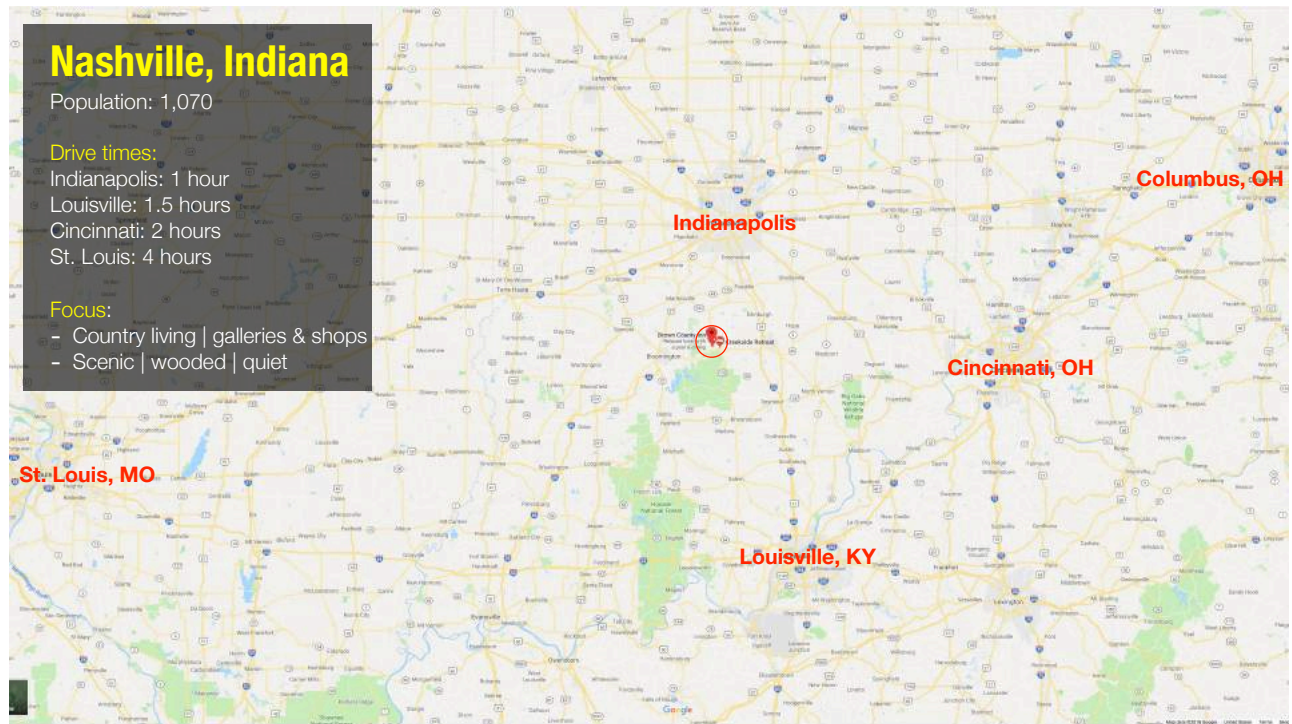




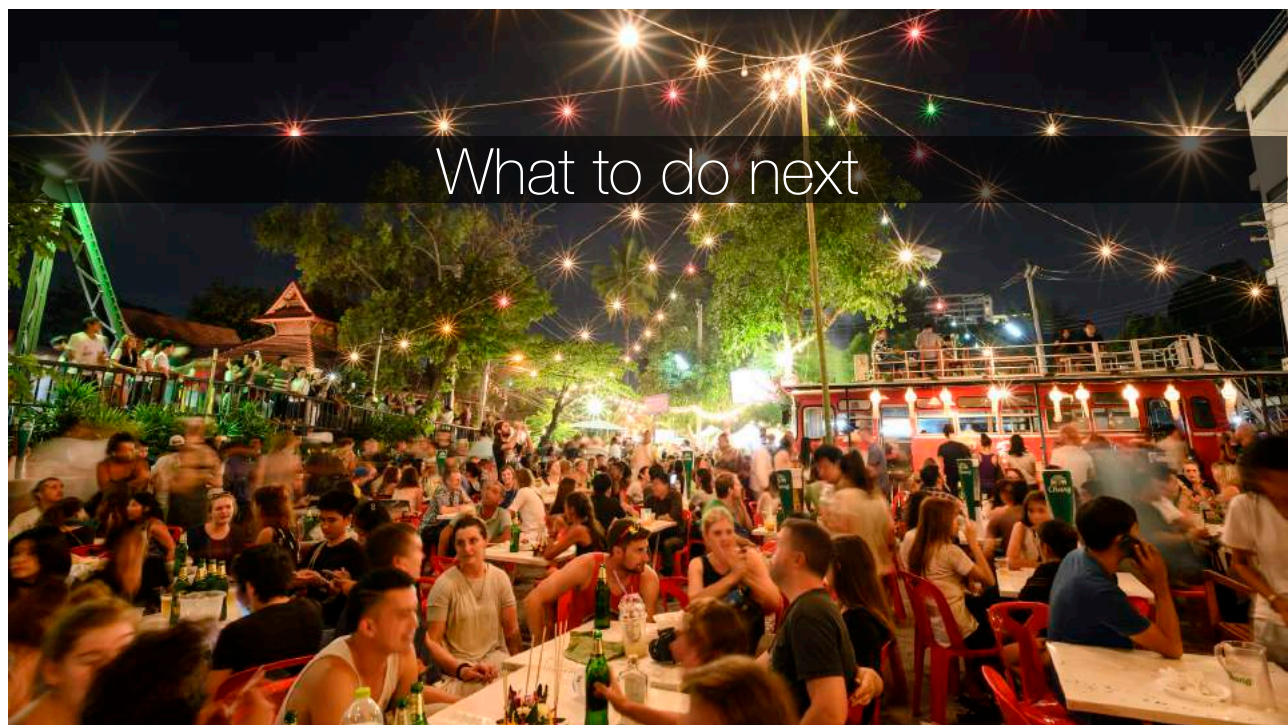
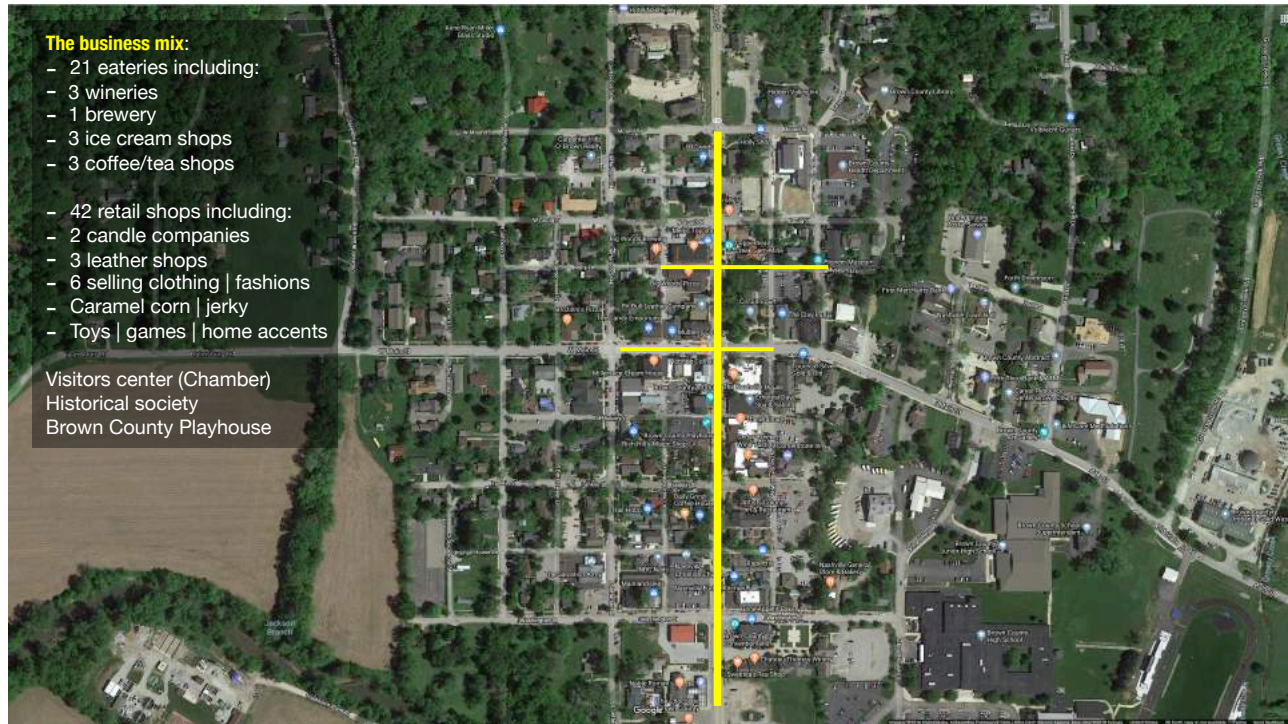
















## Ask your locals:

1. What should be done to get you to spend more time downtown?
2. What types of shops would bring you downtown more often?
  - Name three
3. How often do you think you'd frequent those shops?
4. What hours should they be open to get you there more often?
5. What do you think downtown's focus should be?
  - Food | antiques | art | music | kids & family | nightlife | other ideas?





Cities/Villages with 1,000-2,500 Pop. <sup>1</sup>		Cities/Villages with 2,500-5,000 Pop. <sup>2</sup>	
NAICS Description	Avg. Number Per Community	NAICS Description	Avg. Number Per Community
Full-service restaurants	3.19	Full-service restaurants	4.57
Drinking places (alcoholic bev.)	2.17	Beauty salons	3.52
Beauty salons	2.15	Drinking places (alcoholic bev.)	3.08
Gasoline stations	1.08	Gasoline stations	1.72
Auto. Mech. & electrical repair	1.08	Other amusement (bowling, golf)	1.63
Grocery stores	1.01	Auto. mech. & electrical repair	1.30
Other amusement (bowling, golf)	0.98	Gift, novelty, & souvenir stores	1.08
Gift, novelty, & souvenir stores	0.92	Used merchandise stores	1.08
Used merchandise stores	0.64	Grocery stores	1.07
Auto. parts, accessories, & tire stores	0.54	Auto. parts, accessories, & tire stores	1.05
Auto. body, paint, interior, & glass	0.54	Appliance, tv, & other electronics	0.93
Florists	0.53	Florists	0.88
Specialty food stores	0.52	Barber shops	0.78
Barber shops	0.50	Sporting goods stores	0.73
Hardware stores	0.47	Pharmacies & drug stores	0.72

Source: Retail and Service Business Mix Analysis of Wisconsin's Downtowns. Bill Ryan, Beverly Stencel, and Jangik Jin. University of Wisconsin – Extension.





### Work with your property owners:

- Business mix
- Operating hours and days
- Pop-up shops
- Incentives



### Visit other towns your size that have seen success

- Business mix
- Curb appeal
- Primary activities

WINE DINE STAY SHOP PLAY RELAX EVENTS WEDDINGS ABOUT

	population
Fish Creek, WI	1,000
LaConner, WA	950
Sisters, OR	2,600
McCloud, CA	1,100
Rosebud, AB	90
Oatman, AZ	130
Peggy's Cove, NS	640
Helen, GA	530
Marfa, TX	1,800
Springdale, UT	570
Cape May, NJ	3,500
Tofino, BC	1,950
Eureka Springs, AR	2,100
Bayfield, WI	500
Wickford, RI	2,500
Joseph, OR	1,100
Garden City, UT	590
Tubac, AZ	1,200
Genoa, NV	940
Woody Point, NL	360

small town  
BIG EXPERIENCE

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NAPA VALLEY'S MAIN STREET

PAY \$100  
and you receive over 20 wine, dine,  
spa & stay experiences

FIND OUT MORE ABOUT THE BOOK

“Consumers are increasingly spending at small businesses.”  
This has been increasing every year since 2012 and is steadily increasing as consumers want local, small shops.

“The general consumer trend is to shop small.”

- MasterCard SpendingPulse



## Most common weaknesses of local shops\*

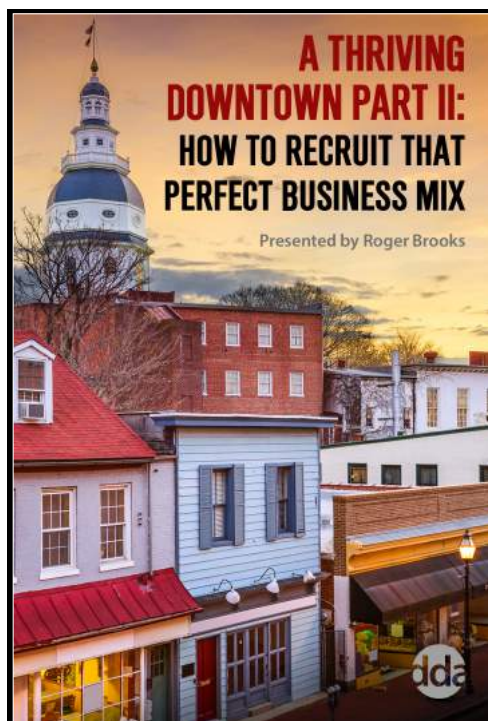
1. Limited business hours
2. Poor customer service
3. Limited selection
4. High prices
5. Dated appearance or ugly buildings
6. Not marketing
7. Failing the show rooming test (merchandising & window displays)

\*SmallBizSurvival.com

## Biggest strengths of local shops\*

1. Get to know you
2. Make customers feel loved
3. Fewer layers
4. More flexible
5. More knowledgeable
6. Innovative
7. Benefiting the local community

\*SmallBizSurvival.com



Next in this series:

Step-by-step for recruiting tenants  
Working with property owners  
and real estate agents  
Incentives?

Here's to making your downtown  
an amazing success!

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