

A THRIVING DOWNTOWN – PART II: HOW TO RECRUIT THAT PERFECT BUSINESS MIX

Presented by Roger Brooks



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

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A THRIVING DOWNTOWN PART II: HOW TO RECRUIT THAT PERFECT BUSINESS MIX

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Reminders



Downtowns are your best economic development recruitment tool.



There is **NOTHING** you can invest in (besides schools) that will create a faster or better return on investment than your downtown.



Downtowns are at the heart of Community Development.



Where people are, **consistently**, retailers will follow



Property owners **MUST** be at the table



Start with a **focus**: what downtown is about



Retail
Lingo



Typical retail leases:

- **Percentage lease** Base rent plus % of monthly sales
- **Net lease** Rent + portion of taxes, insurance, maintenance
- **DoubleNet lease** Rent + taxes + insurance
- **TripleNet lease** Rent + taxes + insurance + maintenance
- **Fully serviced** Rent. Other costs are part of the rent “Load factor”

Commissions

- These vary widely
- Typical: 3% of initial lease term
- Typical: First month rent plus 3%
- Landlords are responsible for due diligence



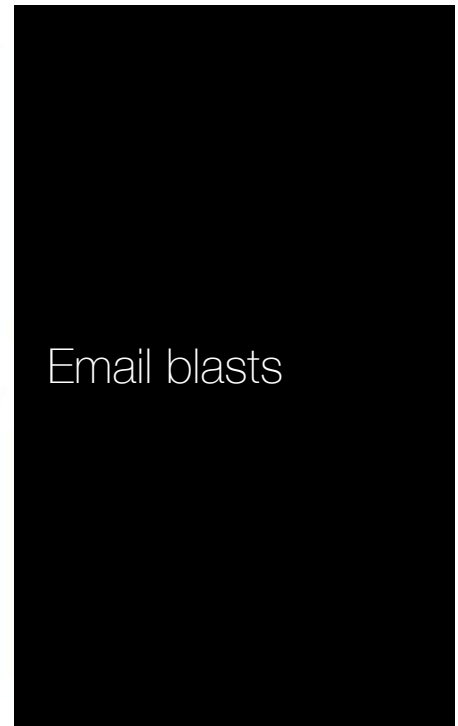
Retailer concessions

- “Tenant improvements” (up to a certain amount) Built into the lease.
- Three year, five year leases (five year is typical)
- Often: Three months “free” rent | Sometimes six months
- “Restaurant supply” companies typically lease commercial kitchen equipment

What doesn't work



Running ads
"Bring your business here!"

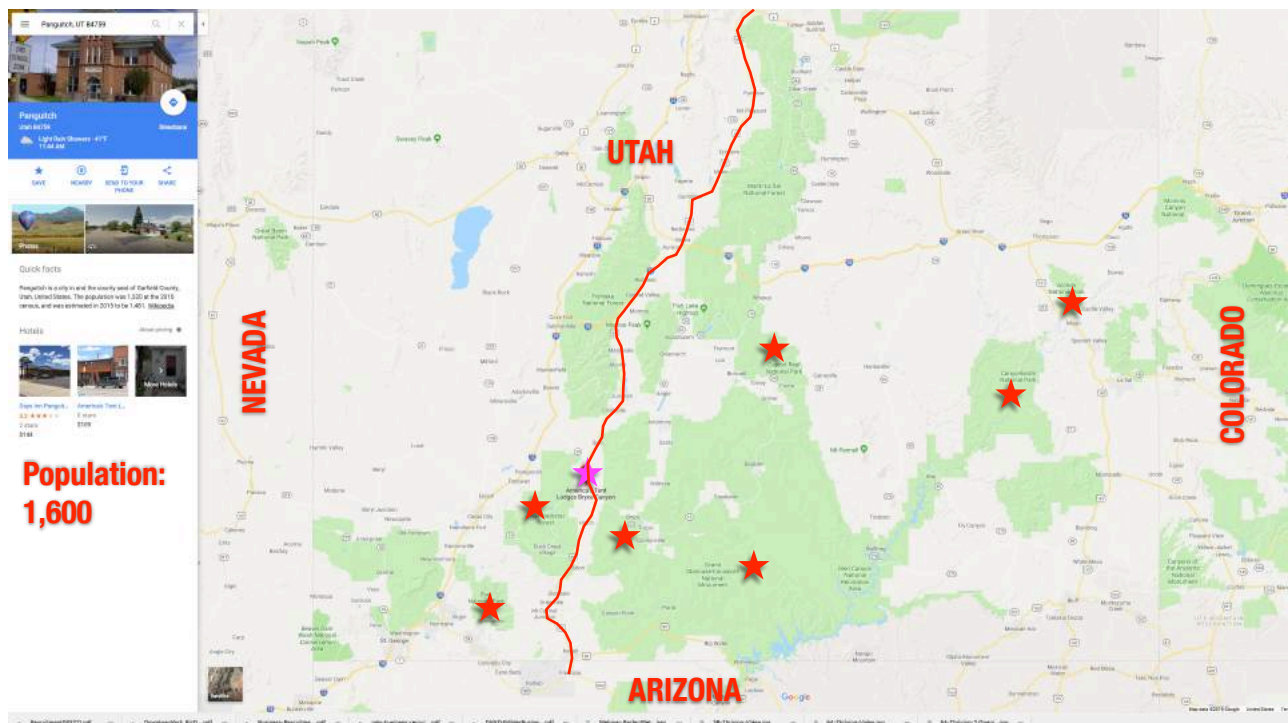


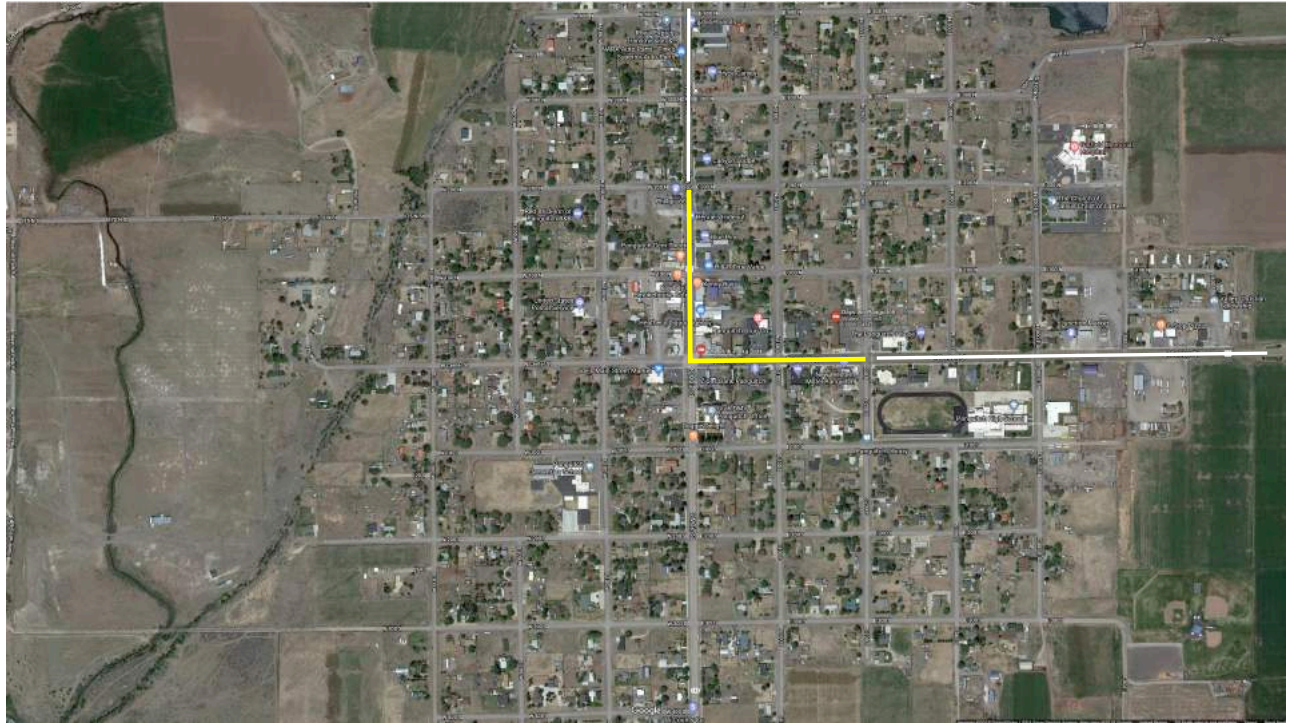
Email blasts





Welcome to Panguitch, Utah

























A great sales person

- Enthusiastic
- Positive
- Outgoing
- Helpful
- Great negotiator

Career

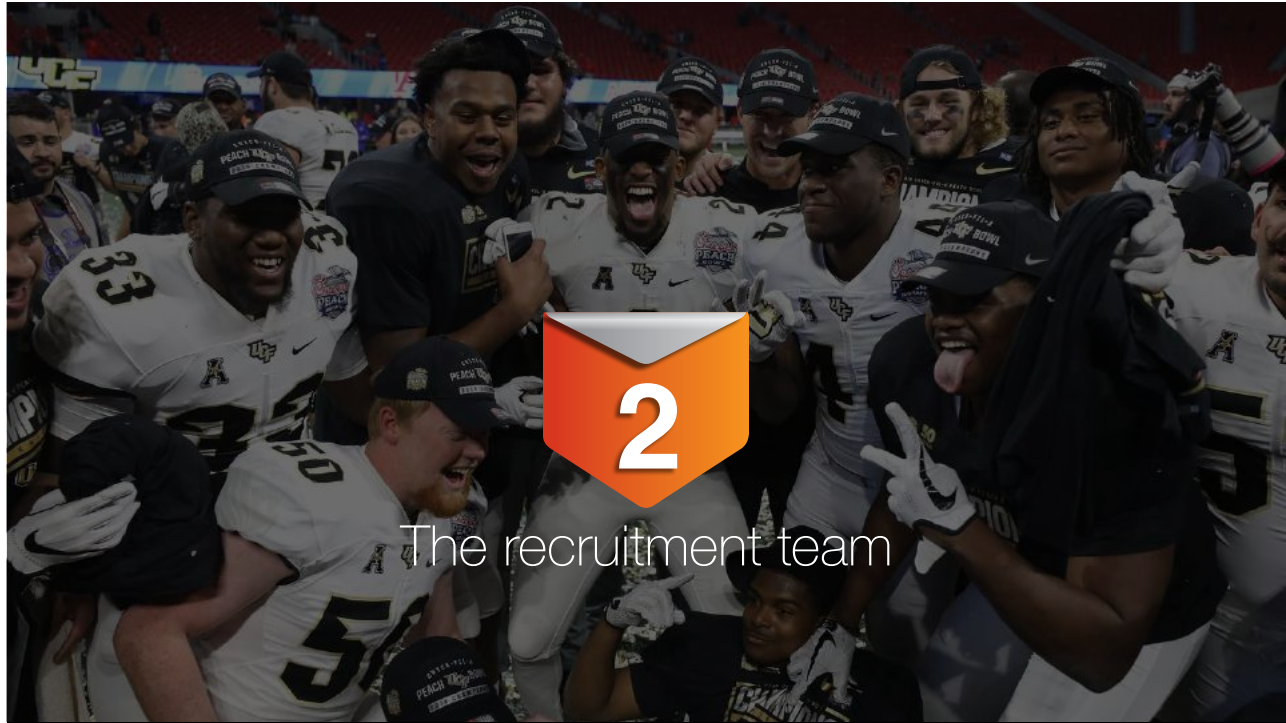
- Commercial real estate
- Real estate attorney
- Downtown specialist
- A local merchant
- You!



Ideas

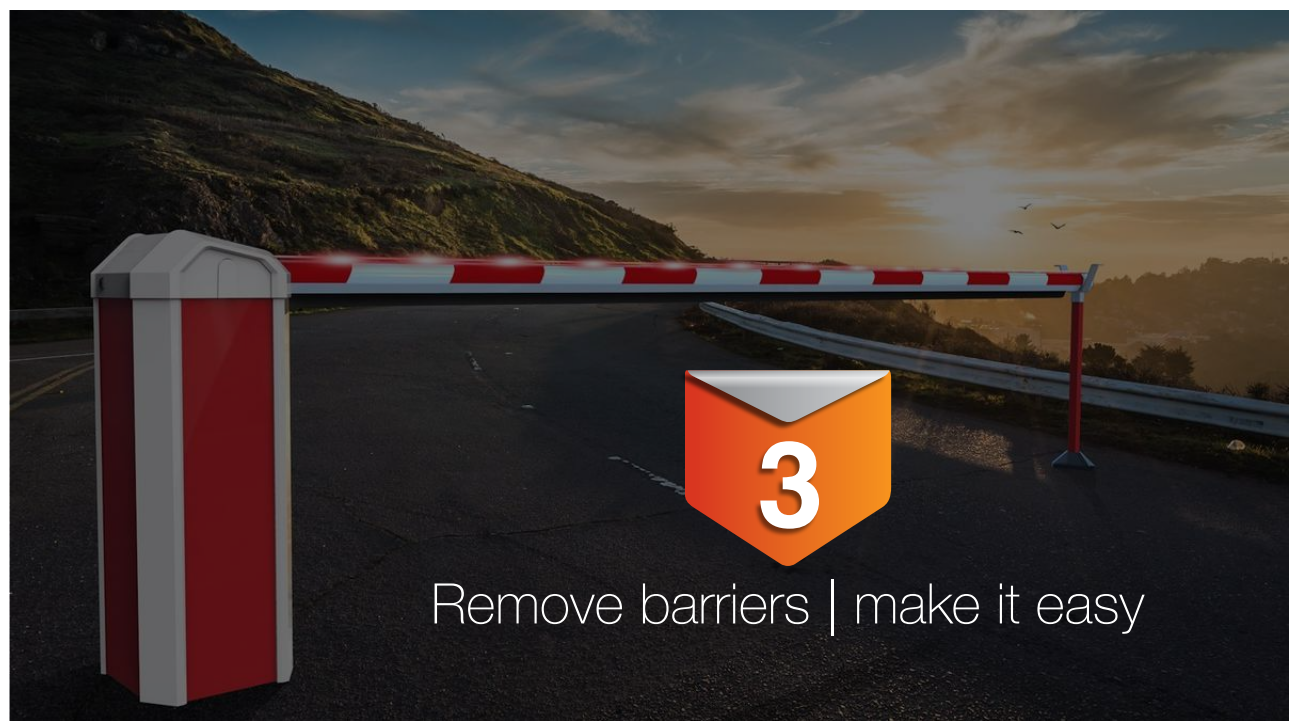
- Work with a local real estate agent
- Close to retirement?
- On a fee or retainer basis, versus commission?
- Contract with someone
- Just do it yourself!

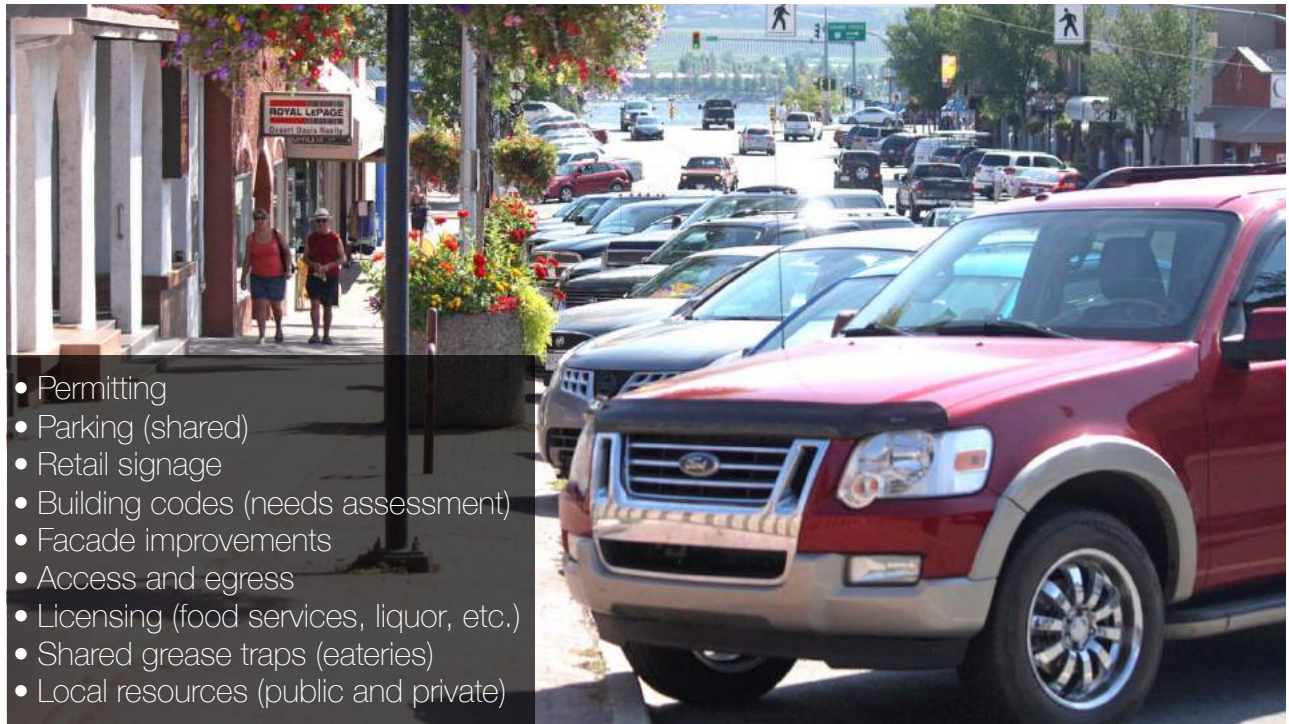


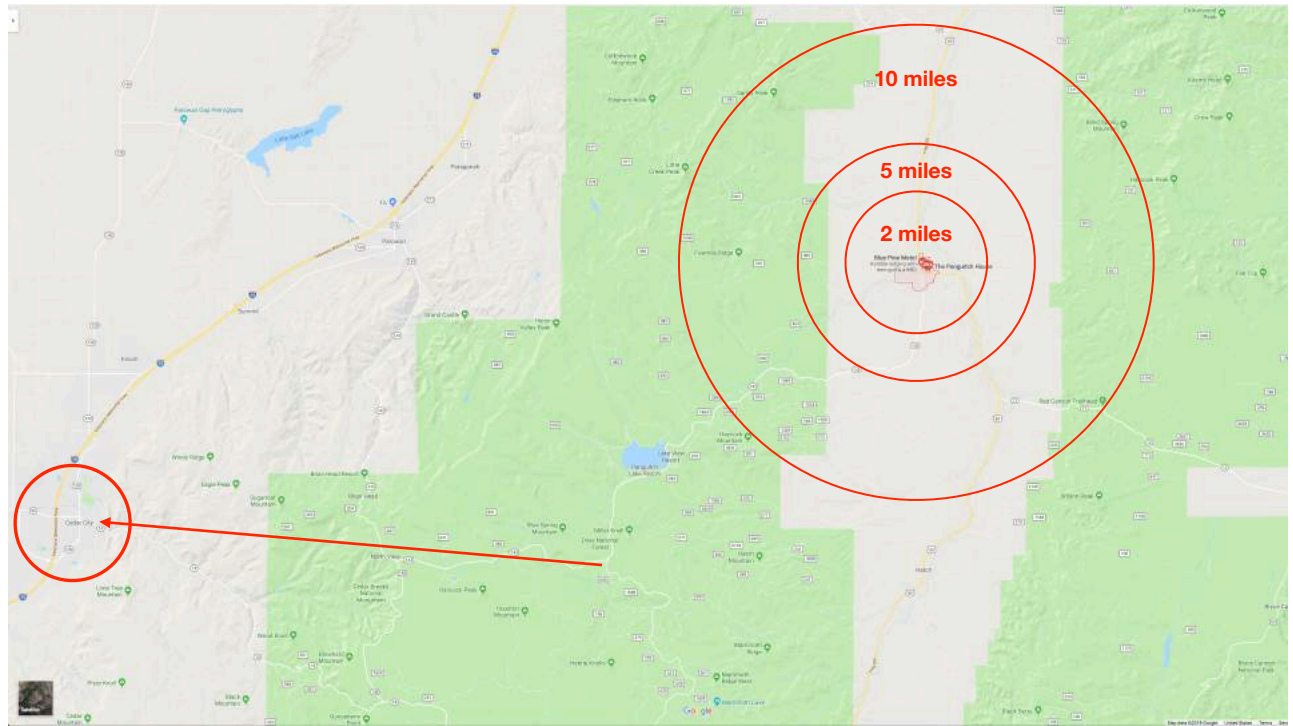


The Destination [Your Town] Team

- The recruiter (The quarterback)
- Downtown association director | Chair | President
- City Manager | Administrator | CAO
- Mayor or council member
- Economic development | tourism
- Fire department
- Public works department
- Dept. of Transportation (District engineer) if on a highway
- Real estate broker | agent (or two or three) | CCIM
- Banker (or two)
- Property owner (for a particular property you're working on)









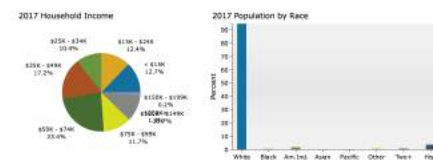
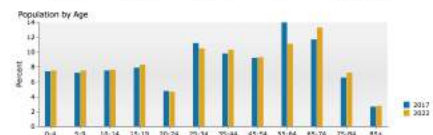
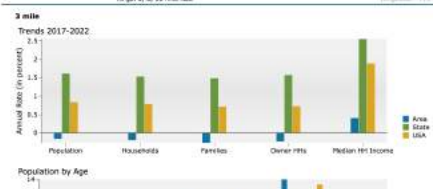
2022 Summary
Population
Households
Families
Average Household Size
Owner Occupied Housing Units
Renter Occupied Housing Units
Median Age
Median Household Income
Average Household Income



2010 Race and Ethnicity		Number
White Alone		1,760
Black Alone		18
American Indian Alone		10
Asian Alone		6
Pacific Islander Alone		6
Some Other Race Alone		12
Two or More Races		12
Hispanic Origin (Any Race)		58

2017 Race and Ethnicity		Number
White Alone		1,709
Black Alone		13
American Indian Alone		6
Asian Alone		6
Pacific Islander Alone		6
Some Other Race Alone		12
Two or More Races		10
Hispanic Origin (Any Race)		20

2022 Race and Ethnicity		Number
White Alone		1,754
Black Alone		13
American Indian Alone		6
Asian Alone		6
Pacific Islander Alone		4
Some Other Race Alone		20
Two or More Races		20
Hispanic Origin (Any Race)		20



May 01, 2018

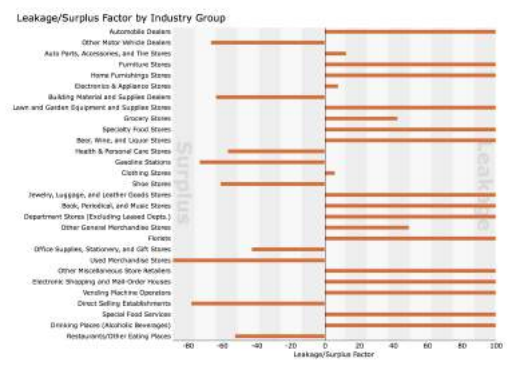
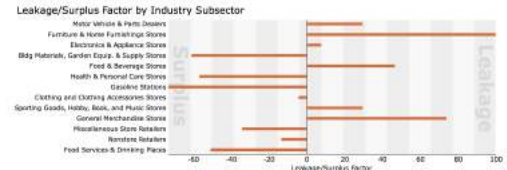
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Leakage/Surplus Factor by Industry Subsector

Industry Subsector	Leakage/Surplus Factor (%)
Motor Vehicle & Parts Dealers	100
Furniture & Home Furnishings Stores	90
Electronics & Appliance Stores	80
Bldg Materials, Garden Equip. & Supply Stores	70
Food & Beverage Stores	60
Health & Personal Care Stores	50
Gasoline Stations	40
Clothing and Clothing Accessories Stores	30
Sporting Goods, Hobby, Book, and Music Stores	20
General Merchandise Stores	10
Miscellaneous Store Retailers	5
Nonstore Retailers	0
Food Services & Drinking Places	0

Leakage/Surplus/Factor by Industry Group

Automobile Dealers
Other Motor Vehicle Dealers
Auto Parts, Accessories, and Auto Supplies
Furniture Stores
Home Furnishings Stores
Electronics & Appliance Stores
Building Material and Supplies Dealers
Lawn and Garden Equipment and Supplies Stores
Grocery Stores
Specialty Food Stores
Beer, Wine, and Liquor Stores
Health & Personal Care Stores
Cosmetics Stores
Clothing Stores
Brace Stores
Jewelry, Luggage, and Leather Goods Stores
Book, Periodical, and Music Stores
Department Stores (Including Limited Dept.)
Other General Merchandise Stores
Restaurants
Office Supplies, Stationery, and Gift Stores
Used Merchandise Stores
Other Miscellaneous Store Groups
Electronic Shopping & Mail-Order Houses
Shopping Centers
Direct Selling, Sales-Marketing
Special Food Services
Breaking Price (Wholesale Retail)
Restaurants/Other Eating Places

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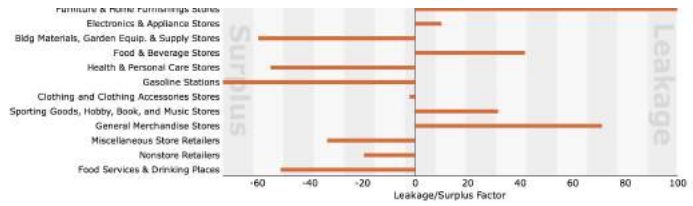
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18 N Main St Panguitch UT 84759
18 N Main St Panguitch UT 84759
Ring: 10 mile radius


2017 Population
2017 Households
2017 Median Disposable Income
2017 Per Capita Income

Industry Summary	NAICS		Supply	
	(Retail Potent)	(Retail Sales)	(Retail Sales)	(Retail Sales)
Food, Beverage and Food & Drink	44-45,722	\$1,258,575	\$15,184,211	+\$15.2%
Total Retail Trade	44-45	\$18,246,014	\$279,818,838	+\$11.8%
Total Food & Drink	722	\$1,693,912	\$5,265,373	+\$3.5%
Industry Group	NAICS		Supply	
	(Retail Potent)	(Retail Sales)	(Retail Sales)	(Retail Sales)
Motor Vehicle & Parts Dealers	441	\$1,042,043	\$2,490,906	+\$1.8%
Automobile Dealers	4411	\$421,584	\$0	+\$3.4%
Other Motor Vehicle Dealers	4412	\$621,500	\$2,253,942	+\$1.8%
Auto Parts, Accessories, & Tire Stores	4413	\$193,936	\$236,964	+\$0.0%
Furniture & Home Furnishings Stores	442	\$487,900	\$0	+\$48.9%
Furniture Stores	4421	\$209,291	\$0	+\$9.0%
Home Furnishings Stores	4422	\$177,849	\$0	+\$11.1%
Electronics & Appliance Stores	443	\$552,242	\$459,318	+\$2.2%
Bigl Materials, Garden Equip. & Supply Stores	444	\$1,318,913	\$5,326,361	+\$3.0%
Bigl Material & Supply Dealers	4441	\$1,238,519	\$3,263,361	+\$3.0%
Lawn & Garden Equip & Supply Stores	4442	\$110,394	\$0	+\$0.0%
Food & Beverage Stores	445	\$2,993,956	\$1,226,709	+\$1.7%
Grocery Stores	4451	\$2,683,506	\$1,226,709	+\$1.4%
Specialty Food Stores	4452	\$193,143	\$0	+\$11.1%
Beer, Wine & Liquor Stores	4453	\$107,307	\$0	+\$11.1%
Habit & Personal Care Stores	446,4461	\$904,185	\$3,129,825	+\$2.2%
Gasoline Stations	447,4471	\$2,068,890	\$13,489,101	+\$11.4%
Clothing & Clothing Accessories Stores	448	\$736,164	\$70,255	+\$0.0%
Clothing Stores	4481	\$521,774	\$444,308	+\$0.0%
Jewelry	4482	\$184,390	\$325,947	+\$0.0%
Jewelry, Luggage & Leather Goods Stores	4483	\$132,360	\$0	+\$1.1%
Sporting Goods, Hobby, Book & Music Stores	451	\$670,278	\$347,873	\$2.3%
Sporting Goods/Hobby/Musical Instn Stores	4511	\$598,459	\$347,873	\$2.3%
Book, Periodical & Music Stores	4512	\$71,820	\$0	+\$0.0%
Home Merchandise Stores	452	\$1,119,422	\$535,055	+\$0.0%
Department Stores Excluding Licensed Depts.	4521	\$1,803,600	\$0	+\$1.8%
Other General Merchandise Stores	4529	\$1,388,797	\$535,055	+\$0.0%
Miscellaneous Store Retailers	453	\$824,752	\$1,659,845	+\$8.8%
Florists	4531	\$28,885	\$0	+\$0.0%
Office Supplies, Stationery & Gift Stores	4532	\$149,014	\$401,233	+\$8.0%
Use Merchandise Stores	4533	\$57,892	\$1,258,612	+\$11.1%
Other Miscellaneous Store Retailers	4539	\$577,961	\$0	+\$5.5%
Nonstore Retailers	454	\$323,693	\$483,531	+\$1.1%
Electronic Shopping & Mail-Order Houses	4541	\$266,063	\$0	+\$2.6%
Vending Machine Operators	4542	\$57,630	\$483,531	+\$1.1%
Retailer Selling Establishments	4543	\$42,950	\$483,531	+\$1.1%




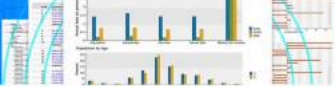
Retail Category	Leakage/Surplus Factor
Automobile Dealers	100
Other Motor Vehicle Dealers	100
Auto Parts, Accessories, and Tire Stores	15
Furniture Stores	100
Home Furnishings Stores	100
Electronics & Appliance Stores	10
Building Material and Supplies Dealers	-60
Lawn and Garden Equipment and Supplies Stores	100
Grocery Stores	40
Specialty Food Stores	100
Beer, Wine, and Liquor Stores	100
Health & Personal Care Stores	-55
Gasoline Stations	-65
Clothing Stores	5
Shoe Stores	-60
Jewelry, Luggage, and Leather Goods Stores	100
Book, Periodical, and Music Stores	100
Department Stores (Excluding Leased Depts.)	100
Other General Merchandise Stores	45
Florists	100
Office Supplies, Stationery, and Gift Stores	-45
Used Merchandise Stores	-65
Other Miscellaneous Store Retailers	100
Electronic Shopping and Mail-Order Houses	100
Vending Machine Operators	100
Direct Selling Establishments	-75
Special Food Services	100
Drinking Places (Alcoholic Beverages)	100
Restaurants/Other Eating Places	-55

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Each report costs just \$50.00 USD.

"Detailed demographic information from Esri allows us to analyze prospective areas more accurately and provides a 'win-win' situation because for our retail centers and for the retailers we position there."


Steve Peters, Forest City Enterprises



Step 1
Select Reports




Step 2
Provide Address and Define Surrounding Area




Step 3
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THE SCIENCE OF WHERE



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Get to know them
Get in front of them
Grow to meet your goals





SMARTER TARGETING

Know who needs you & find more of your best customers



SMARTER PLANNING

Know the why behind the buy & transform insight to opportunity



SMARTER BUYING

Know where to buy & invest budget where it does more


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ENVIRONICS ANALYTICS EXPANDS U.S. PRESENCE

With years of Geospatial Analytics expertise, Envionics Analytics has expanded its footprint into the U.S. market, providing a wide range of geospatial analytics products and services.

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Unleash the power of your data and transform it into actionable insights. Envionics Analytics is the leading provider of geospatial analytics solutions, helping you to understand your data and make better decisions.

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At Envionics Analytics, we take pride in our reputation for providing the best data, products and software to our customers. Established in 2005, Envionics Analytics has quickly grown to be one of the leading providers of geospatial analytics and software solutions in North America. Our commitment to providing data, software and services is unwavering, and we are dedicated to helping you to understand your data and make better decisions.



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NEWS

Stay up to date on the latest news and events in the geospatial analytics industry. Envionics Analytics is committed to providing you with the latest news and events in the industry.

WEBCASTS

Our frequent webcasts keep you up to date on the latest products and services, as well as the latest news and events in the industry. Register for our next webcast to learn more about our services.

[WEB WEBCASTS](#)

BLOG

The Blog is a great place to find out more about the latest news and events in the industry. Envionics Analytics is committed to providing you with the latest news and events in the industry.

A NEW CUSTOMER SERVICE EXPERIENCE

We are excited to announce the launch of the new Envionics Analytics Customer Service Center. This new center is dedicated to providing you with the best customer service experience possible. We are committed to providing you with the best customer service experience possible.

CLIMBING A MOUNTAIN OF DATA

With years of experience in the geospatial analytics industry, Envionics Analytics is committed to providing you with the latest news and events in the industry. We are committed to providing you with the latest news and events in the industry.

ENVIRONICS ANALYTICS 11TH ANNUAL USER CONFERENCE

On November 8, 2017, more than 300 attendees took part in the 11th Annual User Conference. The conference was a great success, and we are looking forward to the next one.

DOWNTOWN YORK

is open for business.

Downtown Inc. in collaboration with many partners, works to revitalize and encourage investment in downtown York through strategic recruitment of viable businesses.

We work closely with the City of York and Penna. Planning and Zoning Department to ensure a friendly, streamlined process for establishing a new business.

Currently we are actively seeking entertainment venues, ethnic and specialty eateries, retail shops and professional organizations to enhance the downtown experience.

DOWNTOWN YORK PA MAP

LEGEND

- Central Business District
- Heritage Rail Trail
- Wayneville
- Suburban/Downtown Transfer Center
- Parking Market St garage (477 spaces)
- Parking Philadelphia St garage (285 spaces)
- Parking King St garage (405 spaces)

LOCAL ATTRACTIONS

- Sovereign Bank Stadium
- Martin Memorial Library
- The Yorktown Hotel
- Small-Capital Performing Arts Center
- Cherry Lane
- Colonial Courthouse Complex
- Foundry Plaza/Columbia Boat Basin
- Rail Trail County Park
- Agricultural & Industrial Museum
- Central Market House

REVITALIZATION INITIATIVES

- York Academy Regional Charter School
- Northwest Triangle Development
- Boysenhouse Commerce Center
- Continental Square
- West Market St Urban Block
- Penn and Market Farmers Market
- Heritage Rail Trail Improvements & Extension
- City Complete Streets Policy

Business Incentives and Assistance

City of York

- Track Road Revolving Loan Fund
- McTAP/LETA
- York Business Academy

Downtown Inc.

- Member of the Month
- Ribbon Cutting Ceremonies
- Destination Guide
- First Fridays
- Marketing, Events & Promotion
- Networking Workshops
- Small Business Impact Team
- Business Resources

Downtown Inc.
18 North George Street | York, PA 17401 | 717-469-0221

THRIVING DOWNTOWN

WE'VE CREATED I.T. DEVELOPMENT

Downtown business legal, financial, and professional services are thriving in the heart of the city.

- Downtown is a completely Certified, Inc.
- 1201 Downtown Inc. 2016
- Downtown is a certified and certified business incubator
- A not-for-profit service organization
- USDA National Small Business
- 100% of downtown business is owned by downtown residents
- A major part of the city's economic development
- 94% of downtown business is owned by downtown residents

ServiceS
Nashville's area's for new customers largest business with our

— Keith Lee

LIVABILITY, ENTERTAINMENT AND CULTURE

Downtown is the regional center for culture, entertainment, museums, theaters, and performing arts venues.

Downtown Nashville is the heart of Music City - with over 40 live music venues offering country, jazz, blues, and blues every night.

Major downtown arts and cultural venues include The Frist Center for the Visual Arts, the Country Music Hall of Fame and Museum, the Music City Hall of Fame and Museum, the Ryman Auditorium, Schermerhorn Symphony Center, Bridgestone Arena, Ascend Amphitheater, Tennessee State Museum, Tennessee Sports Hall of Fame and Museum, Downtown, Johnny Cash Museum and Nashville Children's Theatre. Downtown Nashville has over 40,000 concert and theater venues seats, with an additional 80,000 seats at Nissan Stadium.

Major sports facilities downtown are Bridgestone Arena for the Nashville Predators and Nissan Stadium for the Tennessee Titans. Bridgestone Arena ranks 8th in U.S. and 12th in the world for concert ticket sales, according to international trade publication Pollstar's 2010 year-end report. This is the arena's third consecutive U.S. Top 10 ranking.

Downtown also has 210 dining options and a variety of shopping options: 8 museums, 20 art galleries, 20 bars and 8 theaters.

On Sundays, there are 800 events every month in downtown Nashville. Large downtown events and festivals include CMA Music Festival, New Year's Eve Downtown Bash, Music City Marathon, and the ArtWalk.

The popular First Saturday Art Crawl attracts over 1,500 people each month to stroll through galleries, showcasing local and world-renowned artists and artists along 1st Avenue of the Arts and in the historic inside. This event boasts a festive atmosphere with sidewalk dining, entertainment, and light art installations across 1st Avenue to enhance the area's identity as Nashville's art district.

The Nashville Sounds minor league baseball team relocated to downtown in 2015 to a new stadium. The \$150 million development in South City includes a ballpark, residential developments and a parking garage.

The downtown area has over 8,300 residents and expects to have over 15,000 by 2020.

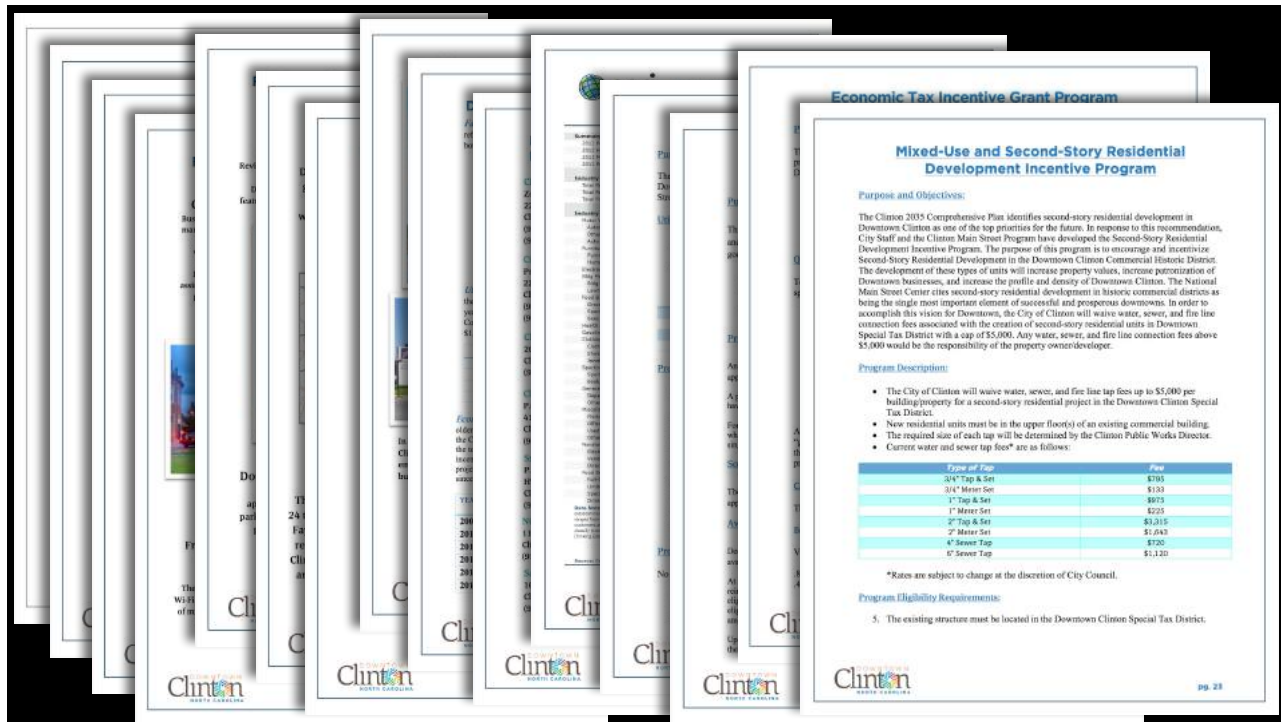
Over 65 new retail stores opened or announced downtown in 2015.

Downtown has 10 parks with 100 acres of parks and bike trails.

Nashville was named one of seven "up-and-coming food cities" in the U.S. by dining guide Zagat News 2015. It was a newly opened restaurant led by award-winning Chef Sean Brock, was named as "Best Places to Eat Here" was 1st in Town and Leisure and in the top 100 restaurants that are "Fit for Foodies" by OpenTable for 2015.

One restaurant has been selected as the top restaurant in Nashville according to Zagat's 2014 America's Top Restaurants Survey. Four more downtown restaurants made the list including Marlowe, Avenue Home, Pato, and Oldemark Restaurant.

A recently completed 12-acre park on the west side of the Cumberland River includes an amphitheater, trails, a dog park and gardens.



Economic Tax Incentive Grant Program

Mixed-Use and Second-Story Residential Development Incentive Program

Purpose and Objectives:

The Clinton 2035 Comprehensive Plan identifies second-story residential development in Downtown Clinton as one of the top priorities for the future. In response to this recommendation, City Staff and the Clinton Main Street Program have developed the Second-Story Residential Development Incentive Program. The purpose of this program is to encourage and incentivize Second-Story Residential Development in the Downtown Clinton Commercial Historic District. The development of these types of units will increase property values, increase patronization of Downtown businesses, and increase the profile and density of Downtown Clinton. The National Main Street Center cites second-story residential development in historic commercial districts as being the single most important element of successful and prosperous downtowns. In order to accomplish this vision for Downtown, the City of Clinton will waive water, sewer, and fire line connection fees associated with the creation of second-story residential units in Downtown Special Tax District with a cap of \$5,000. Any water, sewer, and fire line connection fees above \$5,000 would be the responsibility of the property owner/developer.

Program Description:

- The City of Clinton will waive water, sewer, and fire line tap fees up to \$5,000 per building/property for a second-story residential project in the Downtown Clinton Special Tax District.
- New residential units must be in the upper floor(s) of an existing commercial building.
- The required size of each tap will be determined by the Clinton Public Works Director.
- Current water and sewer tap fees* are as follows:

Tap Size	Fee
3/4" Tap & Set	\$795
1" Tap & Set	\$1,130
1 1/2" Tap & Set	\$1,465
2" Tap & Set	\$1,800
2 1/2" Tap & Set	\$2,135
3" Tap & Set	\$2,470
4" Tap & Set	\$2,805
6" Tap & Set	\$3,140

*Rates are subject to change at the discretion of City Council.

Program Eligibility Requirements:

- The existing structure must be located in the Downtown Clinton Special Tax District.

pg. 23

Welcome to Lake County

Lake County, California is just beyond vineyards, sunshine, clean air, and ask for Clear Lake, California's best class fishing, plus boating and water skiing and gliding. There are concerts, music and special events.

The towns of Lake County are friendly, bustling and full of life. Traffic is move, room to breathe, and room to grow.

Community Services

Schools
The Lake County Office of Education is located in Lake County. They include:

- Kelseyville Unified School District
- Koronet Unified School District
- Lakeport Unified School District
- Lacuna Elementary School
- Midwestern Unified School District
- Upper Lake Union Elementary School
- Upper Lake High School District

In addition, there are the Lake County Community Center and the Lake County Community Center in the county.

There are two community colleges:
Mendocino College - www.mendocino.edu
Clear Lake Community College - <http://www.clcc.edu>

Libraries
The four branches of the library are open daily. There are internet access, including internet database searching, and full-text access to the library are located in Lakeport, Clear Lake, and Upper Lake.

Medical
The cities of Lakeport and Clear Lake both have 24-hour emergency care. The Lake County...

Recreation and Activities

Wineries
Lake County's climate, abundant sunshine, and scenic views make it an ideal location for producing premium wineries and tasting rooms are open to the public.

Quest and Langtry Estate Vineyards and Winery
Award-winning wines and special events. Open daily for tastings, tours by appointment. (707) 993-2383

Placer Winery
Lower Lake Tasting room. (707) 994-2106

Stable Wine
Kelseyville Harvest Festival in October. (707) 279-9475

Fishing
Clear Lake is California's largest inland season of 365 days a year. Clear Lake is a world-class fishing and boating area, making it a popular destination for anglers and boaters alike. Blue Lake has trout, catfish, and bass. The Highland Springs Reservoir is also a popular fishing spot.

For more information, please contact the Lake County Information Center at (707) 262-1618.

Points of Interest

Lake County has over 10,000 acres of parks, public lands, and 300 square miles of waterways. Fishing, boating, hiking, and more.

Clear Lake State Park (707) 219-4293

- Anderson Marsh State Historic Park & McVean Preserve (707) 994-0588
- Pyxis Mountain Demonstration State Forest
- Lower Lake Recreation Area (707) 994-0588
- Castle Creek Access Trail (707) 994-0588
- Mendocino National Forest - Lake Pillsbury

Lake County Parks (707) 262-1618

- Clear Lake State Park
- Anderson Marsh State Historic Park & McVean Preserve
- Pyxis Mountain Demonstration State Forest
- Lower Lake Recreation Area
- Castle Creek Access Trail
- Mendocino National Forest - Lake Pillsbury

City Parks (707) 994-4201

- Redwood Park - Clearlake
- Austin Park - Clearlake
- Highland Park - Clearlake
- Wendover Park - Lakeport
- Liberty Park - Lakeport
- Wendover Community Park - Lakeport

Museums

- Lake County Museum (707) 263-4795
- Peter Indian Basket Collection, local history
- Lower Lake Historical Schoolhouse Museum (707) 995-3505
- Restored schoolhouse, artifacts, local history
- Clear Lake State Park Museum (707) 279-4293
- Intersection of St Hwy 20 & Highway 200
- House House Museum (707) 995-2254
- Open by appointment, contact Mrs. Brundage

Landmarks

- Stone & Kelley House
- Intersection of Main St & Redwood Rd, Kelseyville
- The Battle of Bloody Island
- Intersection of Main St & Redwood Rd
- Sulphur Bank Mine
- Intersection of St Hwy 20 & Highway 200
- Lower Lake State Jail
- 16110 Main St, Lower Lake
- The Stone House
- Indian Valley Lake of Hwy 20
- St. Helena Tilt Road & Redwood Rd
- NW corner of St Hwy 20 & 16110 Ave, Middletown
- Haines Cemetery
- 255 N. Main St, Lakeport

For more information, call (707) 262-1618



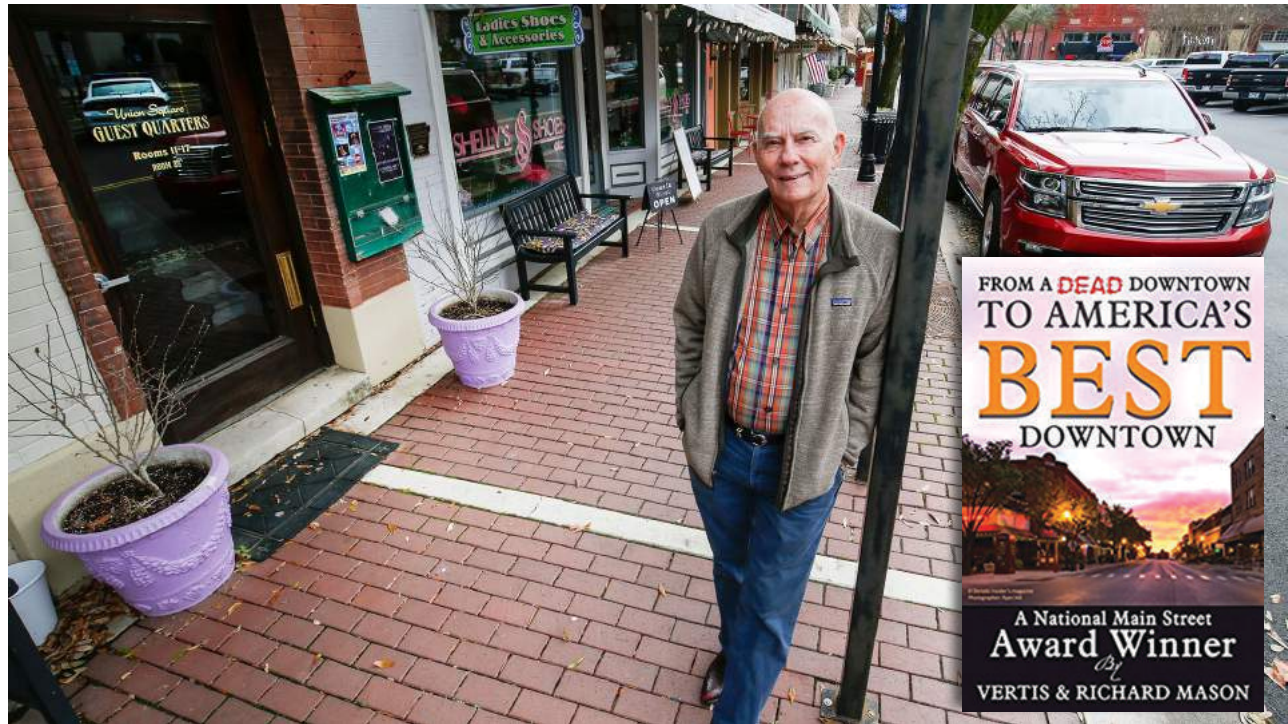


Your marketing tool kit

- Community Profile
- Opportunities brochure
- Quick stats
- The vision (renderings)
- Market analysis
- Listings (lease, purchase)



Finding “patient money” property owners
or developers



Patient money champions

- Start with your property owners
- Then merchants
- Then local and area developers
- Create a consortium
- Create a "redevelopment agency"

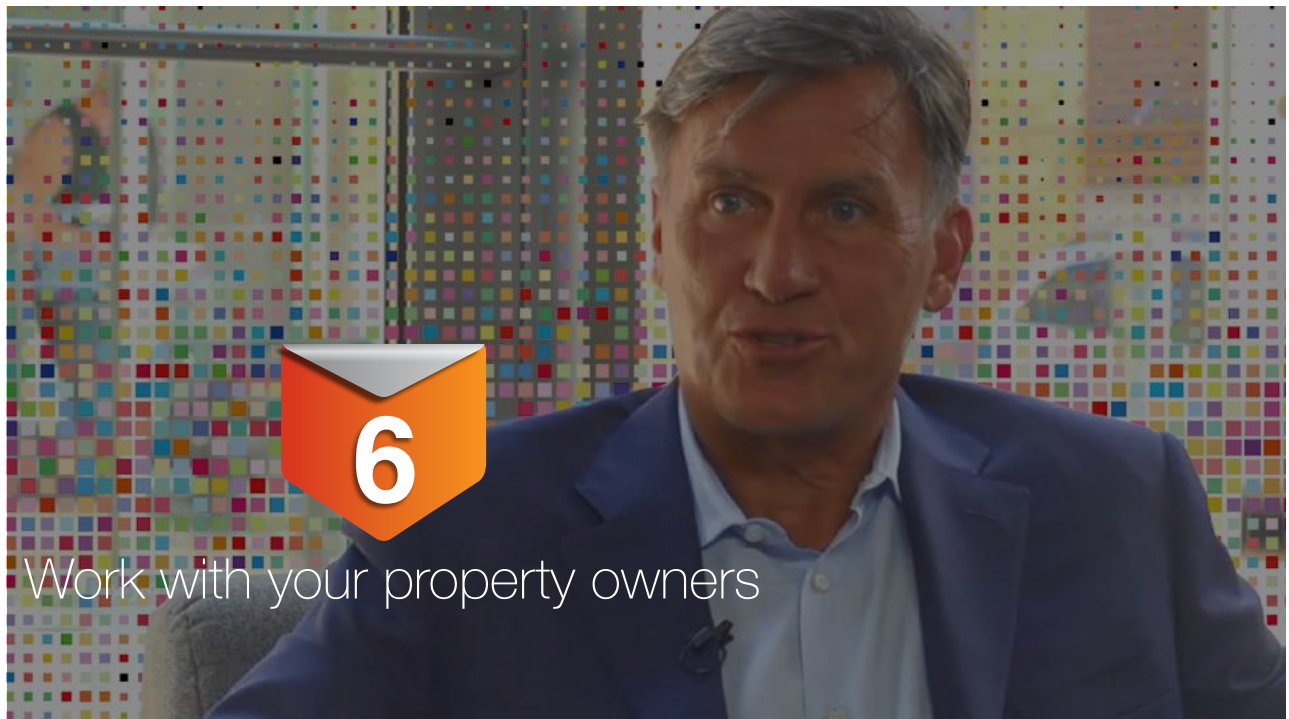


Idea

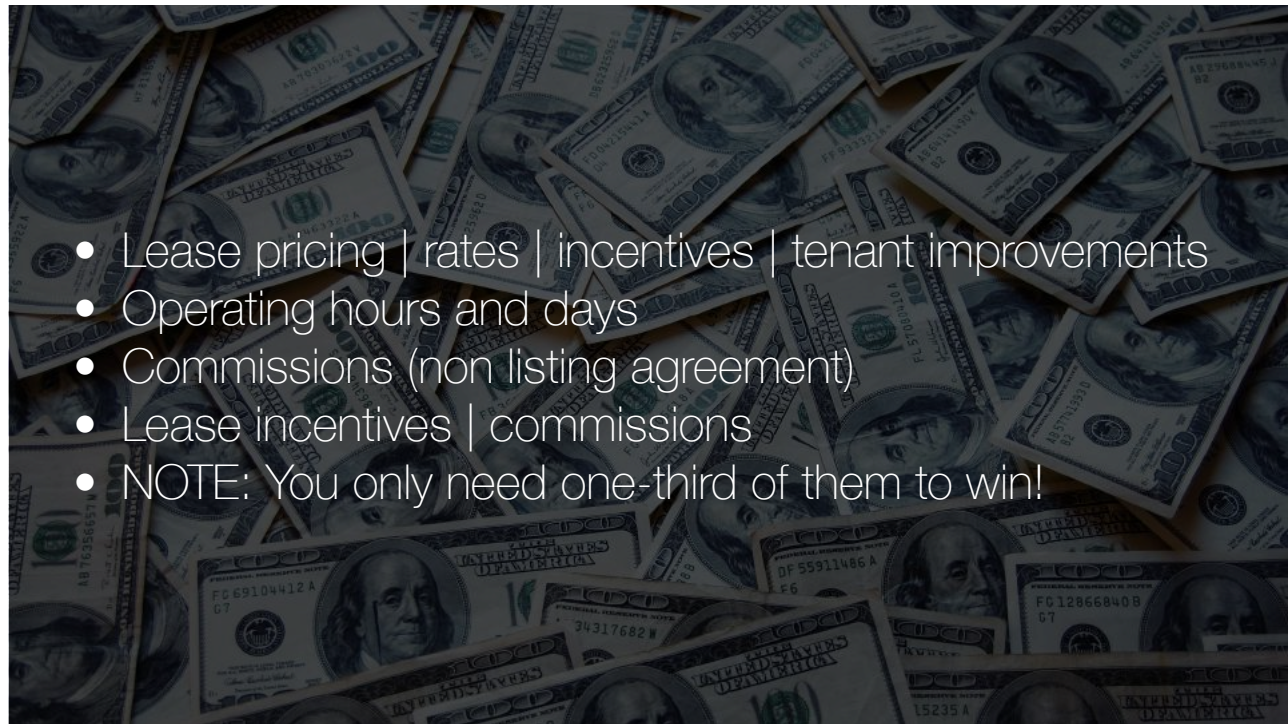
- City, town or county sells a piece of property
- Donates the proceeds to the “foundation”
- With strings: redevelopment, revitalization
- They in turn, reinvest the proceeds

Panguitch

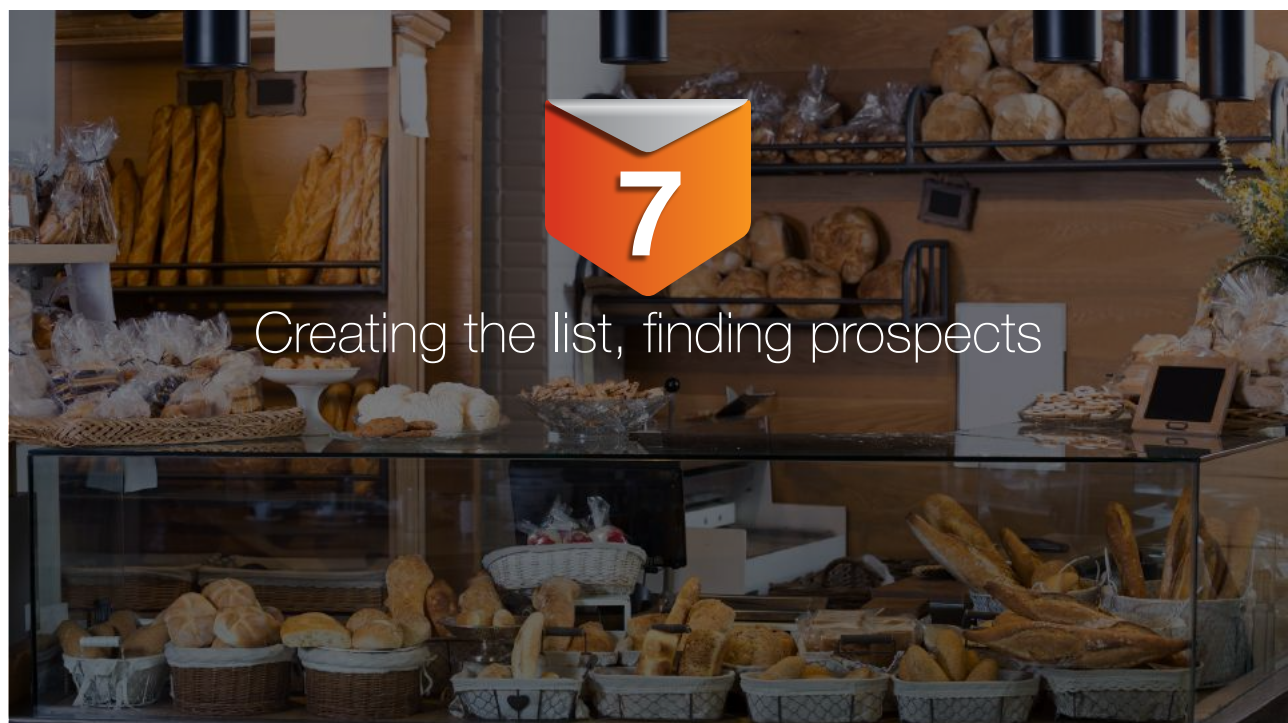
- We'd make a list of property owners from tax records
- Then we'd get contact information
- Meet with them one-on-one - wherever they are
- Ask about their long-term goals
- Willing to sell? Invest? What floats their boat?



Work with your property owners

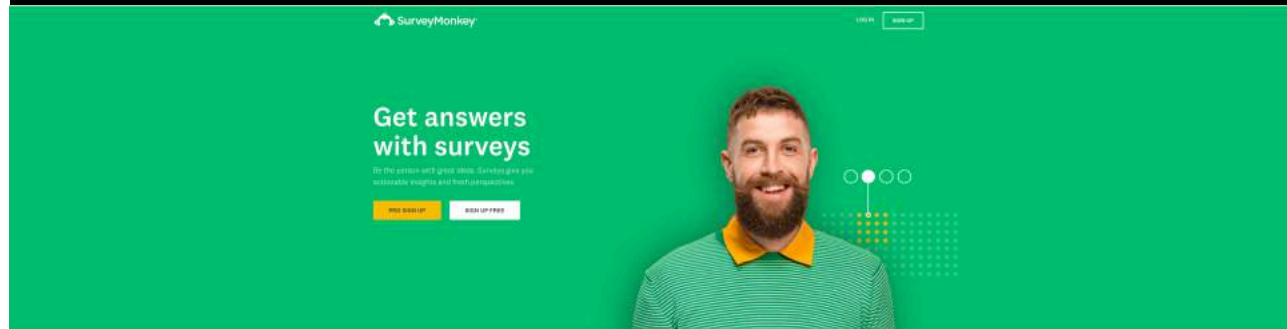


- Lease pricing | rates | incentives | tenant improvements
- Operating hours and days
- Commissions (non listing agreement)
- Lease incentives | commissions
- NOTE: You only need one-third of them to win!

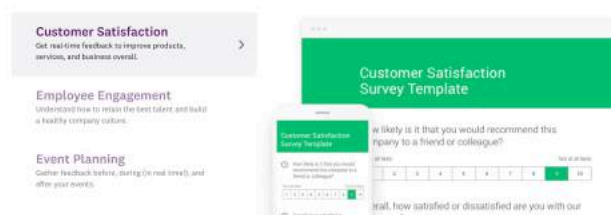


Creating the list, finding prospects

Ask your locals



Create professional surveys tailored to your needs

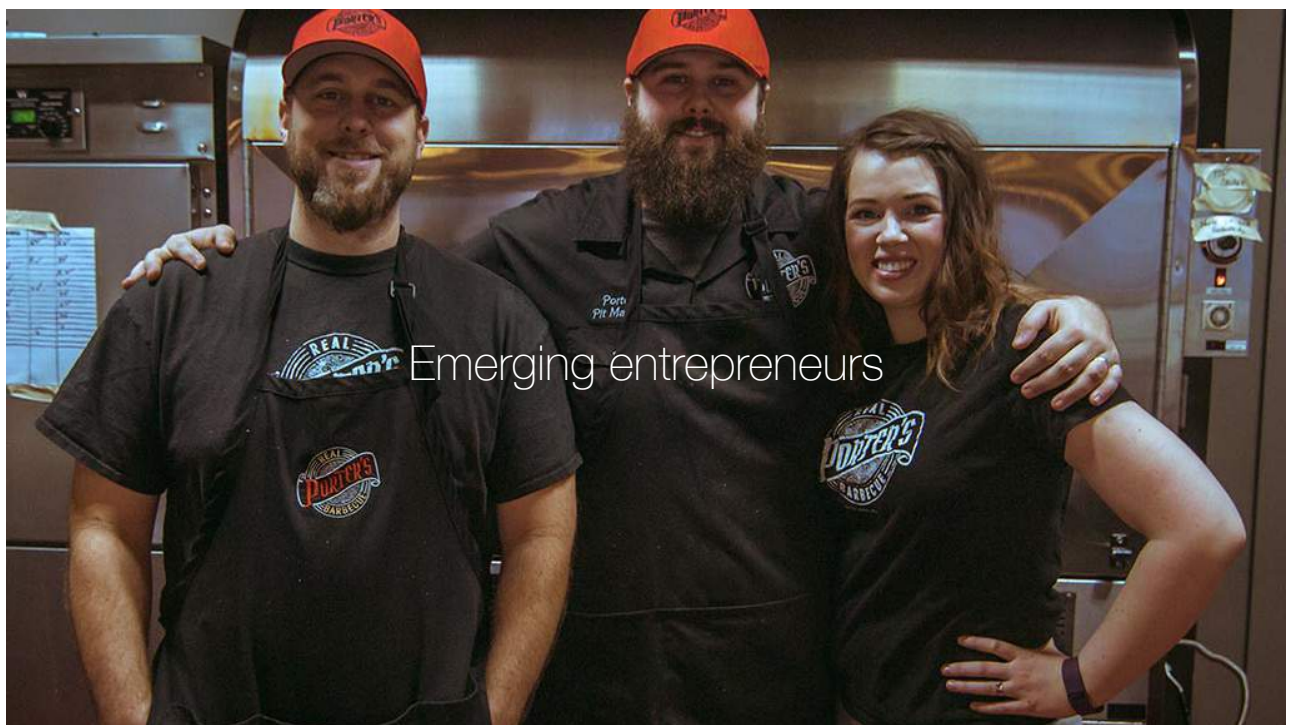


Panguitch

- What kinds of businesses would you like to see in Panguitch? (List up to five)
- How often would you frequent each of them?
- What hours would be most convenient for you?
- What else could be done downtown to get you to spend more time there?
- Where do you go now for most of your shopping, dining and entertainment?
- Any particular places you frequent often when there?

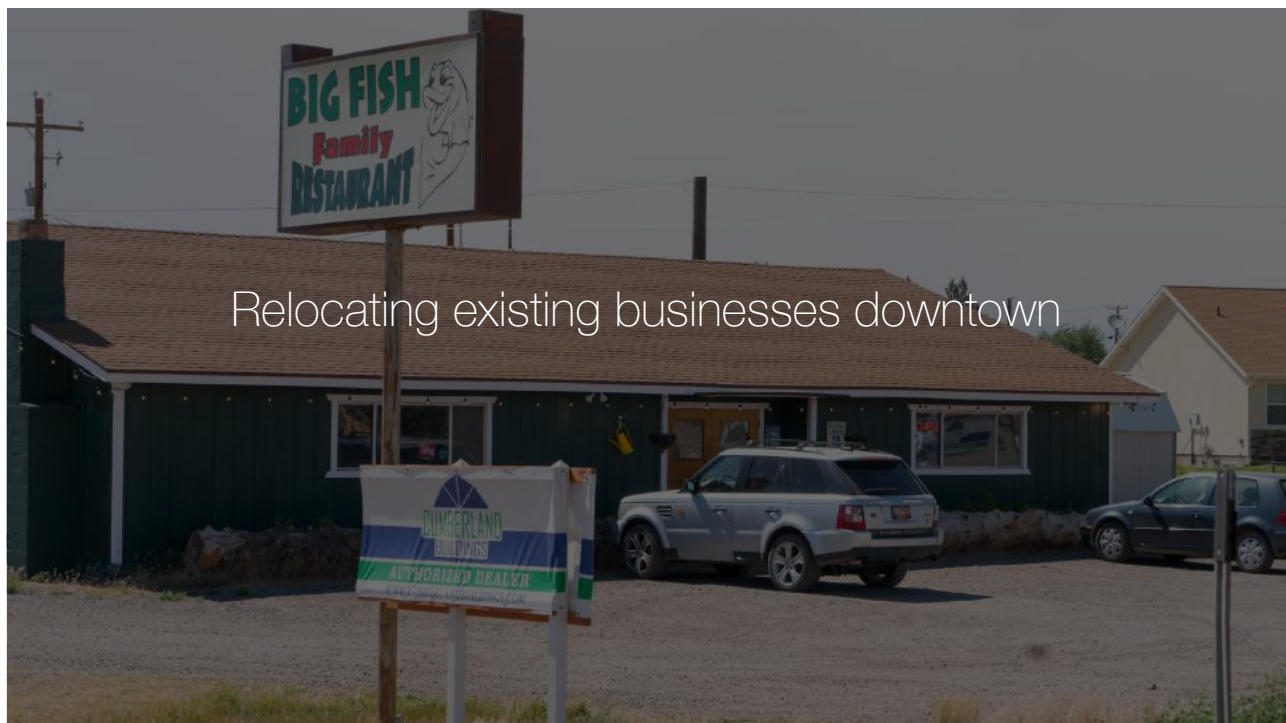


Working with local retail shops & eateries



Emerging entrepreneurs









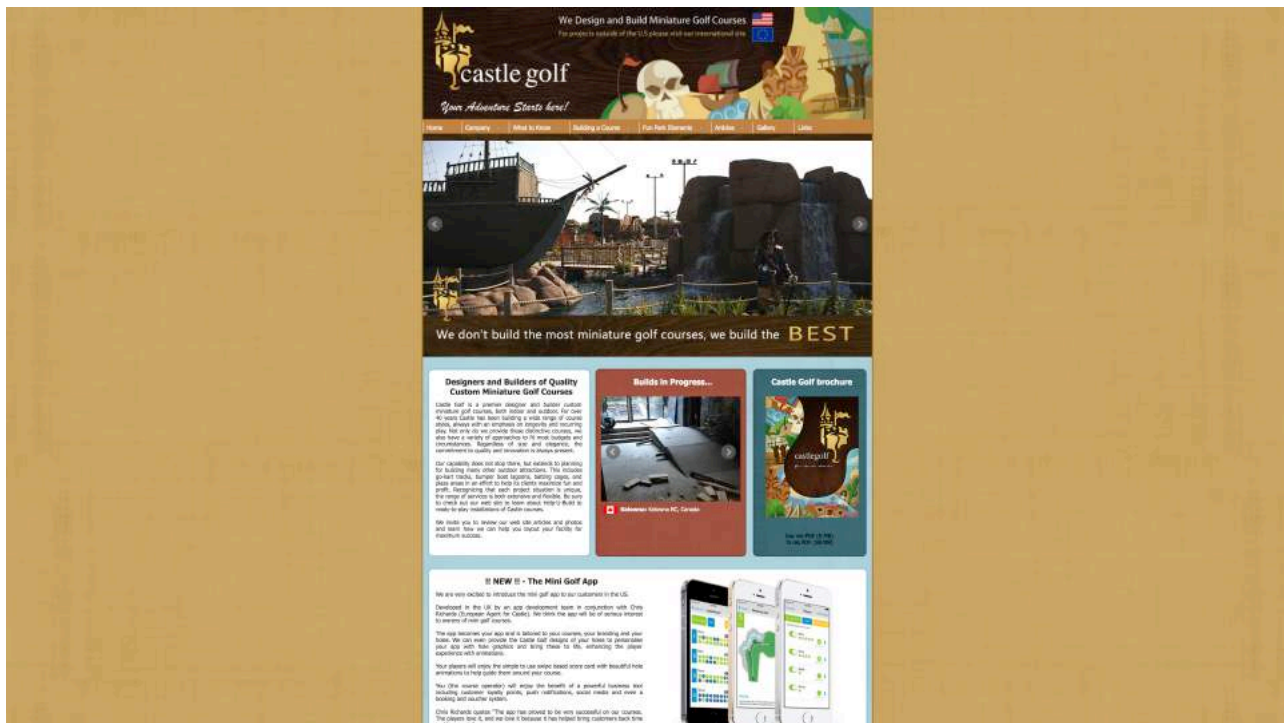
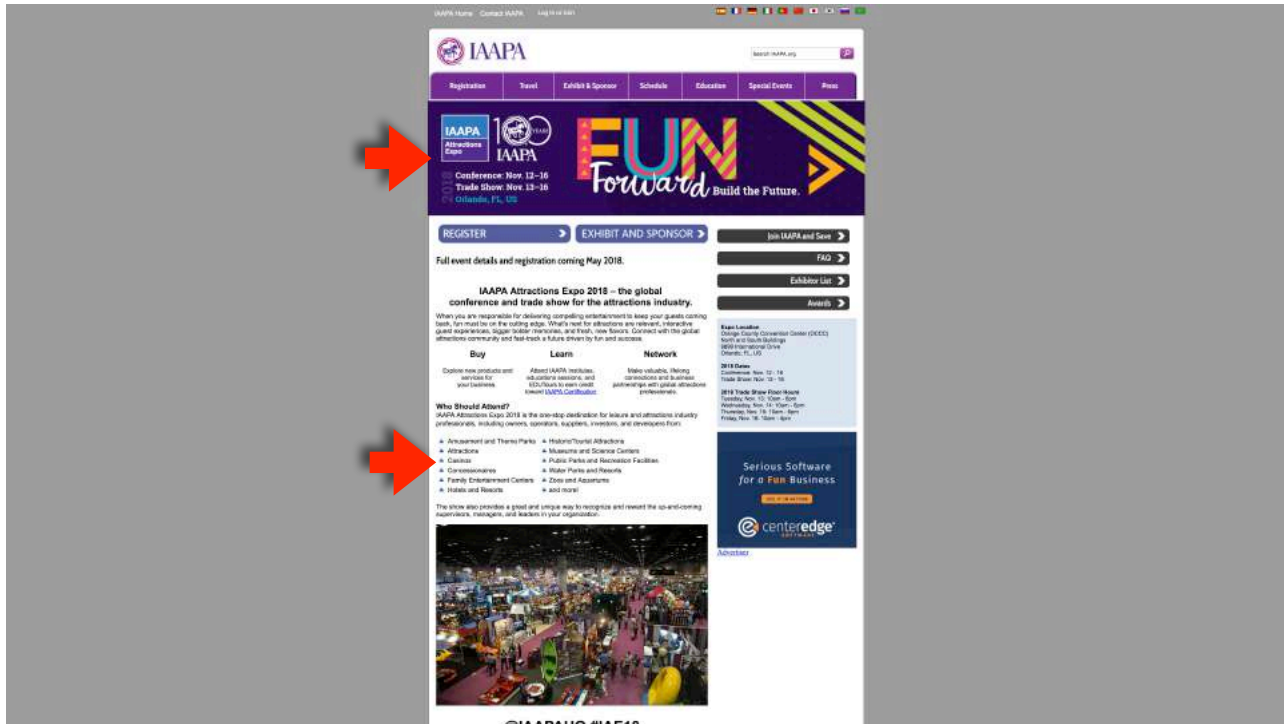
Panguitch

- **Outfitter** (full service with guide services & food)
- **Coffee shop & bakery**
- **Butcher shop** (jerky, cheeses, breads, picnic items)
- Western wear shop with western art, logo gear
- Home accents shop featuring western art
- Mexican restaurant (authentic)
- A breakfast house (big portions, western omelettes, etc.)
- 50s diner (themed)
- An artist co-op | gallery
- Chainsaw carver shop and gallery
- Another mid-priced, sit-down restaurant (themed)
- Visitor info right downtown (with retail, guide services, etc.)
- Real estate office
- A programmed plaza

Forscher German Bakery & Cafe
Orderville, Utah







Pacific Paradise

Ocean Shores, Washington





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By the numbers

36.5k	16k	7.5k	700+	99
ATTENDEES	RETAILERS	COMPANIES	EXHIBITORS	COUNTRIES

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Where Big Things Happen

Witness retail's transformation at NRF 2019.

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Recruiting more recruiters

- American Institute of Architects (AIA)
- Urban planners
- Urban Land Institute (ULI)
- American Specialty Toy Retailing Association
- National Shoe Retailers Association
- National Restaurant Association
- Restaurants Canada
- Outdoor Industry Association
- American Bakers Association | Retail Bakers of America
- National Ice Cream Retailers Association


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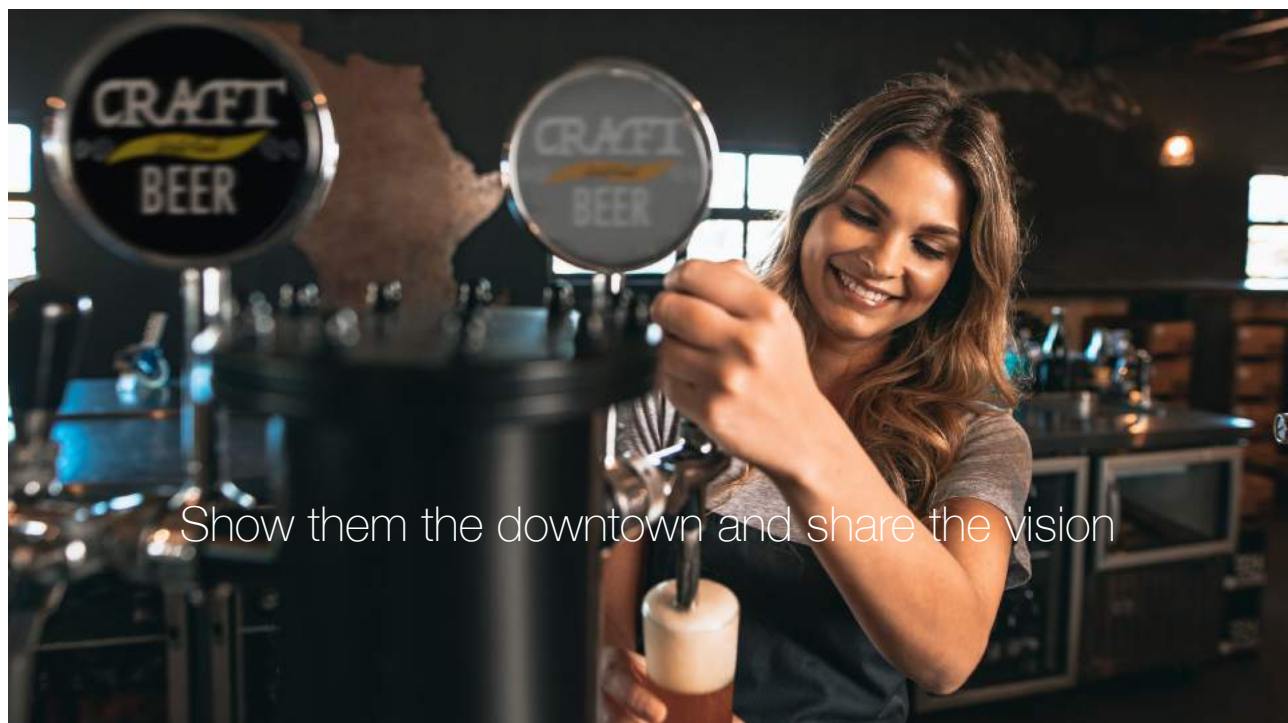
Working with local real estate agents



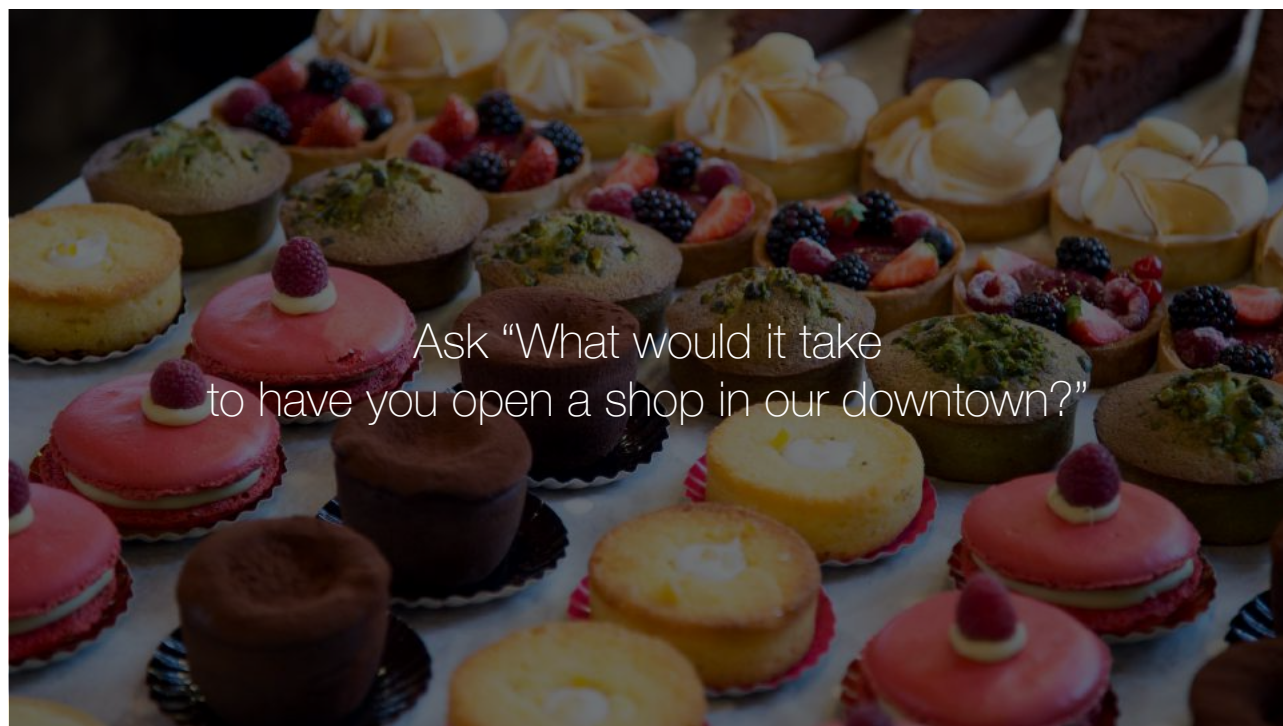
Ocean Shores, Washington

Population: 3,000

Jim Donahoe • Windermere Real Estate • CCIM



Show them the downtown and share the vision





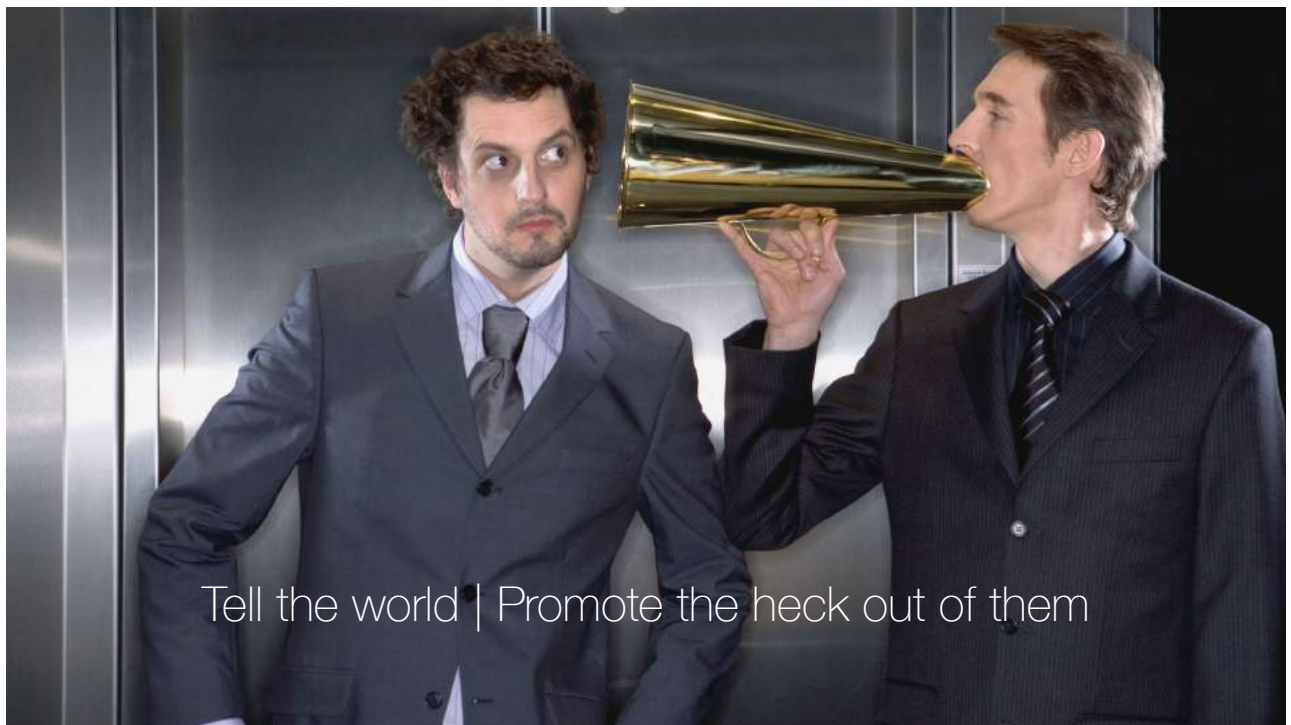
Once they say ok, the work is just beginning

- You are their advocate AND agent
- Be involved with lease | sale agreements
- Local lending, grants, other incentives
- State/provincial business registration (if from out of the area)
- Provide permitting & licensing direction and referrals
- Contractor assistance
- Interior design
- Workforce recruitment
- Marketing

10

Leverage the win





Recruiting Tourism Development Projects

Presented by Roger Brooks





Business Recruitment

This section explains in brief how market analysis data can be used in the various steps of a business recruitment program. Communities can influence business investment decisions by drawing attention to local market characteristics that might otherwise be overlooked. A business recruitment team can identify high potential business sectors, compiling information of interest to business prospects, and marketing to those prospects. The key is to demonstrate that the community is a profitable place to do business.

Market analysis data can be used in the following steps of a business recruitment strategy.

- [Step 1: Form a Business Recruitment Team](#)
- [Step 2: Create a Supportive Business Environment](#)
- [Step 3: Assemble Recruitment and Marketing Materials](#)
- [Step 4: Design an Ideal Tenant Mix](#)
- [Step 5: Identify Prospective Tenants](#)
- [Step 6: Contact Prospective Tenants](#)
- [Step 7: Close Deals with Prospects](#)
- [Step 8: Maximize Your Success](#)

Related Content


The following recruitment strategies pertain to downtown and business districts. These strategies were drawn from valuable resources on the topic:


- [Fill-in-the-Blank Business Recruitment](#) published by the National Main Street Center
- [Making Downtowns & Village Centers More Attractive For Development](#), Vermont Forum on Sprawl, 1998
- Baraboo (WI) Retail Market Analysis including a section on recruitment summarized by Deborah Ernsland of Redevelopment Resources, LLC
- [Downtown Revitalization: Business Recruitment Book](#), DANTH, Inc.

1

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an amazing success!

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