

The Five Most Important Ingredients to an Incredible Downtown

And how to get them



We set out to find answers

2,000+ downtowns and downtown districts.
400 most successful examples: U.S. and Canada



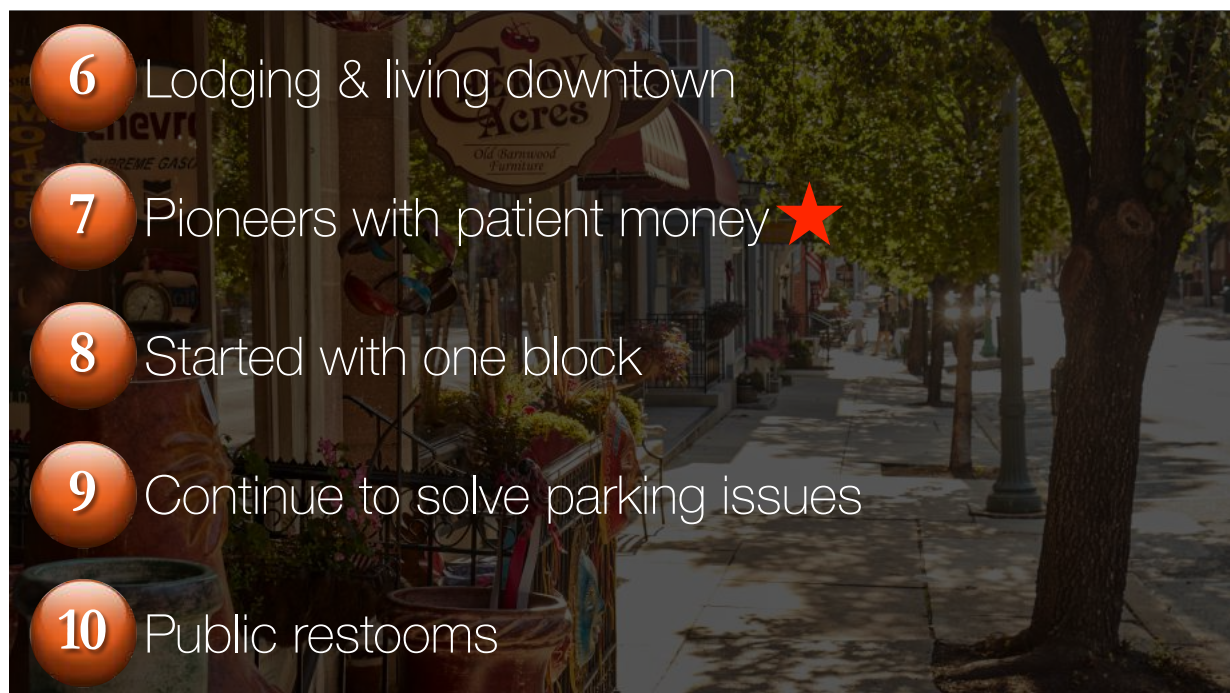
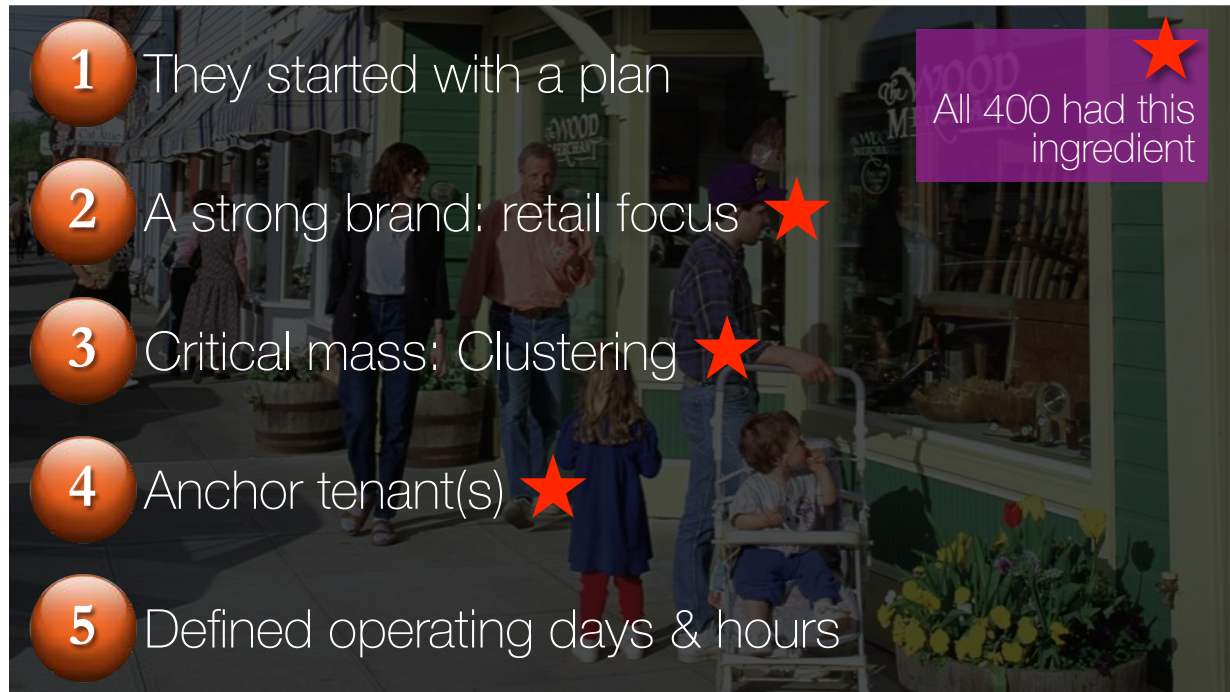


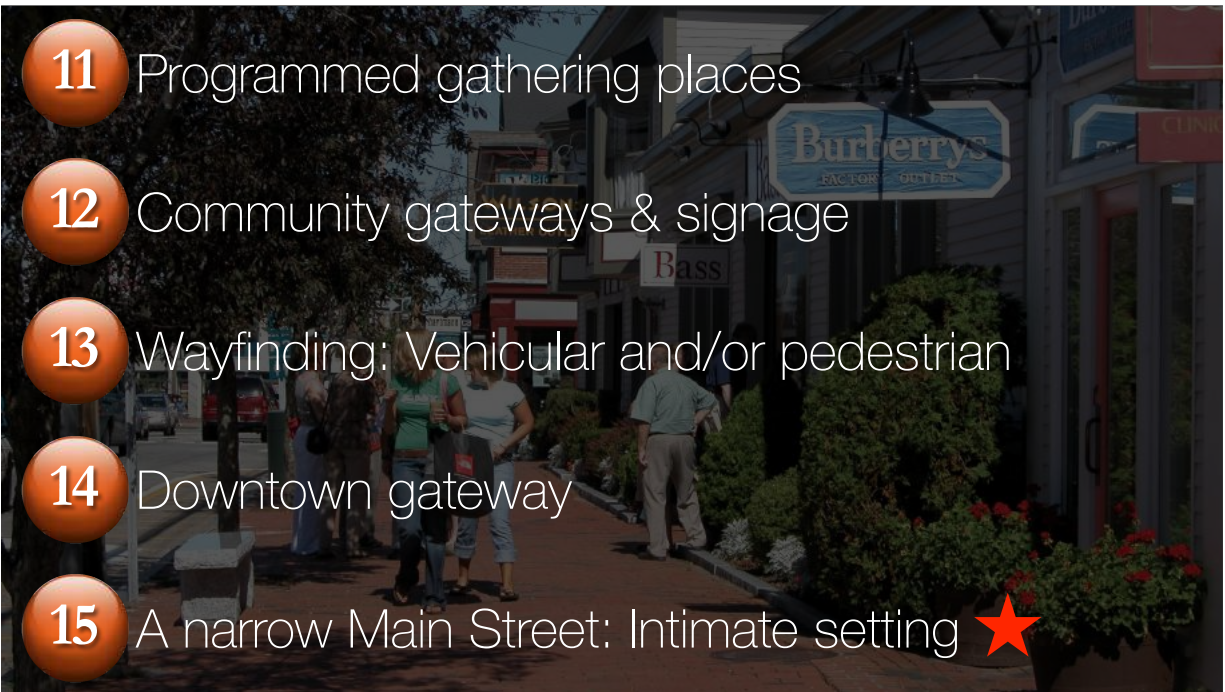
20 Ingredients of an Amazing Downtown

Destination
Development
Association

Criteria used to make the list

- Downtown or a downtown district
- Less than 2% annual turnover rate
- Less than 1% vacancy rate (at any given time)
- All businesses open year round
- Downtown is a primary attractor for local and area residents





- 11 Programmed gathering places
- 12 Community gateways & signage
- 13 Wayfinding: Vehicular and/or pedestrian
- 14 Downtown gateway
- 15 A narrow Main Street: Intimate setting ★



- 16 Retail blade signs
- 17 Outdoor dining in season
- 18 Invested heavily in beautification ★
- 19 Concentrated on programming ★
- 20 Downtown district has a name

The 20 Ingredients of an Outstanding Downtown

1  Razor sharp focus Food, art, entertainment, antiques, wine, sculpture...	2  The Action Plan Your to-do list from A to Z. It takes a whole community to win.	3  Critical mass 10 websites, 10 retail shops, 10 open office & in-home blocks.	4  Anchor tenants Shops, restaurants, activities people will travel for.
5  Consistent hours Businesses open common days and hours.	6  Living, staying downtown Condos, loft apartments, hotels, and more.	7  Pioneers with vision Find partner money, who take the chance and make the investment.	8  Just one block Concentrate on creating one awesome block. Your demonstration project.
9  Four hour parking Better get all day parking within two blocks.	10  Public restrooms Restroom displays and visitors spend more. Open after 6:00.	11  A Programmed Plaza 200 days of activity a year. Retailers will follow. No drama.	12  Community gateways First impressions are critical. Add direction to downtown.
13  Wayfinding system Vertical & horizontal wayfinding, pole banners, visitor info kiosks.	14  Downtown gateways Create a sense of place and sense of arrival. You're here!	15  An intimate setting Add one table and one director and crosswalk every half block.	16  Blade signs Blade signs perpendicular to traffic. Consistent height and width.
17  Sidewalk cafe dining Beautification, ambience, lighting = incredible ambience.	18  Curb appeal 70% of first time calls come from curb appeal. Rejuvenation page!	19  Constant activity Activities and entertainment. Bring downtown to life!	20  Give downtown a name It's not money & demographics, but a geographic designation.

www.RogerBrooksInternational.com

 QR code to watch the video

ROGER BROOKS International

One of these should be hanging in every:

- Chamber of Commerce Office (boardroom)
- Mayor's office
- City Manager | Administrator's office
- Planning department
- Destination Marketing Organization (office or boardroom)
- Main Street or Downtown Association office (framed and on a primary wall)

If you'd like a few of these, let us know. **No cost!**

They are approximately 24" x 30"



An anchor tenant

That one thing, or business, that makes downtown worth a special trip and puts you “on the map”

- A **plaza** or a side street turned plaza
- A year round **public market**
- A **signature pub**/restaurant with music/activity
- A **signature bakery** or cafe
- A **mercantile** (Yes! For small towns especially)
- An **attraction** (non-static)
- A **set** of restaurants or retail shops (quantity)







The Spectrum

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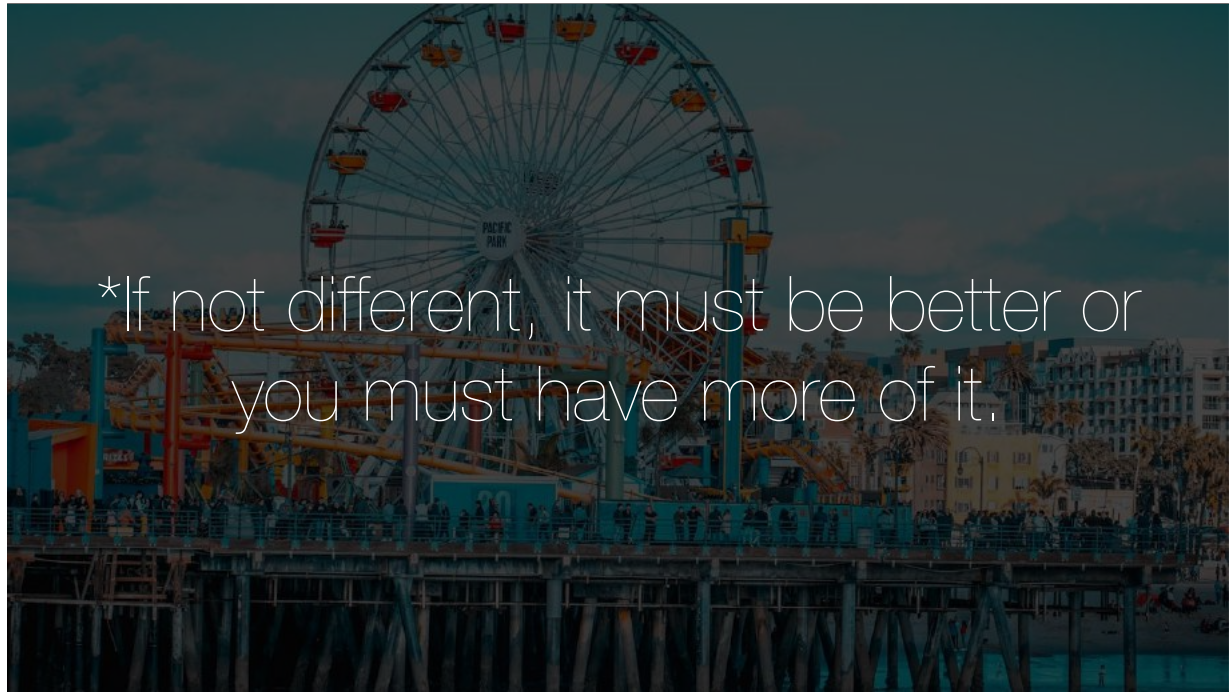
The idea: Fantastic cinnamon rolls*

Finding Parowan's sweet spot

THE MOTHER TOWN IS MAKING A PUSH TO INCREASE TOURISM BY LAUNCHING A NEW CINNAMON ROLL THEMED CAMPAIGN

How Parowan, Utah, is making a push to increase tourism by launching a new cinnamon roll themed campaign

Published 8:58 p.m. MT Wed. 05. 01.17











Courtesy The Spectrum & Daily News | Jordan Allred

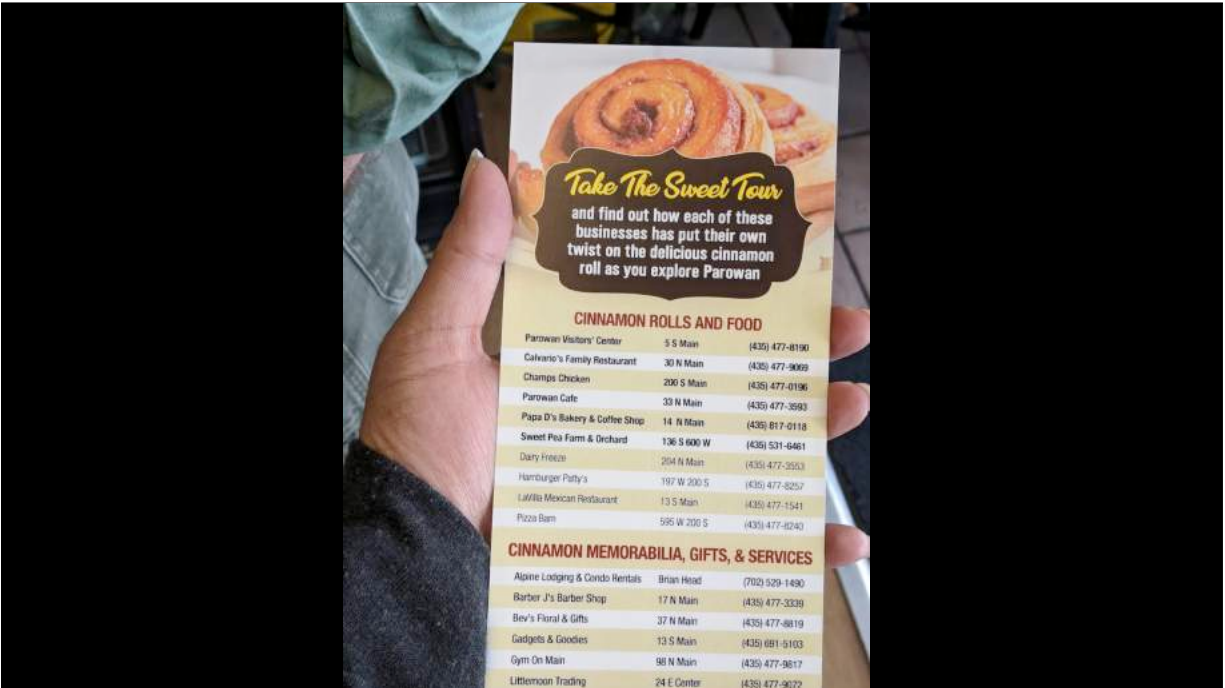




Courtesy The Spectrum & Daily News | Jordan Allred



Chocolate chip & blueberry scones
"Best in the West cinnamon rolls"

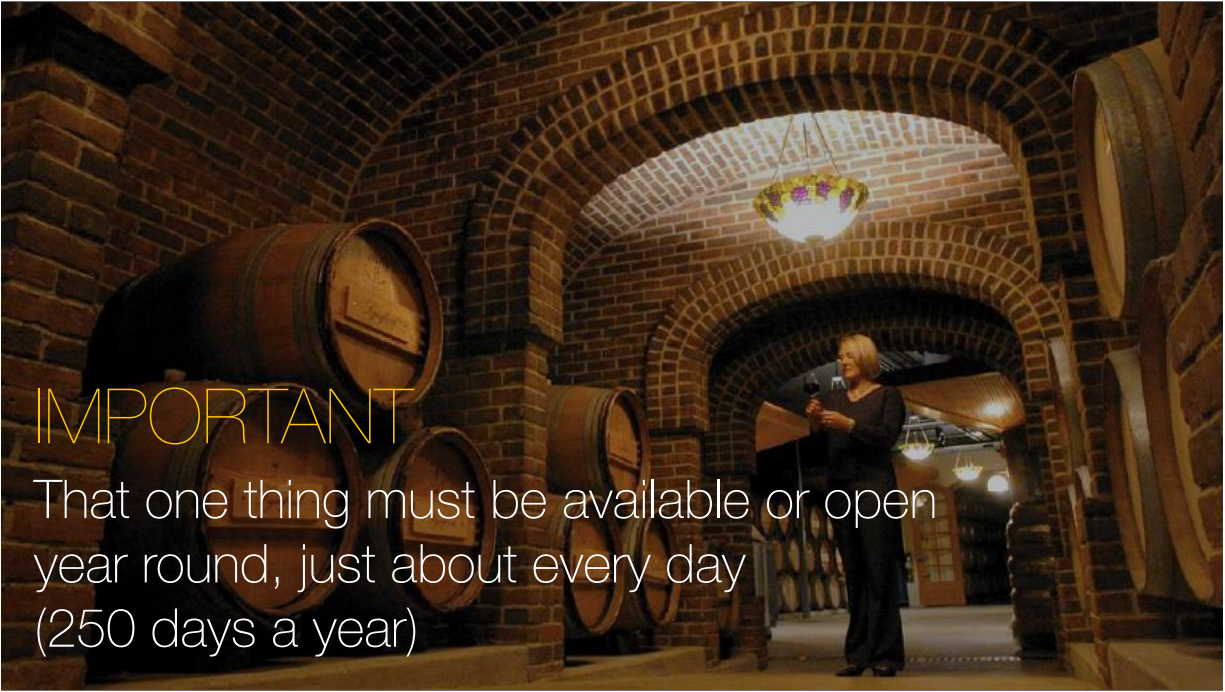




Courtesy The Spectrum & Daily News | Jordan Allred



- Four to six places
- Vetted & award winning
- Different recipes
- Paired with other foods, drinks
- Eat in, take out
- Annual bake-off & events
- Ready-to-bake, take-home rolls
- Starter kits (ingredients)
- Pastry-chef classes
- School classes (students)
- New bakery opened in town
- Other businesses coming

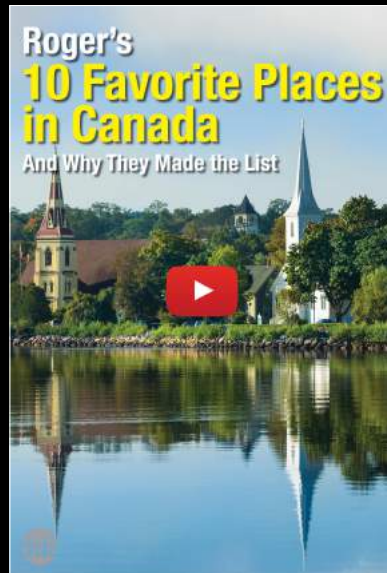


Point: The power of anchor tenants - people drive 40 miles to see this.



Ambiance: Beautification

The feeling you have when you're downtown



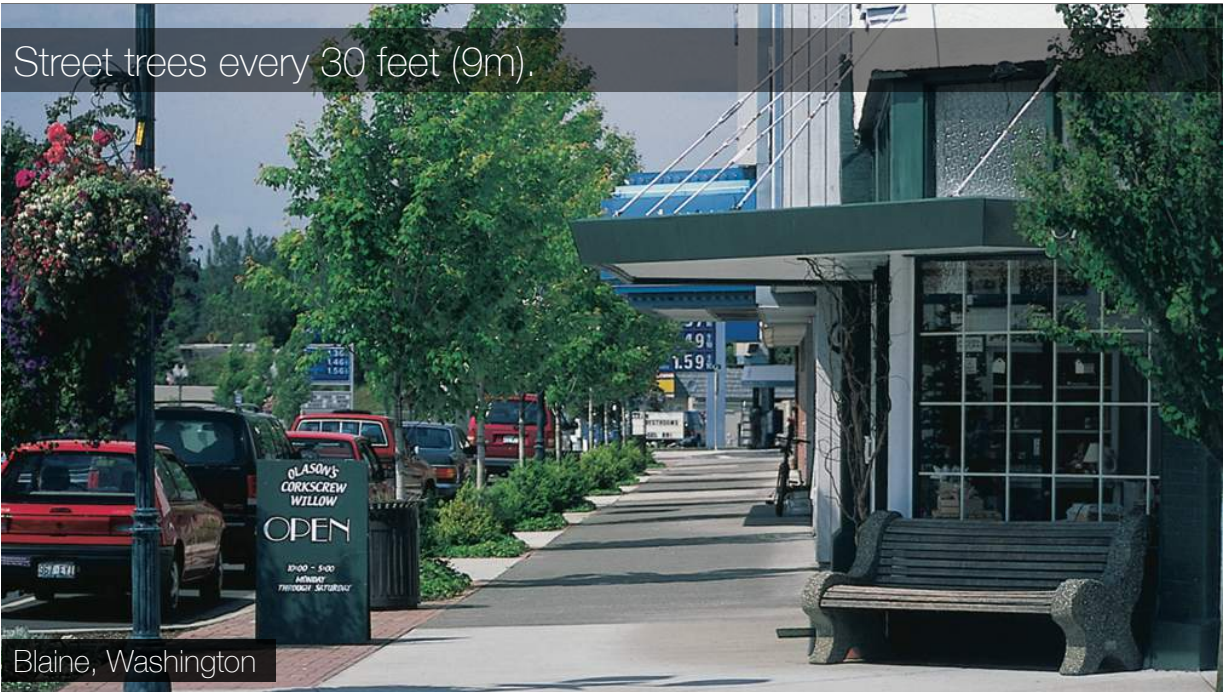
Watch these and pause on each photograph and see if there's something you can emulate.

Or download the PDF handout and get some ideas.



Niagara On The Lake, Ontario

Street trees every 30 feet (9m).



Blaine, Washington

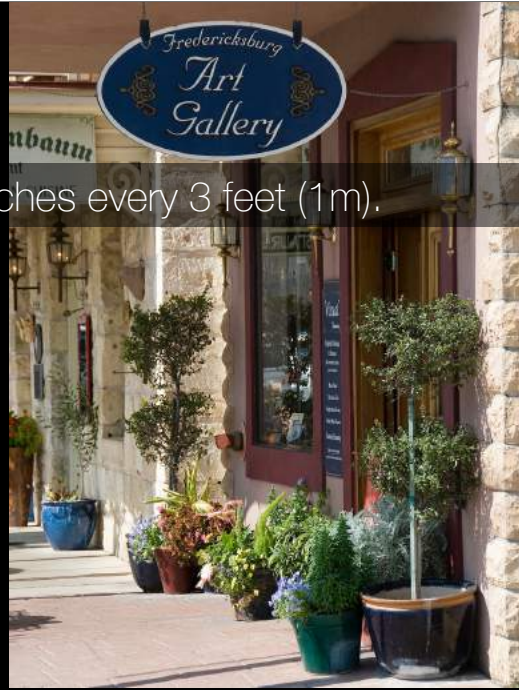


Greenville, South Carolina



A buying co-op: Pots, planters, benches every 3 feet (1m).

Fredericksburg, Texas



Wickford, Rhode Island

Mid-December. No excuses!



Port Elgin, Ontario



Erin, Ontario



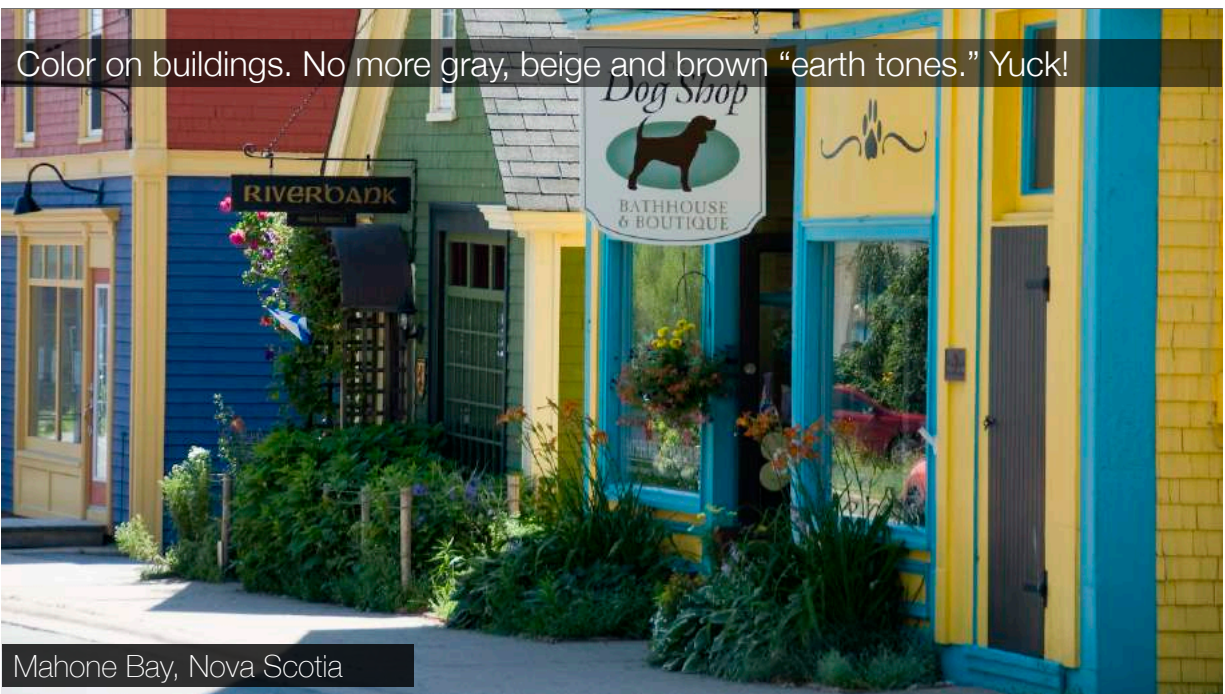
Erin, Ontario



Erin, Ontario



Elora, Ontario



Mahone Bay, Nova Scotia



Make Your Downtown Look Amazing

With a minimal budget



THE 70% RULE: CURB APPEAL AND FIRST TIME SALES

Presented by Roger Brooks



Watch these two videos or download the handouts for some fresh ideas and some great examples.

DestinationDevelopment.org
 > Resource Center
 > Video Library
 > Downtown Revitalization & Development



An intimate setting

Create an intimate setting

This is a space (or spaces) you can program with activities

- Narrow your Main Street
- Use a side street (just one block)
- Turn some parking spaces into parklets
- Create a plaza
- Use a vacant lot (temporary plaza)

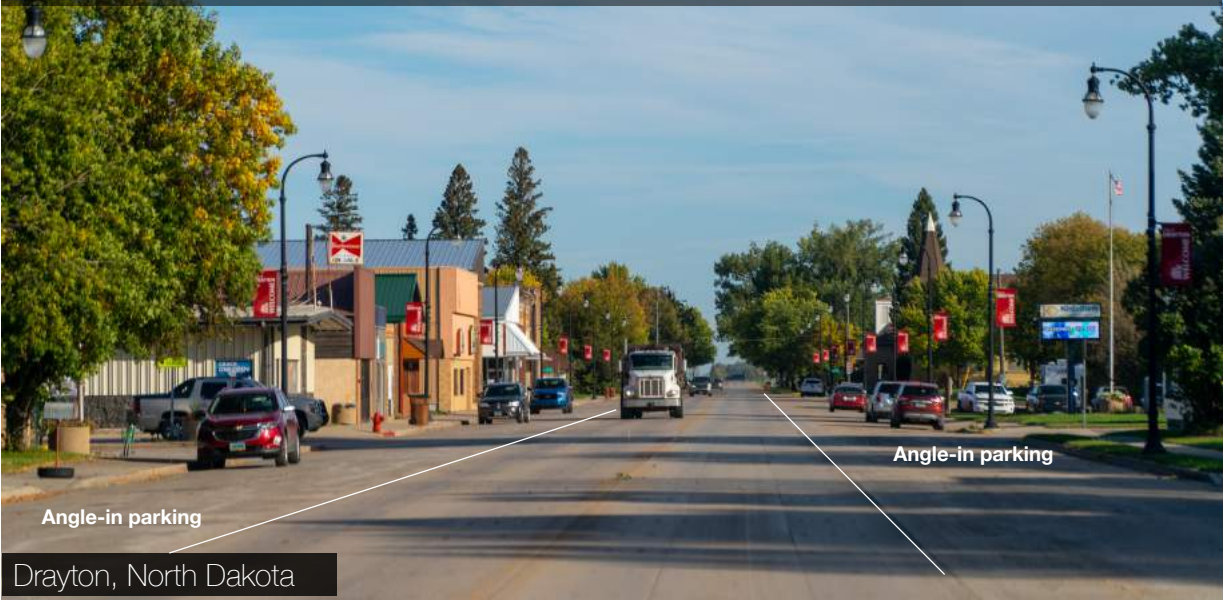
BUT keep it in the heart of your spending district

This is the right type of street configuration.



Cavalier, North Dakota

Angle-in parking: $\frac{1}{3}$ more spaces, 20% increase in retail sales



Angle-in parking

Angle-in parking

Drayton, North Dakota

You can do this with striping and paint, then fill-in the space.







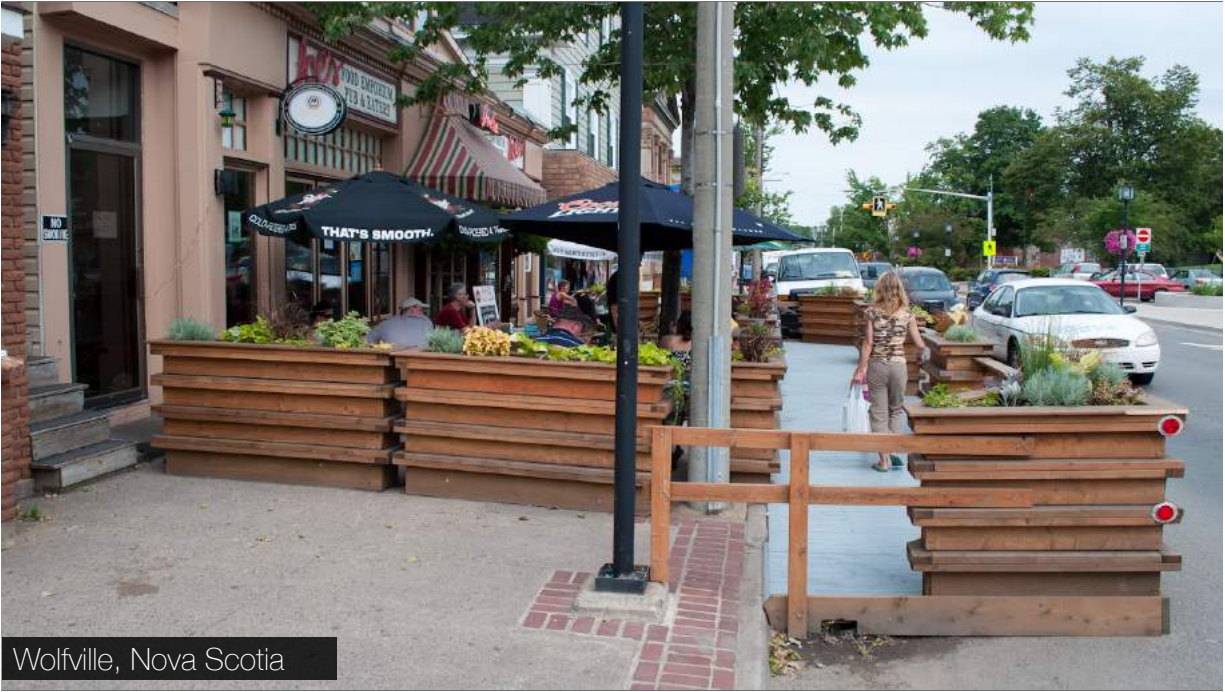


Asheville, North Carolina

Once you narrow the street your options are wide open!

1. You will slow traffic (traffic calming)
2. Remember: Congestion is a downtown's best friend
3. Downtown will be about people, not cars
4. You can add trees in planters
5. You can activate the extra space

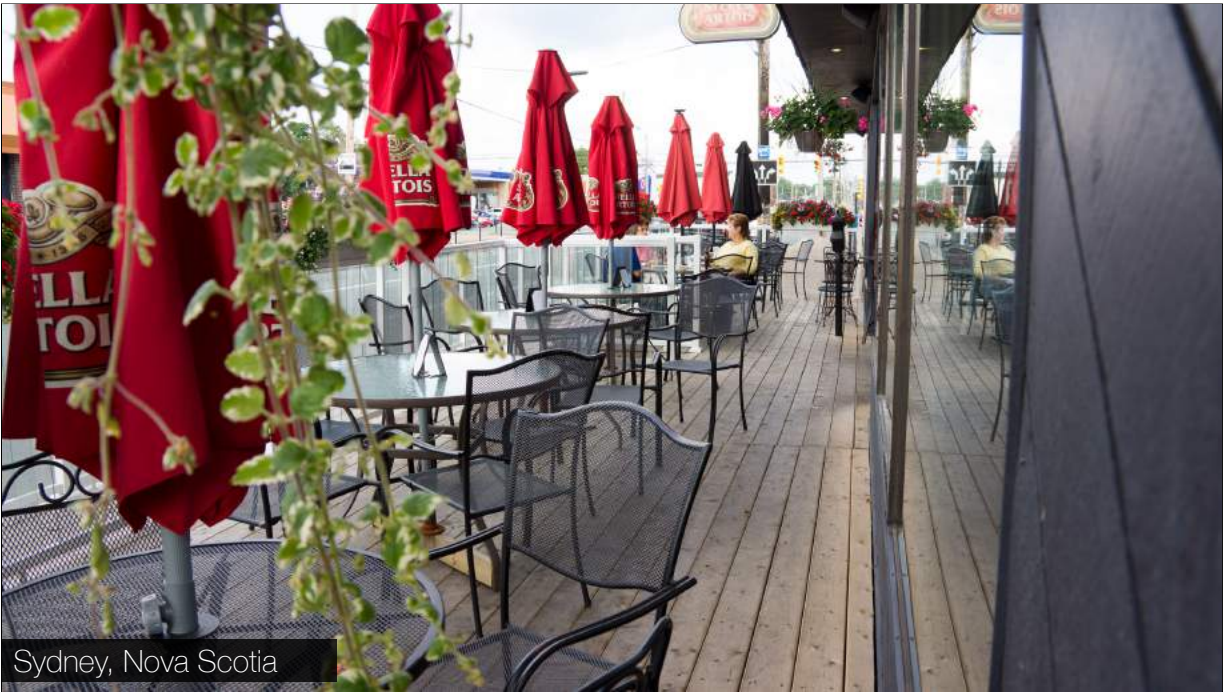




Wolfville, Nova Scotia



Sydney, Nova Scotia



Sydney, Nova Scotia



Sydney, Nova Scotia

The top priority
Downtowns are about people not cars, not traffic

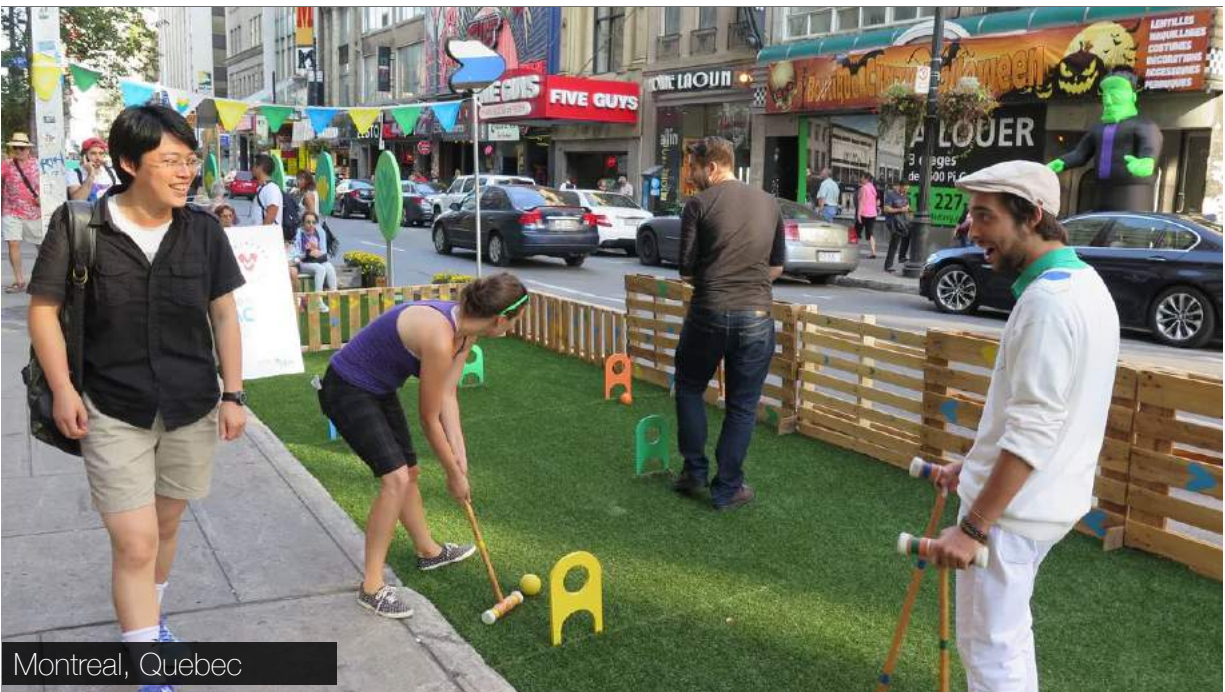


Programming

This creates the opportunity for “parklets” - parking space parks



Bethlehem, Pennsylvania



Montreal, Quebec

This can be a **pop-up park** or a **plaza**













HOW TO BRING YOUR DOWNTOWN TO LIFE

Presented by Roger Brooks



THE RESURGENCE OF DOWNTOWNS: GETTING PEOPLE DOWNTOWN 250 DAYS A YEAR

Presented by Roger Brooks



Watch these to get ideas on how to program your downtown.

Or download the PDF handout to get some ideas.



Key ingredient

Change it up every two weeks.
You can repeat the set-up twice during the year.



This video has a boatload of great, low-cost ideas tied to developing a low-cost plaza and then how to program it.

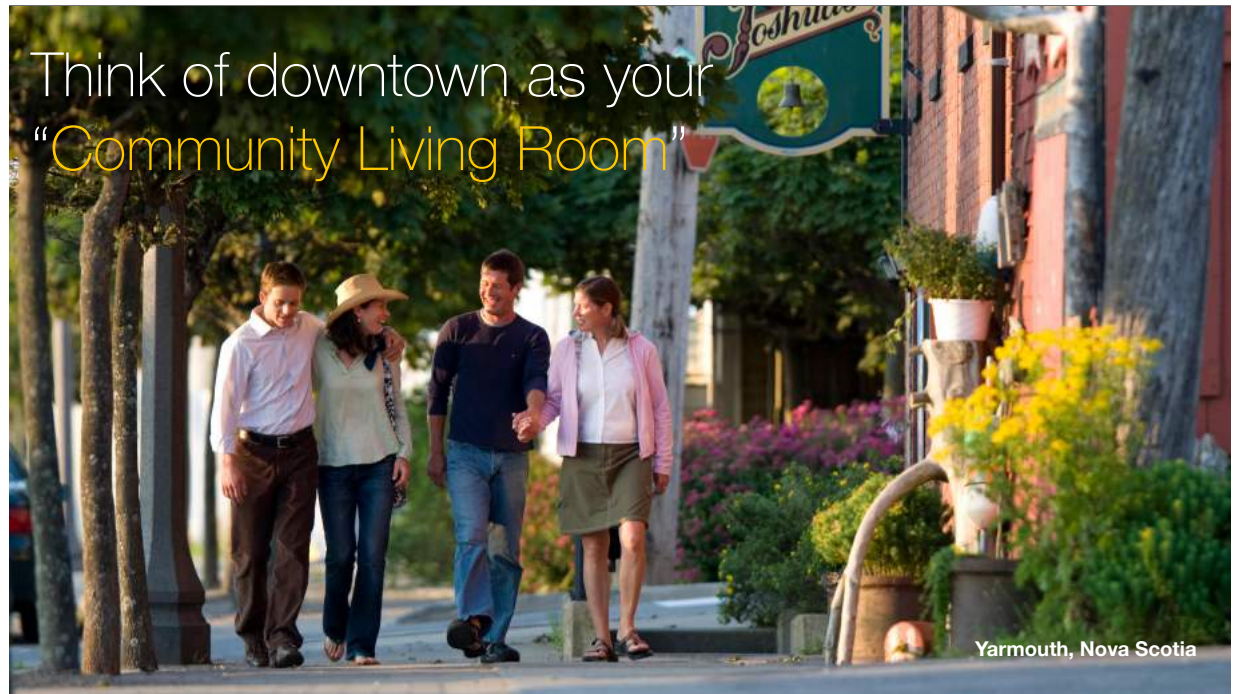
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Plaza sponsor menu



Six ECR4Kids 4-to-score giant game set @ \$200 each.
Six Giant Jenga sets @ \$70 each.
Total investment: \$1,250



Four MegaChess w/25" tall King @ \$750 each.
Total investment: \$1,800

Option: 37" tall King \$1,100 each.
Total investment: \$3,500



Four Playcraft Extera Outdoor Foosball tables @ \$1,200 each
And four Joola Nova Outdoor table tennis tables, paddles, and covers, bag of balls @ \$700 each.
Total investment: \$7,600

Plaza sponsor menu



48 qty. US Games standard hula hoops, 36": \$164
48 qty. Hoop bundle pack 32": \$200
Three racks @ \$190 each: \$570
Total investment: \$950



Six Magis Spun Armchairs @ \$400 each
Total investment: \$2,400

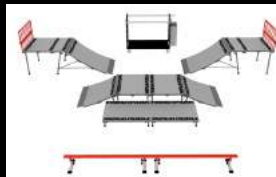


1 harp, 1 Pagoda bells, 1 Melody
From Freenotes Harmony Park
or Ensemble Collection (5 instruments)
Total investment: \$7,000 to \$20,000

Plaza sponsor menu



8 qty. 10'x10' Ez Pop-up Canopy Tent
with removable end side walls, roller bag,
four sand bags with each: \$290 each
Total investment: \$2,500



Park In A Cart Portable Skatepark w/cart
Total investment: \$4,500 or \$9,000 for two



4 quantity Driveway Games all-weather
corn hole set: \$120 each
Total investment: \$500

Plaza sponsor menu



8 qty. Tacklife Gas Fire Table, 28", 50,000 BTU
Auto-ignition, propane tank, one fill: \$220 each
Total investment: \$1,800

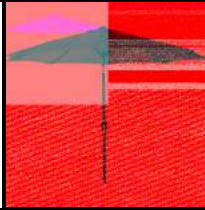


3 qty. (1 for parts) Zume Games portable
badminton set w/freestanding base: \$40
Extra rackets, shuttlecocks
Total investment: \$150

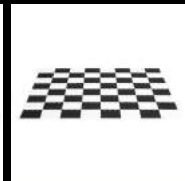


1 Stamina outdoor fitness multi-station: \$240
3 qty. Stamina outdoor fitness striders: \$440
Total investment: \$1,600

Plaza sponsor menu



200 qty. Value Series gray rattan indoor-outdoor stack chairs @ \$26 each: \$5,200
50 qty. Round Coral steel patio table 32.5" @ \$60 ea: \$3,000
50 qty. Jordan Mfg. 9' Market umbrella @ \$52 ea: \$2,600
Total investment: \$10,800



4 qty. MegaChess Giant Checkers Set - 10" @ \$200
This uses the same mats as the chess sets.
Four separate mats @ \$65 each.
Total investment: \$1,060



4 full Imagination Playground 105-piece sets \$4,975 ea.
4 storage carts @ \$1,200 ea.
Total investment: \$24,700



People downtown
on a consistent basis

Bellingham farmers market (indoor & outdoor)



Bellingham, Washington

Pancake feeds, other local auxiliary organization events.



Recruit outside events into your downtown (you invite them, they do the work and the marketing)



Solvang, California



This video has a lot of great ideas, including inviting outside hobby groups and organizations to your downtown.

Or download the PDF handout to get some ideas.

DestinationDevelopment.org

> Resource Center

> Video Library

> Tourism Marketing



Mahone Bay's Scarecrow Festival (month long)

Mahone Bay, Nova Scotia









Steubenville, Ohio Nutcracker Village (six weeks long)



Caldwell, Idaho Winter Wonderland (six weeks long)



