



# **SUMMER LEADERSHIP NETWORK MEETING**

*AUGUST 3, 2017*

# **Promotion & District Economic Vitality**

**Keith Kjelstrom, NMMS Revitalization Scientist in Economic Vitality**

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department

# Economic Vitality Roles

- Economic analysts
- Strategic planners
- Performance monitors
- **Business developers**  
(coaches,  
incubators,  
recruiters)
- Enterprise facilitators
- Civic entrepreneurs



# Business Development Toolbox



- Strategic Planning and Information
- Education, Training
- Business Retention & Strengthening
- Entrepreneur Development
- Financing & Incentives
- Business Recruitment
- Marketing & Promotion
- Real Estate Development

**Profit = Total Revenue – Total Costs**

**Market Equilibrium: Supply = Demand**

**Economic Vitality = Business Sales**

**Sales = Rent + Expenses**

**Expenses = Rent + Wages + Taxes**

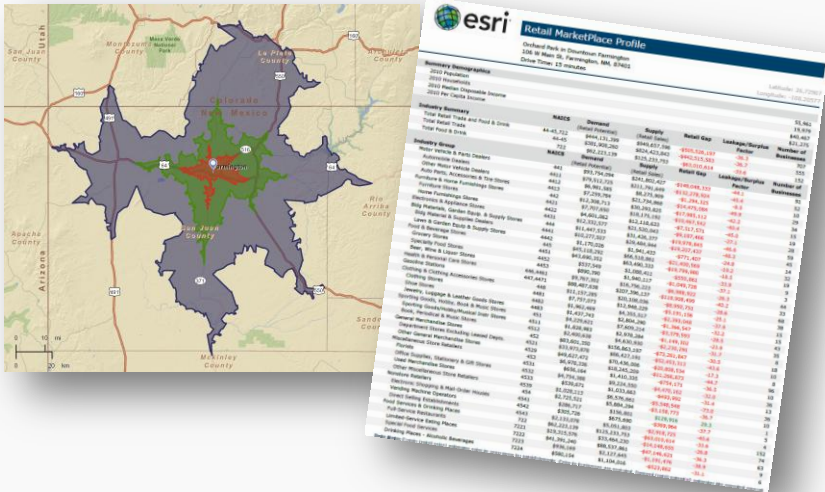
*Promotion =  
The  
Business ↔ Customer  
Relationship*

**= Business Sales = Economic Vitality**

**Economic Vitality = Promotion**



# Understand the Market and Know Assets



Analyze secondary market data

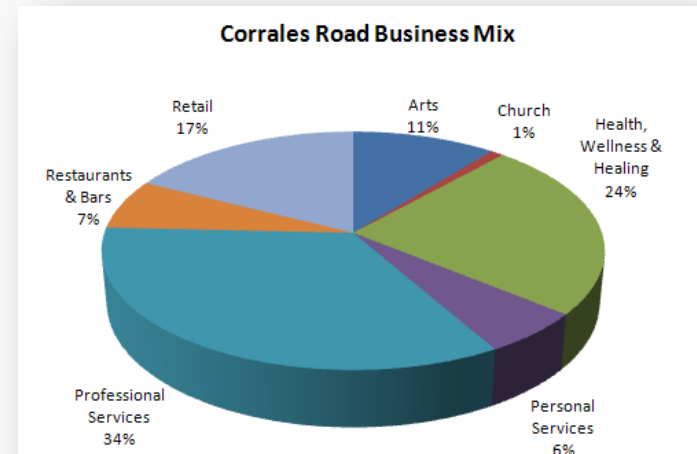


BOBDIVEN.com PHOTO

Analyze primary market data

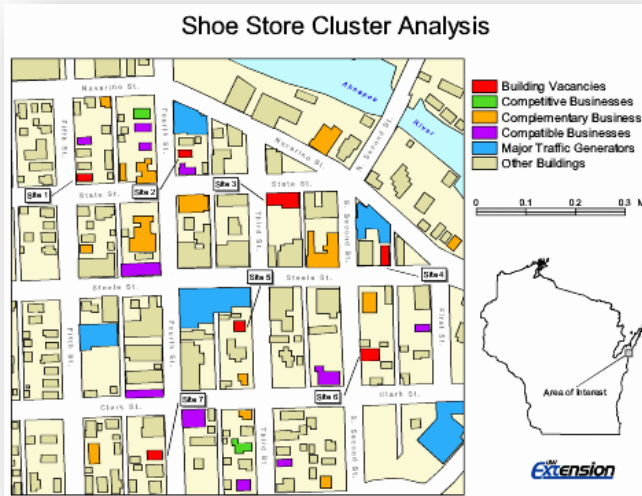


Inventory businesses



Analyze business mix

# Understand the Market and Know Assets



Analyze business clusters



Inventory buildings

ALAMOGORDO MAINSTREET DISTRICT  
Commercial Properties Available for Lease and/or for Sale  
Compiled by Alamogordo MainStreet. To submit real estate information, contact:

Property Type	Address	Size	Owner / Broker	Notes	\$
Retail	819 New York Ave	12,000 sq ft	Mark Rosen	Owner is willing to divide and remodel to suit.	\$175,000 selling price. Retail price \$2,000/month depending on updates.
Retail	823 New York Ave	6,000 sq ft	Jimmy Randall	Owner is willing to do creative financing if necessary.	\$350,000 selling price.
Retail	814 New York Ave	3,000 sq ft	Dennis Commons	Owner is willing to build to suit.	Negotiable

Identify priority vacancies



Analyze the visitor market, attractions



# Retain and Strengthen Existing Businesses



Establish business visitation program



Provide business networking & training opportunities



Provide business coaching services



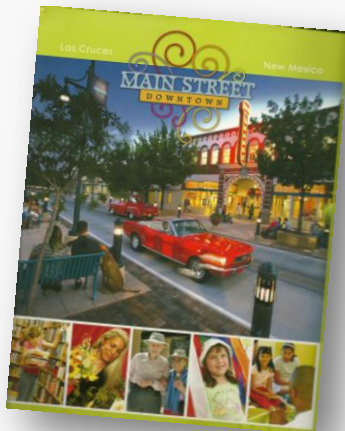
Produce events, promotions & coop advertising



# Recruit New Businesses



Identify market opportunities and declare targets



Assemble a business development packet

**Las Vegas Trade Area Demographics by Decade (Estimated Population)**

Year	Population	% Change	Population
1990	1,120,000	-	1,120,000
2000	1,280,000	14.3%	1,280,000
2010	1,450,000	13.3%	1,450,000
2020	1,650,000	13.8%	1,650,000

Publish a market profile sheet

**WE SEEK Creative Entrepreneurs WHO WANT TO JOIN OUR THRIVING BUSINESS DISTRICT.**

- 100 MainStreet district businesses
- 1,200 employees in district with \$38 million in wages
- 16,500 average daily vehicle traffic
- Regional commercial & civic core for Eddy County
- Vibrant mix of public and private professional offices, service establishments, financial institutions, retail stores, restaurants & more
- Great historic buildings & hometown ambience
- Farmers' Market, Museum & Art Center, and Halagueno Arts Park

Sales analyses show promising market opportunities for additional businesses in clothing & accessories, eating & drinking establishments and specialty retail.

**Within a 30 minute drive of downtown:**  
 Population: 35,128  
 Total Annual Retail & Restaurant Demand: \$264 Million  
 Median Age: 38.7 Years  
 Median Household Income: \$39,412  
 Source: ESRI, 2011

Publish a BD rack card

**Recent Public & Private Investment**

- Benches, flower barrels, bike racks, street signs, information kiosk, banners and holiday decorations throughout downtown district (\$50,000)
- Major streetscape improvements on Canal Street, including landscaping, bike racks and trash cans (\$16 million)
- Halagueno Arts Park improvements and additional public art (\$242,000)
- Rehabilitation of historic buildings for use as fine-dining restaurants, an award-winning boutique hotel and a private auto museum
- Interior and exterior improvements to retail and service-based business properties

**Services for Businesses**

- Business location search assistance
- Market data and help with marketing strategies
- Linkage to lenders and financing programs
- Façade improvement grants
- Community and retail events
- Business networking forums

**Business Development Partners**

- Chamber of Commerce, [www.carlsbadchamber.com](http://www.carlsbadchamber.com)
- Carlsbad Department of Development, [www.developcarlsbad.org](http://www.developcarlsbad.org)
- Small Business Development Center, [www.smbdc.org/carlsbad](http://www.smbdc.org/carlsbad)

**Carlsbad MainStreet**  
 975.628.3768 • 124 N. Canyon St., Carlsbad, NM 88220  
[carlsbadmainstreet@gmail.com](mailto:carlsbadmainstreet@gmail.com)  
[www.carlsbadmainstreet.com](http://www.carlsbadmainstreet.com)  
[Facebook.com/CarlsbadMainStreet](https://www.facebook.com/CarlsbadMainStreet)

# Recruit New Businesses

**El Cajon**  
Community Development Corporation

**Downtown Real Estate Hot Sheet**  
Commercial Properties Available for Lease and/or for Sale for October 2010  
Online version at [www.downtownelcajon.com](http://www.downtownelcajon.com)

Grants are available for property owners and businesses owners to assist with business recruitments efforts.  
To learn more and/or to submit real estate information contact Erica at (619) 401-8858 or [Erica@downtownelcajon.com](mailto:Erica@downtownelcajon.com)

Property Type	Address	Size (in square feet)	Owner / Broker	Notes	Price
<b>Commercial Properties For Lease</b>					
Retail / Office	248 Avocado	450 sq ft	Chris Kugler (619) 596-1890 ckugler@cpcommercialproperties.com	<ul style="list-style-type: none"> <li>Park Like Setting</li> <li>Good Parking Available</li> <li>Separate Restroom</li> </ul>	\$600 / mo
Office / Retail	306 Ballantyne	400 sq ft	Ronnie Totah (619) 335-3116 ronnietotah@gmail.com	<ul style="list-style-type: none"> <li>Great Location</li> <li>Great Visibility</li> <li>Great Traffic</li> </ul>	\$1,200 / mo
Office / Retail	308 Ballantyne	600 sq ft	Ronnie Totah (619) 335-3116 ronnietotah@gmail.com	<ul style="list-style-type: none"> <li>Great Location</li> <li>Great Visibility</li> <li>Great Traffic</li> </ul>	\$1,500 / mo
Professional Offices	250 E Douglas	1,100 sq ft upstairs office 2,200 sq ft downstairs office	David Bassham (858) 676-3314	<ul style="list-style-type: none"> <li>2 professional offices available now</li> <li>Downstairs and Upstairs</li> <li>Parking in front – covered parking in rear</li> </ul>	\$1.00 per sq ft plus utilities
Executive Suites	270 E Douglas	Various	Lee March (619) 401-4000 lee@thelearningsource.net	<ul style="list-style-type: none"> <li>Part-time Office</li> <li>Reception</li> <li>DSL and Voicemail</li> </ul>	Full-time offices Conference Room Copier, Fax and More \$175 - \$625 / mo
Office	471 W Douglas	296 sq ft	Vikki L. Pender (619) 223-2244 x 100 vikki@ppgre.com	<ul style="list-style-type: none"> <li>Utilities Included</li> <li>Gated Property</li> <li>Available now</li> </ul>	Assigned Parking Private Bathroom \$295 / mo 1 year or 6 month lease
Professional Suite	321-329 W Lexington	930 sq ft	Thomas Dechant & Brian Jenkins (619) 442 – 9200 tdechant@cpcommercial.com	<ul style="list-style-type: none"> <li>Recently Renovated</li> <li>Desirable Ground Floor</li> <li>Excellent Location</li> </ul>	Ample Parking Private restroom Common area patio \$1,050 / mo gross negotiable
Office Suite	360 W Lexington	1,000 sq ft	Sal Silva (619) 873-6048 silvacapnc@aol.com	<ul style="list-style-type: none"> <li>New Building</li> <li>Next to Post Office</li> <li>2 Months Free Rent</li> </ul>	\$1,500 / month gross
Professional Office	275 W Madison	900 sq ft	Mick Toller (619) 596-1880 mtoller@cpcommercialproperties.com	<ul style="list-style-type: none"> <li>Central Location</li> <li>Interior Improvements</li> <li>Exterior Improvements</li> </ul>	4 Private Offices Alarm System Monument Signage \$1.35 per sq ft plus utilities
Restaurant	190 N Magnolia	2,200 sq ft	Brian Jinings (619) 237-1409 x 1409 bjinings@oreb.com	<ul style="list-style-type: none"> <li>Ample Parking</li> <li>Great Visibility</li> <li>Move-in Incentives</li> </ul>	Great Parking Term Negotiable \$1.25 per sq ft

To find information about each property visit El Cajon CDC's geographic information system (GIS) Database at: [http://www.downtownelcajon.com/interactive\\_parcel\\_map.shtml](http://www.downtownelcajon.com/interactive_parcel_map.shtml)



Maintain an available properties listing

Market vacancies through the windows

# Prepare Property Profile Sheets

## NWC & SWC 16TH STREET & O STREET SACRAMENTO :: CALIFORNIA



### FOR MORE INFORMATION PLEASE CONTACT:

**Chris Campbell**  
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www.cbre.com/  
crcproperties

FOR LEASE  
Retail 24/7  
**CBRE**

## NWC & SWC 16TH STREET & O STREET SACRAMENTO :: CALIFORNIA

Retail 24/7.

### AVAILABILITY

- ±5,630 SF restaurant space available, can be demised

### FEATURES

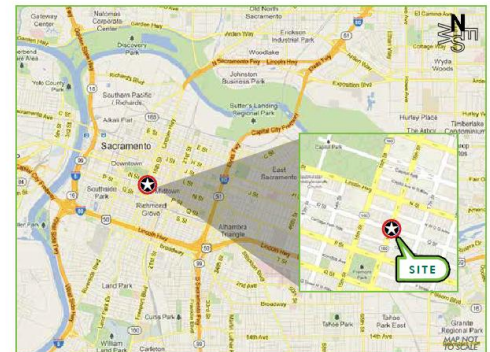
- New construction located at the gateway to Midtown Sacramento
- Mixed use project with 84 apartment units and ground floor retail
- Spaces are divisible
- Upscale Spanish architectural design
- Strong daytime demographic populations within walking distance of the site
- Surrounded by ±1,495,105 SF of State office space and it's almost 5,000 employees

### SURROUNDING TRAFFIC GENERATORS

Sutter Medical Campus, Sutter's Fort, the State Capitol, CalTrans Offices and the Convention Center

### 2012 ESTIMATED DEMOGRAPHICS

	1.5 miles	3 miles	5 miles
Population	41,525	129,401	339,493
Avg. Household Income	\$47,081	\$57,101	\$55,335
Avg. Daytime Population	91,219	144,230	257,822



### TRAFFIC COUNTS (March 2010)

16th Street at O Street 14,175 ADT

Source: City of Sacramento



# Add Business Development Features to Website



HOME

ABOUT

ACCOMPLISHMENTS

ATTRACTIONS

MERCHANTS

EVENTS

AVAILABLE PROPERTIES

## Welcome to Downtown Artesia



Artesia MainStreet invites you to explore the great things our downtown district has to offer! From monumental bronze statues that celebrate our unique history, to shopping and dining, downtown Artesia is a cornerstone of activity in this Southeastern New Mexico community.

[Tour](#) Artesia from your computer! Then, come join us to [shop](#) and enjoy our [attractions](#) and [events](#)! [Contact us](#) for more information.



### Artesia Walking Tour

Go ahead and take a virtual tour of Artesia, NM.



### Works in Progress

Go ahead and take a virtual tour of Artesia, NM.



### Downtown Merchants

Go ahead and take a virtual tour of Artesia, NM.

## What's Happening



### Baish Veterans Park

We are looking for contributions in support of this project. The design is almost complete and groundbreaking is planned for this fall. We need your help now! If you are interested in donating towards this exciting, worth-while and attractive improvement to Veterans Park please contact us.

[Read More »](#)



### Light Up Artesia Vendors

The holidays are just around the corner, and we are getting ready for Light Up Artesia. If you are interested in being a vendor, please [download the application](#) and return it to Artesia Mainstreet.

[Download Vendor App»](#)





SUPPLY



DEMAND

Market Opportunities







priorities  
different  
based  
Envisions  
strengths  
implementation  
Accurately  
Actions  
seeks  
budgets  
identification  
plan  
effectively  
Essence  
clients  
patronize  
positively  
economy  
ProblemCs  
Provide



goods  
target  
efforts  
Internal  
administrative  
attractions  
detailed  
responsible  
operating  
achieving  
efficiently  
eventually  
credible  
expand  
differentiation  
four  
benefits

***Market Position Statement***

***Market Vision Statement***



***Clarity***  
***Focus***  
***Priorities***  
***Intentional***  
***Disciplined***

***Common language for  
strategically leading the  
organization***



Leadership Network Meeting, Los Alamos, August 2017



### Market Position Statement

- Accurately, but also positively, conveys your MainStreet district's current position in the marketplace. (How is your district differentiated from other places the customer can patronize? What is the product mix? What niches does the district serve? Who are the target customers? What is the environment like?)

### Brand Essence Statement

- Describes the personality and promise of the district as a destination. Identifies the district's tangible and intangible qualities, products and benefits that are credible, deliverable and unique.

### Market Positioning

- All of the actions you take to stabilize and protect your current market position, and to strengthen, expand, diversify, and reposition the district economy to eventually achieve your market vision.

### Organization's Mission Statement

- Expresses the focus problem(s) that the organization exists to solve, explains the purpose of the organization (why it exists / the outcomes and results it seeks to achieve), and describes the business the organization is in (its primary services and activities). States who the organization is, what the organization does, and why the organization does it.

### Economic Transformation Strategies and Four Point Actions

- A comprehensive plan of action to achieve specific economic results that transform the community to a desired state. Provide a clear sense of priorities and direction for revitalization efforts. Reflect the broader community's vision, needs and wants. Are based on an understanding of the district's economic performance and opportunities. Include activities in each of the four MainStreet points that the organization will conduct to carry out the strategy; identification of outcomes; and detailed tasks, responsible parties, budgets, and timelines set forth in annual action plans and project implementation plans.

### District Vision Statement

- Often articulated in district master plans and MRA plans. Expresses the community's hopes and aspirations for strengthening the district physically, economically, socially, and civically. Portrays an inspiring conception of the district's future.

### Market Vision Statement

- Describes the district's desired future state in economic terms -- attractions, market niches, economic strengths and differentiation in relation to other locations, customer groups, goods and services, jobs, real estate utilization, and sales and tax revenue performance.

### Organization's Vision Statement

- External Vision: Describes how the world/community/district would be improved, changed, or different if your organization were successful in achieving its purpose.
- Internal Vision: Envisions what the organization will look like (programmatic and administrative qualities) when it is operating effectively and efficiently to provide services and products that meet the needs of clients and customers, and fully supporting the achievement of its external vision.

## POSITION

WHERE YOU  
ARE NOW

- Market Position Statement
- Brand Essence Statement

## *POSITIONING*

ACTIONS TO TAKE YOU TO  
ANOTHER POSITION

- Market Positioning
- Organization's Mission Statement
- Economic Transformation Strategies and 4-Point Actions

## VISION

THE POSITION  
WHERE YOU WANT  
TO END UP

- District Vision Statement
- Market Vision Statement
- Org's Vision Statement

# Market Position



**PACIFICBEACH.ORG**



MISSION: TO REVITALIZE AND PROMOTE THE PACIFIC BEACH COMMUNITY PHYSICALLY AND ECONOMICALLY

Home | Visitor Information | History of PB | Business Association | PB Business Directory

Nestled between the ocean and Mission Bay, Pacific Beach business district offers a wide array of products and business services in an atmosphere of west coast casual. Pacific Beach boasts 1,200 businesses from which to choose; over 150 restaurants, 20 hotels/motels, 11 banks, 5 grocery stores and 4 car dealerships.



Pacific Beach, it's all right here... California cuisine, wheel alignments and spine adjustments all in one convenient stop.

## Feature

Beach Area Community Court gets started [Click Here](#) to get involved

## Upcoming Events

Pacific Beach is an event in itself; ocean, boardwalk, parks. In addition, Discover Pacific

## Visitor Information

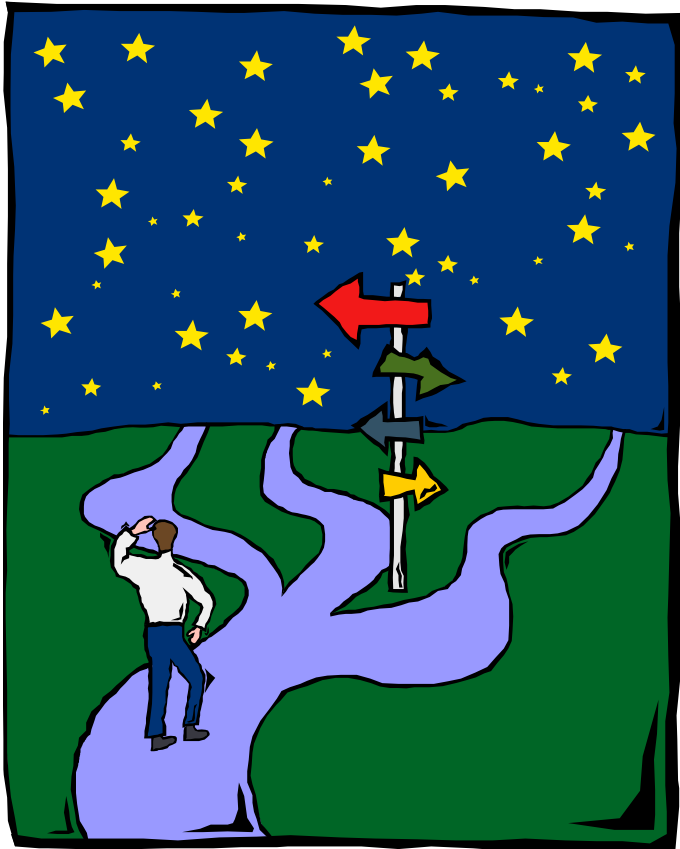
26 million people can't be wrong. That's how many visitors came to San Diego last

## PB Business Directory

There's not much you won't find in Pacific Beach business district...except maybe boring.



# Market Vision Statement



- Opportunities
- Need to make a conscious decision about market vision
- Dialogue with data
- *Main Street Los Equis envisions fully capitalizing on our unique historic and cultural assets to develop an extended array of residential, retail, dining, hospitality and entertainment choices that will attract an expanded base of devoted customers from the region and visitors from around the state, the nation and the globe.*

*Main Street Los Equis envisions fully capitalizing on our unique historic and cultural assets to develop an extended array of residential, retail, dining, hospitality and entertainment choices that will attract an expanded base of devoted customers from the region and visitors from around the state, the nation and the globe.*

 **Exercise:**

***Draft a market position statement  
and  
a market vision statement.***





**Engage People,  
Rebuild Places,  
Revitalize Economies**

**Thank You!**



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