The Resurgence of Downtowns
The ten keys to energizing your downtown

with
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New Mexico Main Street 2020
“The way it used to be” is no longer an option

Handout: bit.ly/NMMS-Winter
Jobs are going where the talent is...
Community development is leading economic & tourism development.

Welcome to the age of PlaceMaking.

Handout: bit.ly/NMMS-Winter
Focus of elected officials: quality of life.

Your mission
To become the most desirable place to live in the Southwest - or in New Mexico
We are in the age of economic gardening
The ten ingredients to sowing the seeds of prosperity

1. Take the lead in assembling the Destination [OurTown] Team
Engage your millennials

Handout: bit.ly/NMMS-Winter
Millennials (born between 1981 and 1996)

The best educated
Diverse

Dakota Young
Mayor of New Princeton, KY
First elected at 24

Aja Brown
Mayor of Compton, CA
First elected at 30

Pete Buttigieg
Mayor of South Bend, IN
First elected at 29

Civically-minded.
Engage and activate your Millennials

Erwin, Tennessee
Population: 6,000
• 2015: Lost a major employer
• Mayor asked millennials: Why aren’t you living here?
• Started with 5 to 6 in the working group
• It’s now 40

They bring ideas to get it approved, then are turned loose
- Elephant Revival Festival
- Weekly farmers market
- Restaurants can now sell liquor
- Updated zoning: Upper level residential
- Condos in former dilapidated buildings
- Nine new businesses have opened
- President of the millennial group - Communications Director
- Microbrewery opened
- Developers are coming
- Festivals are a big draw
- More visibility for the town, more local pride
All three generations are reshaping American cities.
Welcome to the global economy
Arts councils
Historical societies
Local foundations

Education
Chamber
Tourism
Downtown
Auxiliary organizations
Economic development
Community development
Municipality
You are far more powerful as one loud voice as opposed to separate small voices.
Create the Destination [OurTown] Team

- Local Destination Marketing Organization
- Economic development
- Arts council
- Local foundation
- Educational institutions
- Chamber of commerce
- Downtown
- Planning Department
- Mayor or council representative
- City Manager | Administrator
- Parks Department
- Young professionals
- Major employer (private sector)
Destination Rapid City

Destination Rapid City was founded in April 2004 as a result of two important tasks that were essential to Rapid City: both enabling to strengthen Downtown as a critical element of the greater community fabric. Managed by a volunteer board of directors and paid staff, Destination Rapid City works to attract people Downtown through events, creating visual improvements such asower and signage, providing a venue for Downtown and building a sense of community in the heart of our city.

Through partnerships with such organizations as the Rapid City Chamber of Commerce, Visit Rapid City, Rapid City, and the Rapid City Downtown Business Group, Destination Rapid City works to enhance and revitalize Downtown Rapid City through implementing streetscape and facade, expanding the business and pedestrian presence, promoting events and other programs, and creating a gathering place for the community.

Destination Rapid City was the leading organization to initiate the implementation of a Downtown Improvement District and the construction of Main Street. Today, Downtown is a vibrant and community-driven center.

Destination Rapid City is funded through business and individual donations, and event and program resources.

FEATURED SPONSOR

Dacotah Bank

Here for you.
The Economic Development Express

Before...

Your Town

Tourism Marketing

Community Development

Chamber of Commerce

Economic Development

After...

Your Town

Tourism Marketing

Community Development

Chamber of Commerce

Economic Development

The Economic Development Express
YOU WANT DOERS NOT DIRECTORS:
Crafting the Perfect Organizational Board
Presented by Roger Brooks

DestinationDevelopment.org
Resource Center: Video Library

The Destination [YourTown] priority list

Find your Unique Selling Proposition
We have the world at our fingertips in seconds
Location is ALWAYS second to the “primary draw” - that one thing that puts you on the map.

To win you must quit marketing geography first.
What sets you apart from the other 101?

The burning question

What do we have that the people we are hoping to attract can’t get or do closer to home?
Two choices
Different or clearly better*

*Only by third-party endorsement
What sets you apart from everyone else?

Handout: bit.ly/NMMS-Winter
THE 7 PHASES OF A PUBLIC PROJECT

1. Enthusiasm
2. Planning
3. Disillusionment
4. Fear & panic
5. Search for the guilty
6. Punishment of the innocent
7. Praise and honors for the non-participants.

Develop an Action Plan
DestinationDevelopment.org

**Branding Development & Marketing Action Plan**

- What is it you want to be known for?
- What you need to do to own it
- How to tell the world
- The to-do list
Handouts: Only if it pushes the brand forward
Sell your local leaders on why downtown should be the top priority
• MoneySense.ca Best Places to Live in Canada
• Great Canadian Van Lines: Best places for families
• Wallet Hub
• Niche.com
• Livability.com
• Money Magazine
• USA Today
• Forbes

WHAT PEOPLE WANT
Those in their 20s, 30s, and 40s
1. Safety (particularly for kids)

2. Good educational system & child care
An engaged community: sense of belonging (downtown)

4 Cultural depth: visual/performing arts | education | food
Life after 6:00 pm (downtown)

Top-notch recreation (surpassing other areas)
7 Health (particularly for kids)

8 Transportation: Transit | bike lanes | ride share | schools
Affordability & quality

Starter homes | move-ups | nice neighborhoods | downsizing
Secure jobs or specific entrepreneurial opportunities

shift
Downtown is the litmus test.

Downtowns: Your best recruitment tool.
Downtowns create a sense of community. Your “Third Place.”
Downtowns & tourism reduce the tax burden
The good news: This is an investment, not an expense

Governor Doug Burgum

Main Street is at the top of the state’s Five Strategic Initiatives
Downtowns are about placemaking

WHAT THE HECK IS PLACEMAKING?
**Placemaking**

is a multi-faceted approach to the planning, design, programming and management of public spaces. It capitalizes on a local community’s assets, inspiration, and talent, that will result in bringing people together, and will promote health, happiness, and well-being.

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PlaceMaking ingredients
• Public gathering areas | wide sidewalks | plazas | year round public markets
• Programming: seating areas | things to do: activities
• Shops | eateries | sidewalk cafes
• Extensive beautification | street trees | planters
• Cultural depth: street vendors | musicians | artisans
• It's about people | pedestrian-friendly | safe | well lit
• Life after 6:00

Downtowns are about people, not cars
Priority: A pedestrian-friendly experience
Only 70% of Millennials have a drivers license. Age: 24

We are moving to the European standard.
Downtown is about Etsy - not Macy's
The butcher
The baker
The candle maker

shift
Boomers are moving into downtowns

Coming your way
Downtowns are about life after 6:00
Having kids in their late 30s & early 40s
72%: Both parents work.

Convenience rules the day.
Average time for dinner: **7:00 to 7:30**

70% of all retail spending: **After 6:00**
Are you open?

DestinationDevelopment.org
Resource Library
Product development
Your downtown is your community living room

#1 Priority: Decompressing
In essence placemaking is:
Improving the quality of life for your citizens by creating a community “living room” - where the locals can hang out 250+ days a year.

Think of downtown as your “Community Living Room”.
tailgate party at home

kids playing in the back yard
All of these should be a focus in your downtown

Old Strathcona
Life of the Edmonton Party!
Ask your neighbors, friends, acquaintances:
“What kind of activities would get you to go downtown at least once a month?”
Perhaps a **pop-up park** or a **pop-up plaza**

Nelson, British Columbia
The key ingredient: programming
What comes first? People downtown on a consistent basis: 250+ days a year.

Studies show... For retail to be sustainable, they need customers 250 days a year - minimum.

For downtowns: Bringing people downtown will put customers in front of their stores. Then it’s up to the retailer to pull them in the door.

The trick: Not to compete WITH your retailers!
“People downtown on a consistent basis”

- One percent of your population downtown on any given night.
- Concentrate on Friday & Saturday nights for one year.
  - Then add Thursday
  - Then add Sunday afternoon (noon to about 6:00)
  - Then add Wednesday
  - Then Tuesday
Main Street Square
Rapid City, South Dakota
Central Park Plaza
Valparaiso, Indiana

Indian Creek Plaza
Caldwell, Idaho
Downtown is tourism’s best friend
Tourism is the front door to your non-tourism efforts.

- Site selectors
- Venture capital firms
- Commercial real estate brokers/agents
- Investors | Banking institutions
- Real Estate Investment Trusts
- Small business owners
- Entrepreneurs
People come, spend money, then head home.

#1: Shopping, dining & entertainment in a pedestrian-friendly intimate setting
80% of non-lodging spending
If you don’t hang out in your downtown, neither will visitors. They go where you go.

Women account for 80% of consumer spending
not a shift
Think benches
Always at the facade, facing the street

Priorities: safe, well lit, full of life, and people
There is **NOTHING** you can invest in (besides schools) that will create a faster or better return on investment than your downtown.
Some of the best words of wisdom can be found downtowns
IF YOU HAVE TO CHOOSE BETWEEN DRINKING WINE EVERY DAY OR BEING SKINNY WHICH WOULD YOU CHOOSE? RED OR WHITE?

ALCOHOL MAY NOT SOLVE YOUR PROBLEMS. BUT NEITHER WILL WATER OR MILK.
Don’t Forget to Buy a Bottle For Mom

Mother’s Day
Sunday 5/13

Remember, you’re the reason she DRINKS!

CARROTS MIGHT BE GOOD FOR YOUR EYES, BUT BOOZE WILL DOUBLE YOUR VISION.
No we do not have Wi-Fi. Talk to each other!

Skinny people are easy to kidnap. Stay safe. Eat lots here.
NO SENIOR CITIZEN DISCOUNTS
YOU HAVE HAD TWICE AS LONG TO GET THE MONEY

Pilates?
I thought you said pie and lattes
PUSH
If That Doesn’t Work
PULL
If That Doesn’t Work
We Must Be Closed.

MEN
to the left
because
WOMEN
are always right!
The heart and soul of any community, besides its people, is its downtown.
Here’s to the extraordinarily bright future of your downtown development efforts!

Handout: bit.ly/NMMS-Winter

Here’s to you energizing your downtown!

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