



HOUSEKEEPING

 @Roger_Brooks

Handout:
bit.ly/NMMS-Winter
(case sensitive)

demographics

governance

tourism

economic development

Handout: bit.ly/NMMS-Winter



"The way it used to be" is no longer an option

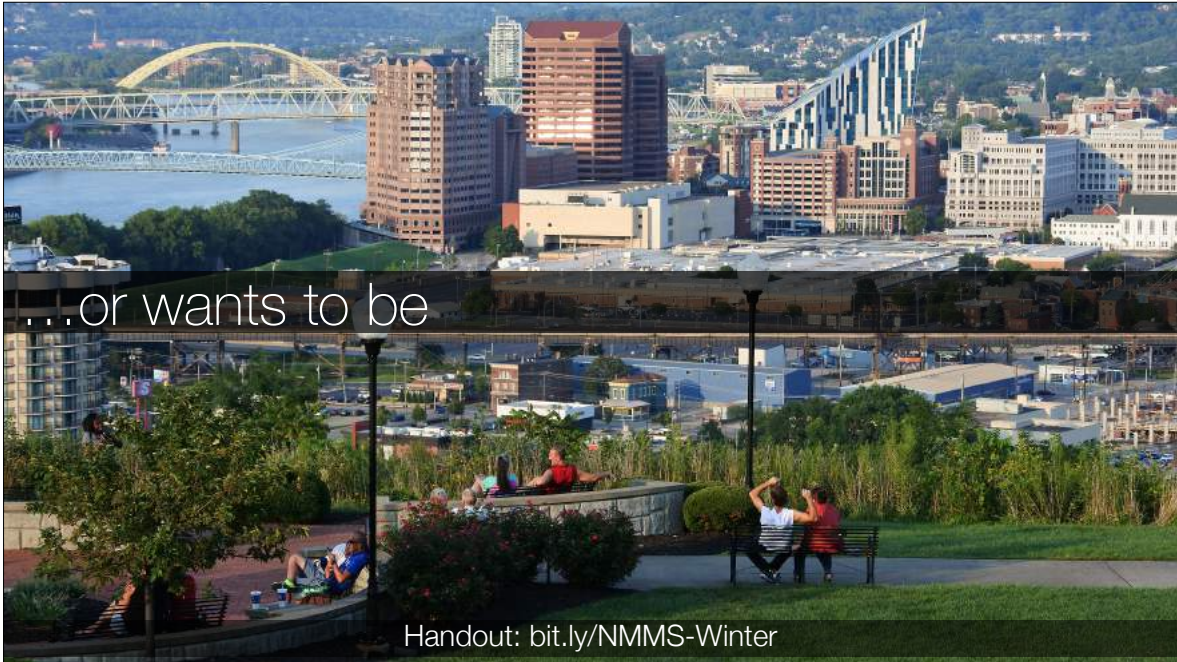
Handout: bit.ly/NMMS-Winter

shift
happens

shift

Handout: bit.ly/NMMS-Winter





...or wants to be

Handout: bit.ly/NMMS-Winter



The new reality

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

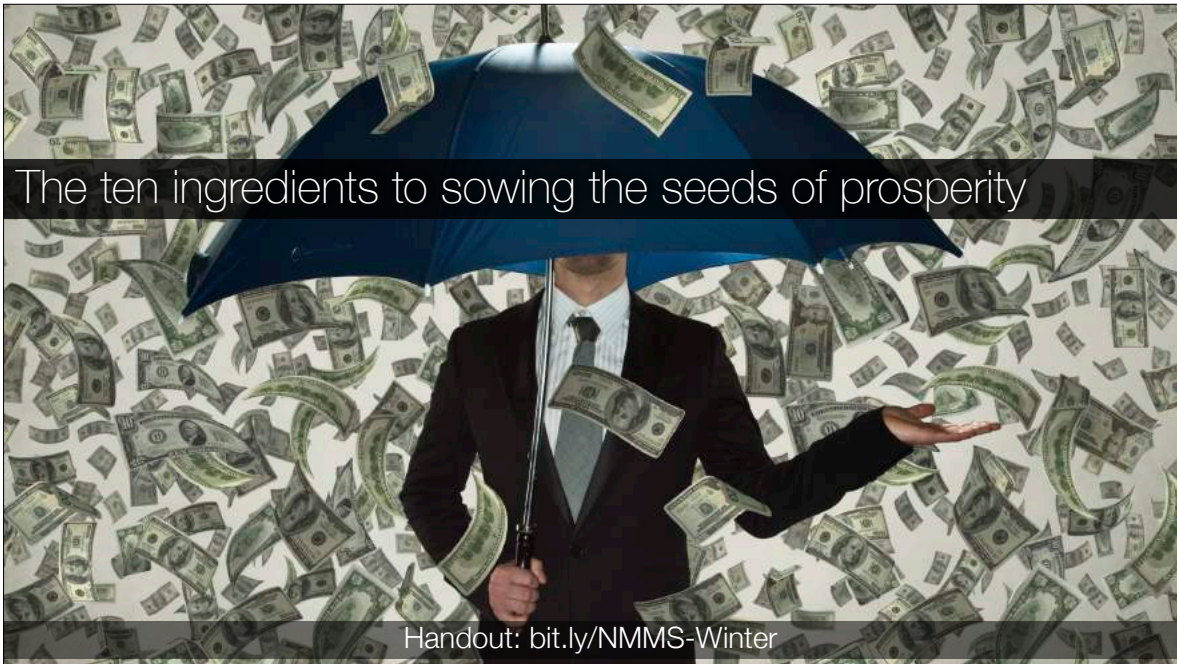
shift

Handout: bit.ly/NMMS-Winter



We are in the age of economic gardening

Handout: bit.ly/NMMS-Winter



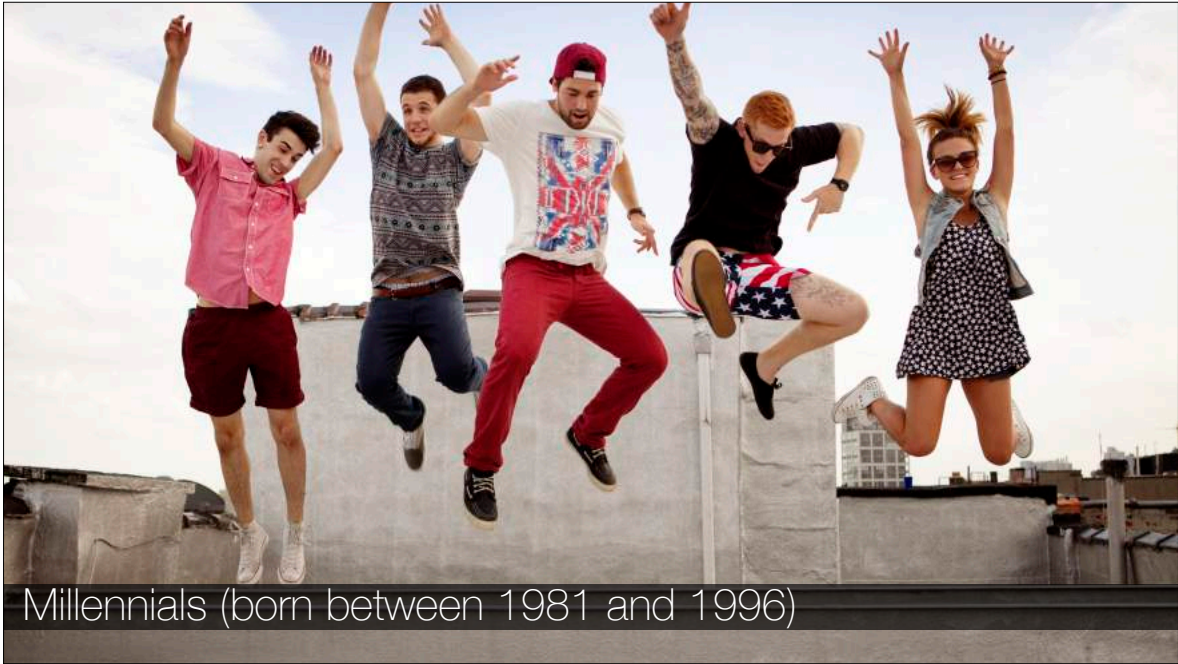
Take the lead in assembling the
Destination [OurTown] Team



Engage your millennials

shift

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

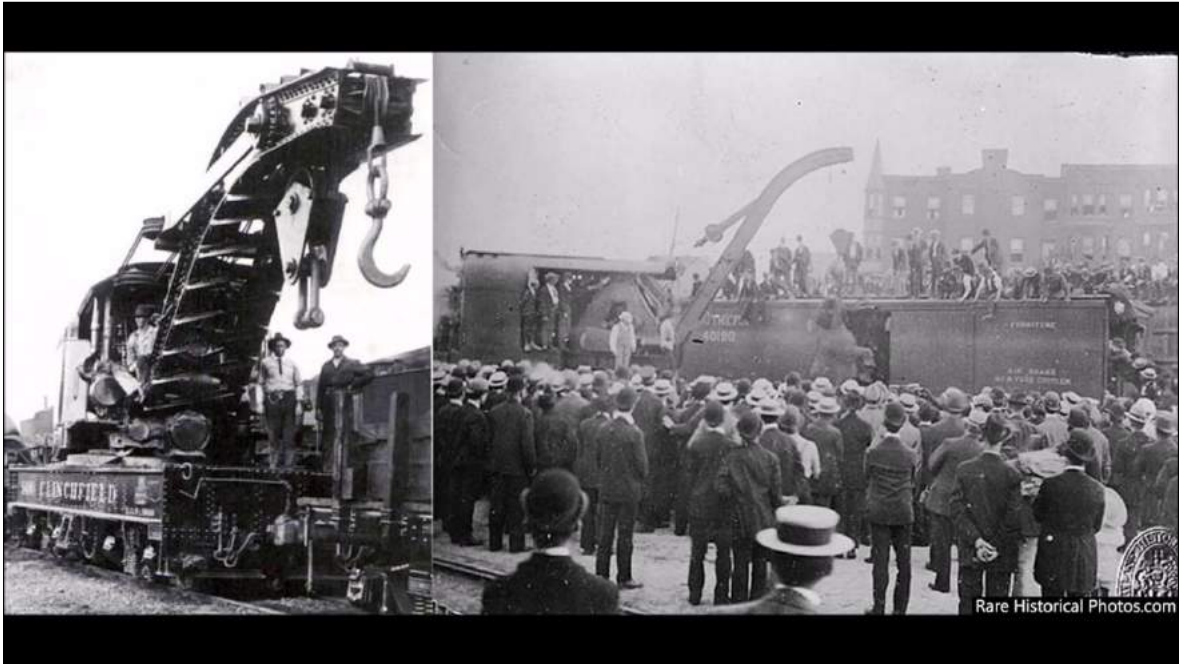
Civically-minded.

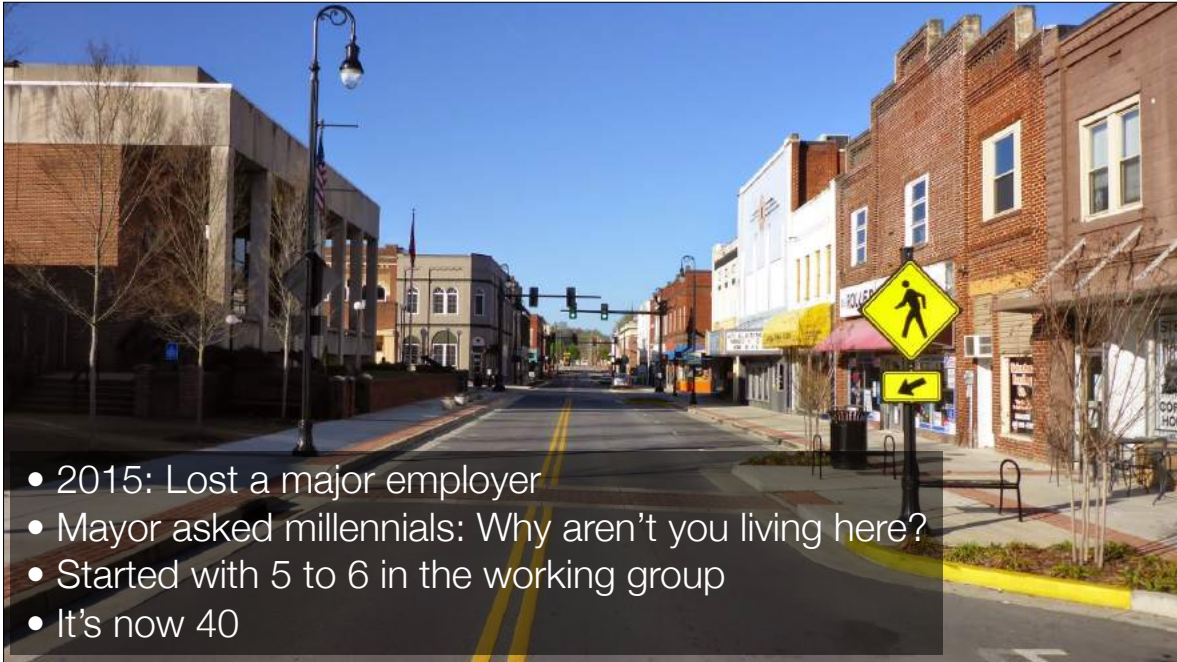


Engage and activate your Millennials



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



Cater to the Millennials and you'll get GenXers & Boomers



All three generations are reshaping American cities

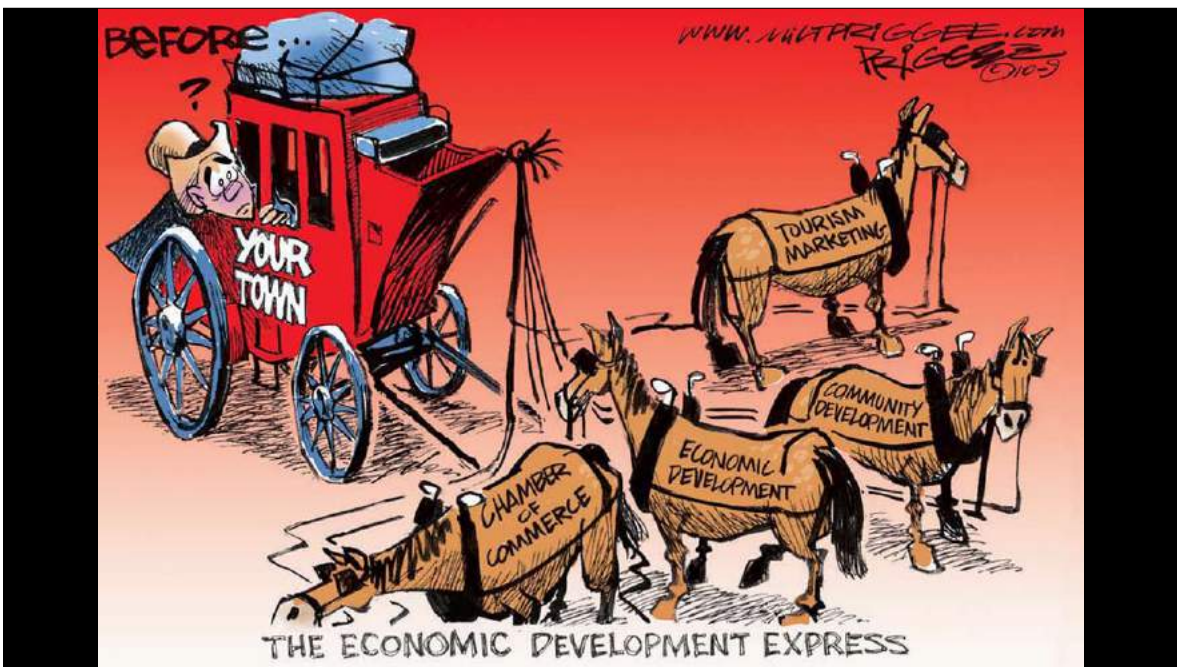


Get out of the Silo Mentality

Welcome to the global economy



Arts councils
Historical societies
Local foundations





Tourism | Downtowns | Chambers | Economic Development



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
- What We Do
- Board of Directors
- Contribute
- Partners in Progress

Destination Rapid City

The mission of Destination Rapid City is to create, sustain, and maintain a vibrant city center which provides a cultural and recreational space for the enjoyment and use of the community and its visitors.

Destination Rapid City was founded in April 2008 as a result of two important task force efforts in Rapid City, both aiming to strengthen Downtown as a critical element in 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 as flower urns and signage, providing a voice 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, City of Rapid City, and the Rapid City Downtown Business Group, Destination Rapid City leads efforts to redevelop and revitalize Downtown Rapid City through improving streetscapes and facades, enhancing the business mix Downtown, providing clean and safe programs, and creating a gathering place for the community.

Destination Rapid City was the lead organization to initiate the implementation of a Downtown Business Improvement District and the construction of Main Street Square, Downtown's events plaza and community living room.

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

FEATURED SPONSOR



Here for you.™

DESTINATION CALDWELL
Come for the wine, stay for so much more!

THINGS TO DO VISIT OUR PLACE

Thank You for Your Donations

In appreciation, we recognize the donors who support all aspects of Destination Caldwell and the development of Lower Creek Plaza.

[View Donors](#)

Business Improvement District

The Business Improvement District established in 2014 provides our marketing, business development, and the City of Rapid City with a new revenue stream. Learn more about what the funds will be utilized for here.

[View Partnership](#)

A Look into Caldwell

Check out our videos to see what Caldwell is like in other areas about the vineyard, business and program Caldwell is making all the way!

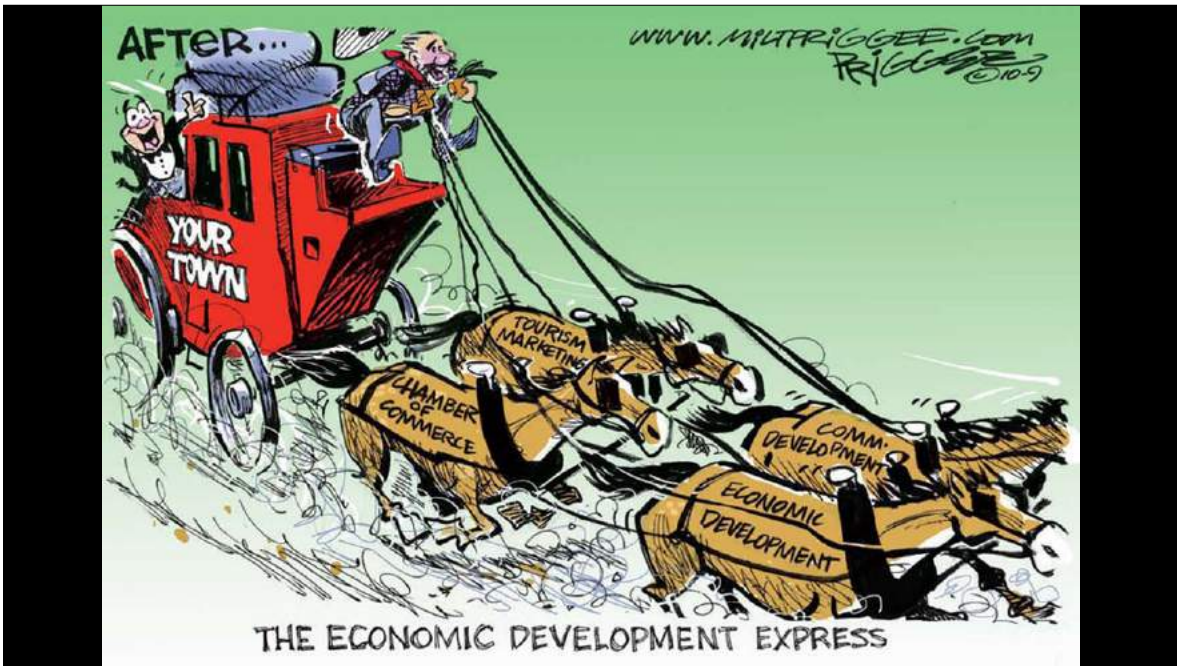
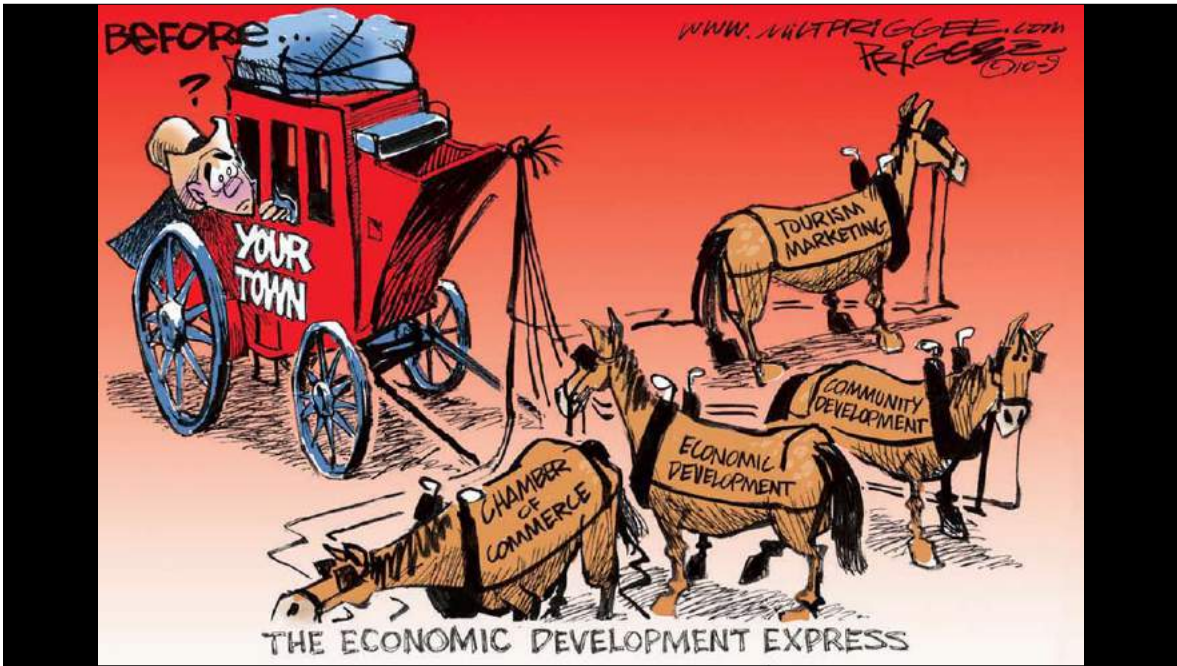
[View Photos](#)

[About Our Caldwell Wine Tasting](#)

Brand Mission and Promise

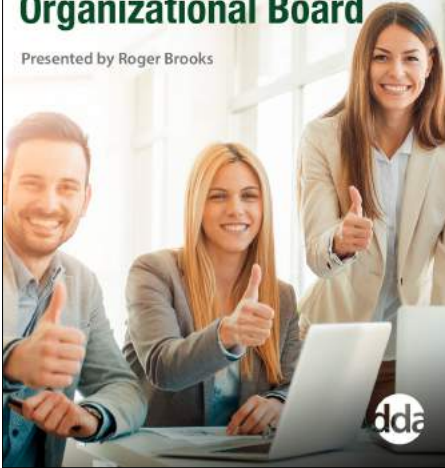
To position Caldwell as Rapid City's premier gathering place with a focus on locally produced wines along the Sursynapse Wine Trail, market fresh goods and farm to fork dining.

[Caldwell's Action Plan](#)



**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



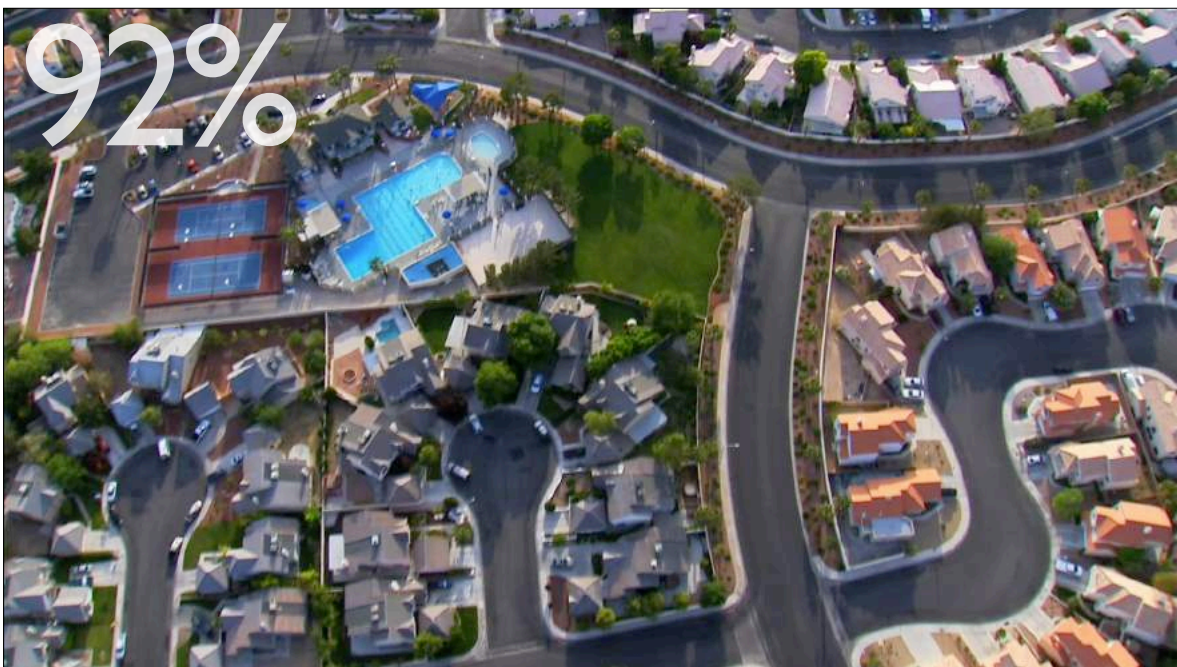
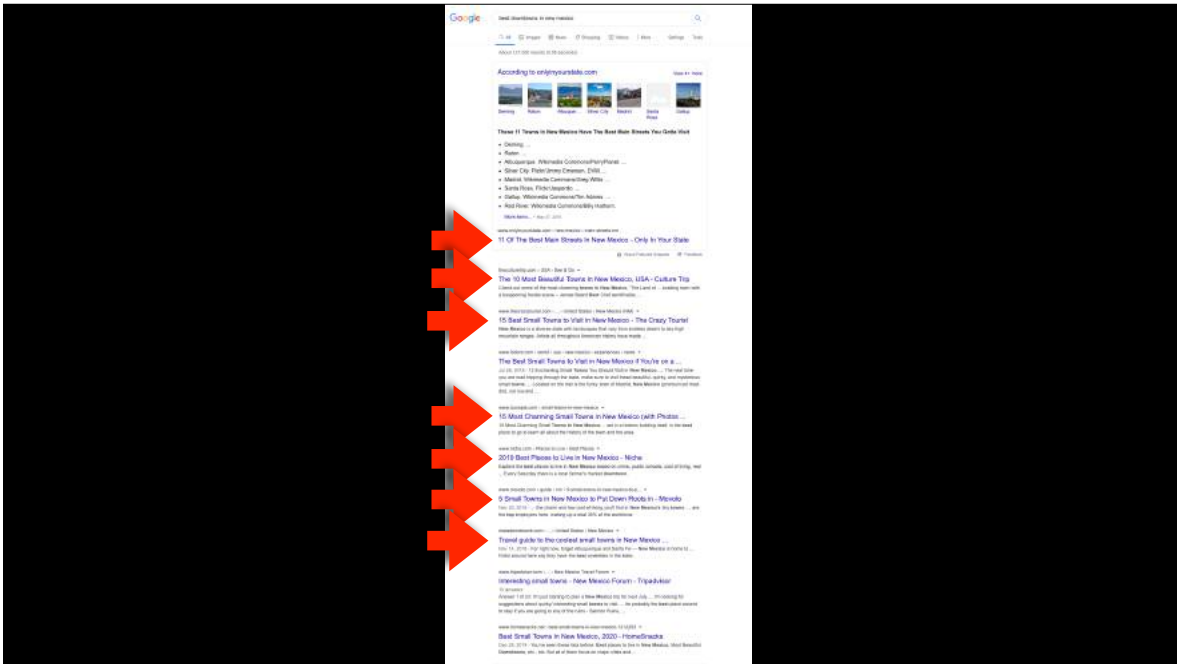
We have the world at our fingertips in seconds

The screenshot shows a Google search for "Texico, New Mexico". The search results page includes a map of Texico, New Mexico, and a detailed information page. The information page features a table with weather data for Texico, New Mexico, and a section for popular culture.

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average high (°F)	42	45	50	56	62	68	73	76	73	66	58	50
Average low (°F)	25	27	31	35	40	44	47	46	42	36	29	23
Average precipitation (inches)	0.5	0.4	0.5	0.6	0.7	0.8	0.9	0.8	0.7	0.6	0.5	0.4

Popular culture

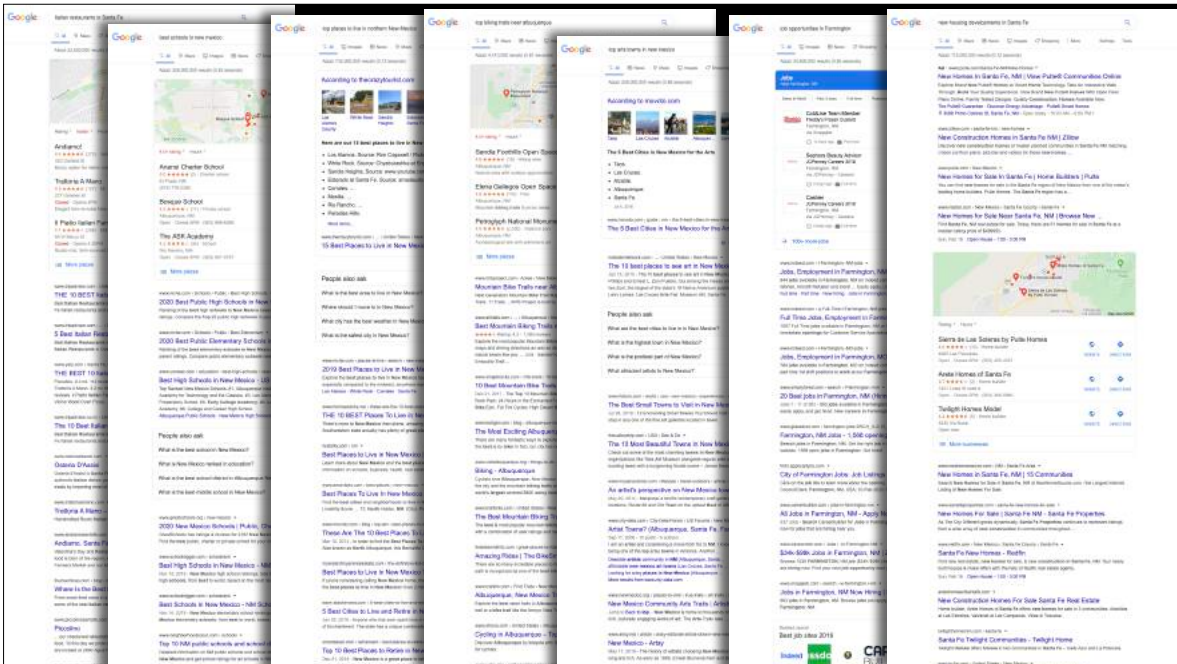
Texico is a town in the Spanish-speaking state of Chihuahua, Mexico, a part of the Chihuahuan Desert. It is located in the northern part of the state, about 100 miles north of the city of El Paso, Texas. The town is known for its traditional Mexican architecture and its location in the heart of the Chihuahuan Desert. The town is also known for its traditional Mexican architecture and its location in the heart of the Chihuahuan Desert.



95%

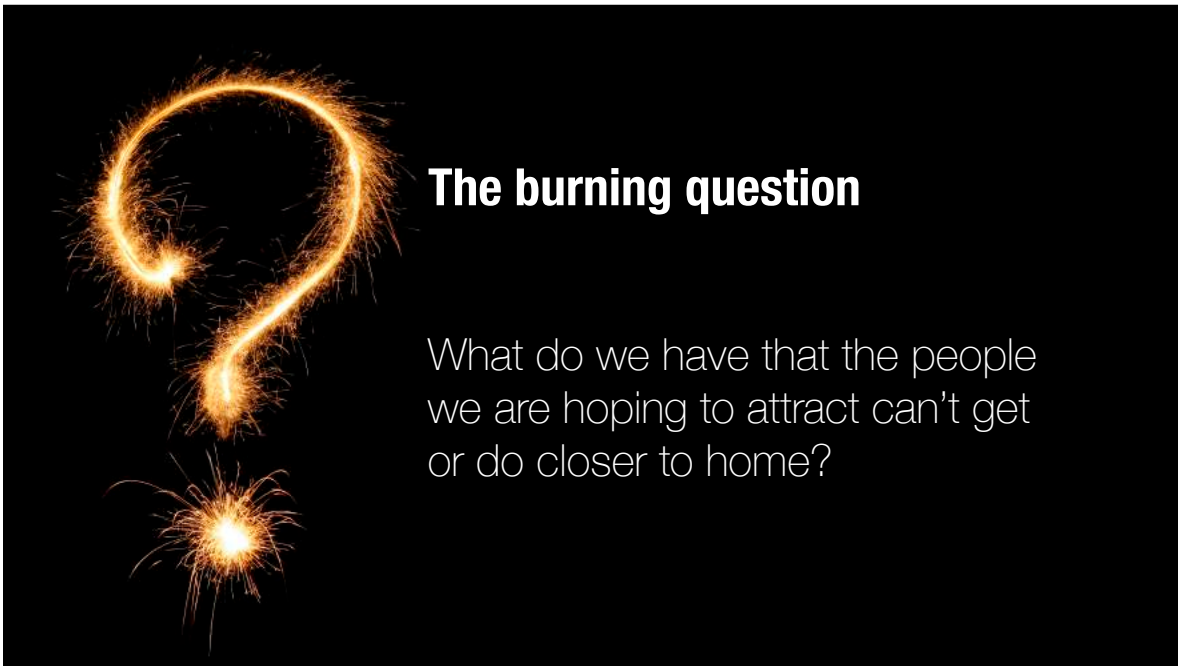


shift



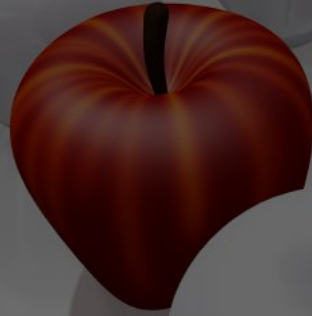
Location is ALWAYS second to the "primary draw" - that one thing that puts you on the map.

To win you must quit marketing geography first.



Two choices

Different or clearly better*



*Only by third-party endorsement

The screenshot shows the website for the Destination Development Association, featuring a navigation menu at the top with links for Home, About Us, Services, and Contact Us. The main heading reads "The Video Library and accompanying guides" with "Resource Center" below it. A prompt asks the user to "Please select a category below to continue". A grid of eight video category thumbnails is displayed, including "Downtown Revitalization & Development", "Finding Your Unique Selling Proposition" (highlighted with a red arrow), "For Historic Sites & Museums", "For Local Businesses", "Funding & Organizational Support", "Marketing for Business & Downtowns", "Tourism Development", and "Tourism Marketing".

Destination Development Association SPONSORED BY ROGER BROOKS

RESOURCE CENTER MAKE WAY! ROGER CAN HELP! EVENTS MEMBER PORTAL SUPPORT PARTNERSHIP OPPORTUNITIES

Branding

Finding your unique selling proposition

Branding

THE ART OF BRANDING A COMMUNITY
RISK: SUCCESS STARTS WITH A PLAN: CREATING YOUR OWN ACTION PLAN
THE REWARDS AND PITFALLS OF BRANDING
RE-BRANDING SUCCESS STORIES
THE ULTIMATE MARKETING SERIES

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

Destination Development Association

ROGER BROOKS

Home | About Us | Services | Contact Us

Funding & organizational support

Funding & Support

- A New Vision and Future for Chambers of Commerce
- 100 SUCCESS STRATEGIES FOR A PUBLIC CHAMBER: HOW CAN WE INCREASE FUND?
- BREAKING DOWN THE SILOS: Creating Marketing Partnerships
- ECONOMIC IMPACT: DOWNTOWNS & TOURISM
- THE NEW FRONTIER IN LEAD PAID: FROM THE LOCAL MARKET
- How to Create Marketing Partnerships
- HOW TO RECRUIT AND KEEP AWESOME VOLUNTEERS
- HOW TO SUCCESSFULLY SELL TOURISM
- SHOW ME THE MONEY
- YOU WANT DIERS NOT DIRECTORS: Crafting the Perfect Organizational Board

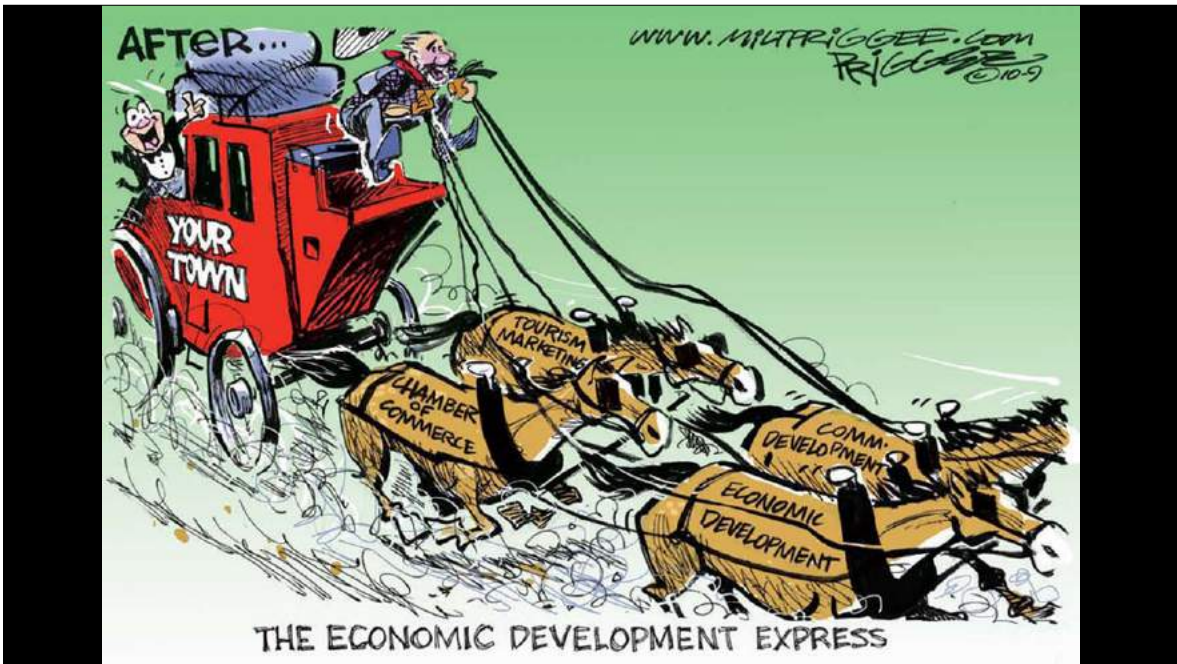
DestinationDevelopment.org

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



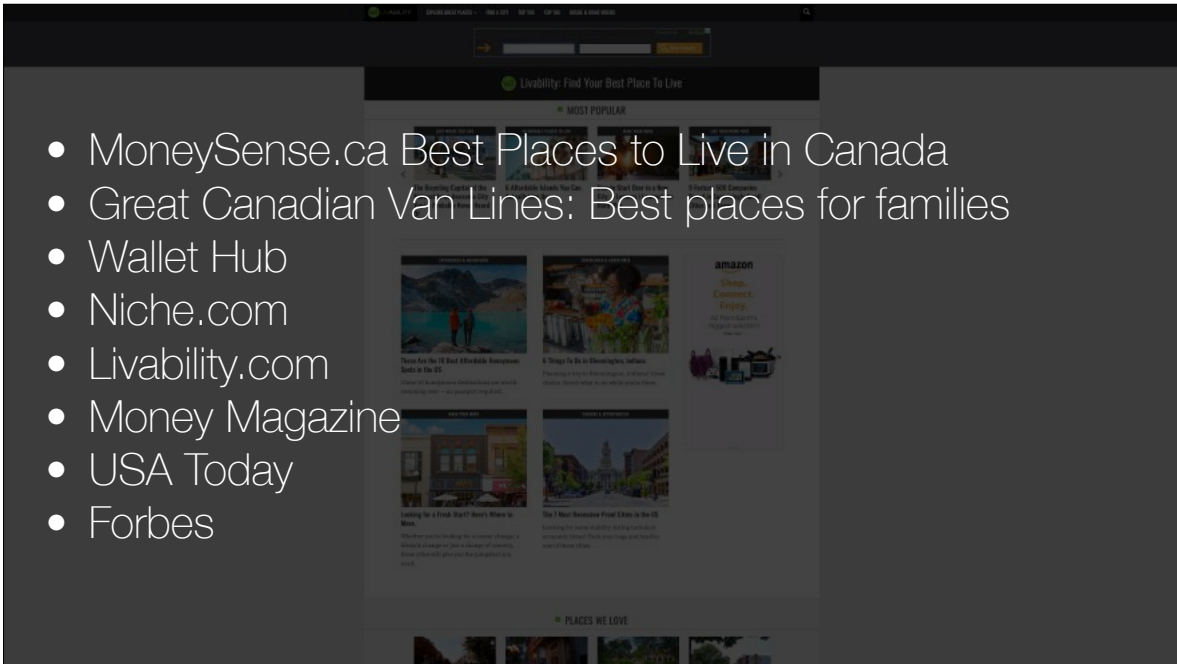
Handouts: Only if it pushes the brand forward





Sell your local leaders on why
downtown should be the top priority

shift



- 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 ✓ **DOWNTOWN**
Safety (particularly for kids)



2 Good educational system & child care



3

✓ DOWNTOWN

An engaged community: sense of belonging (downtown)



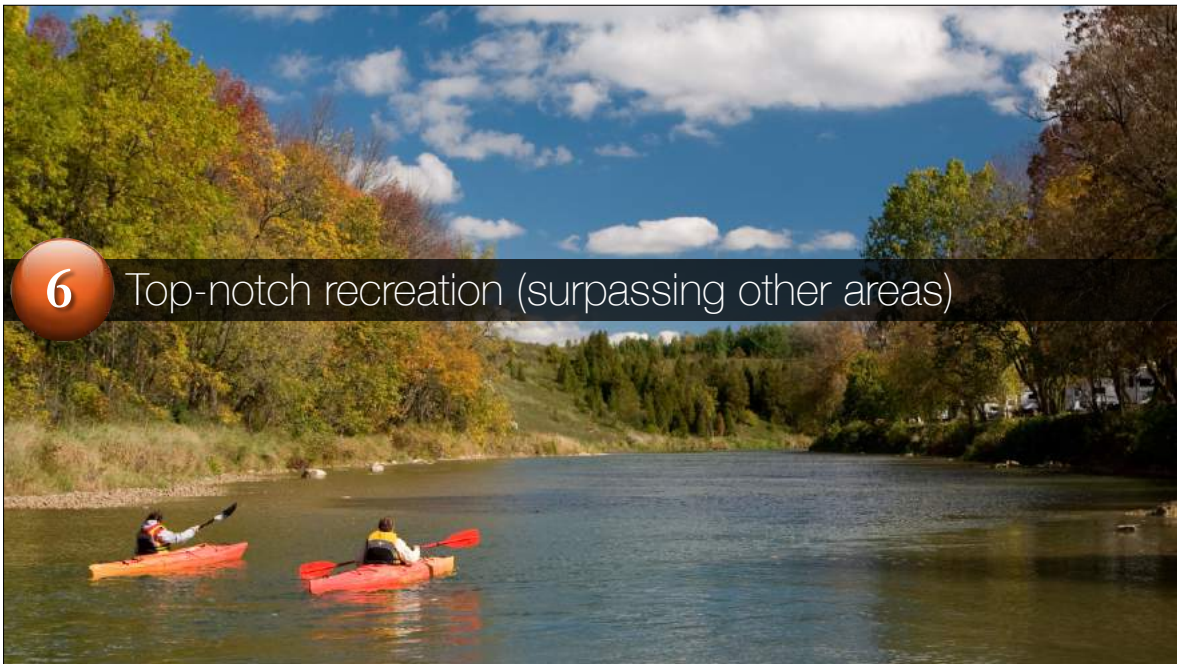
4

✓ DOWNTOWN

Cultural depth: visual/performing arts | education | food



5 **✓ DOWNTOWN**
Life after 6:00 pm (downtown)



6 Top-notch recreation (surpassing other areas)





7 Health (particularly for kids)



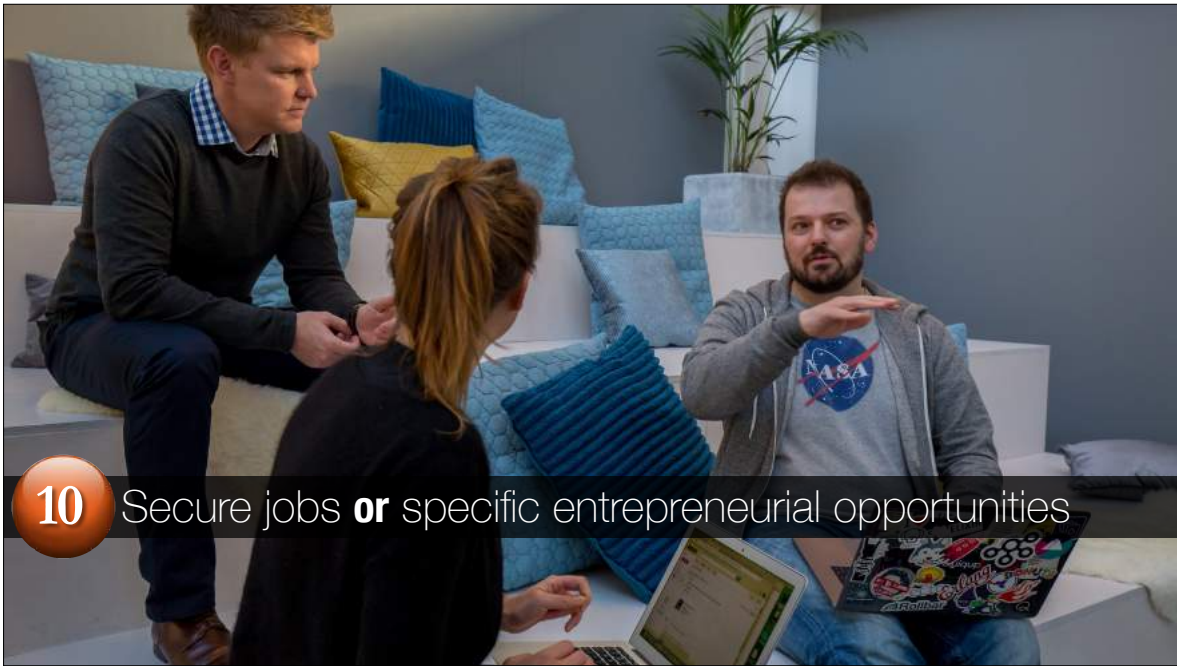
8 Transportation: Transit | bike lanes | ride share | schools



9 Affordability & quality



Starter homes | move-ups | nice neighborhoods | downsizing



10 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





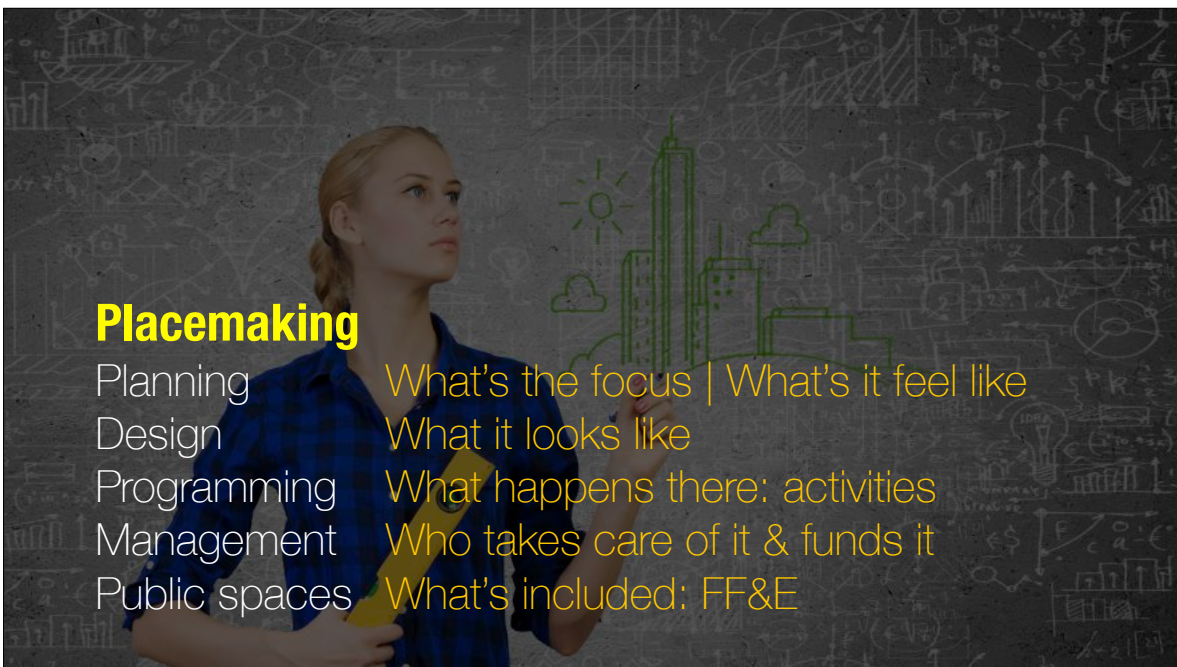
Downtowns are about placemaking





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.



Placemaking

Planning	What's the focus What's it feel like
Design	What it looks like
Programming	What happens there: activities
Management	Who takes care of it & funds it
Public spaces	What's included: FF&E

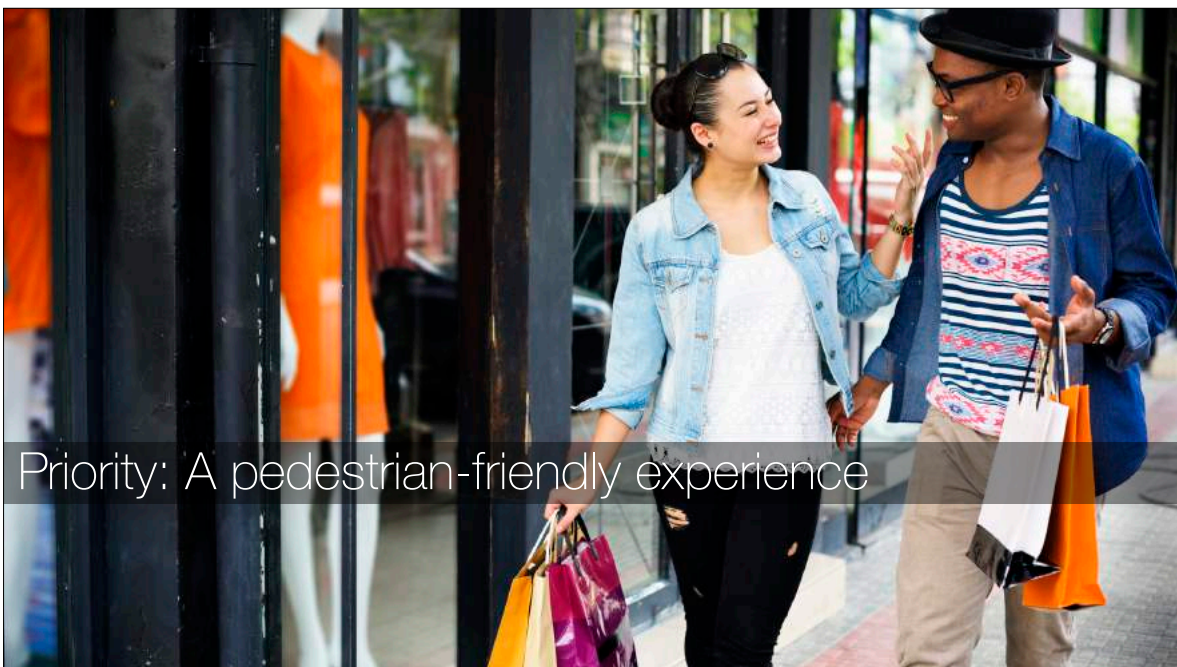
PlaceMaking ingredients

- 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

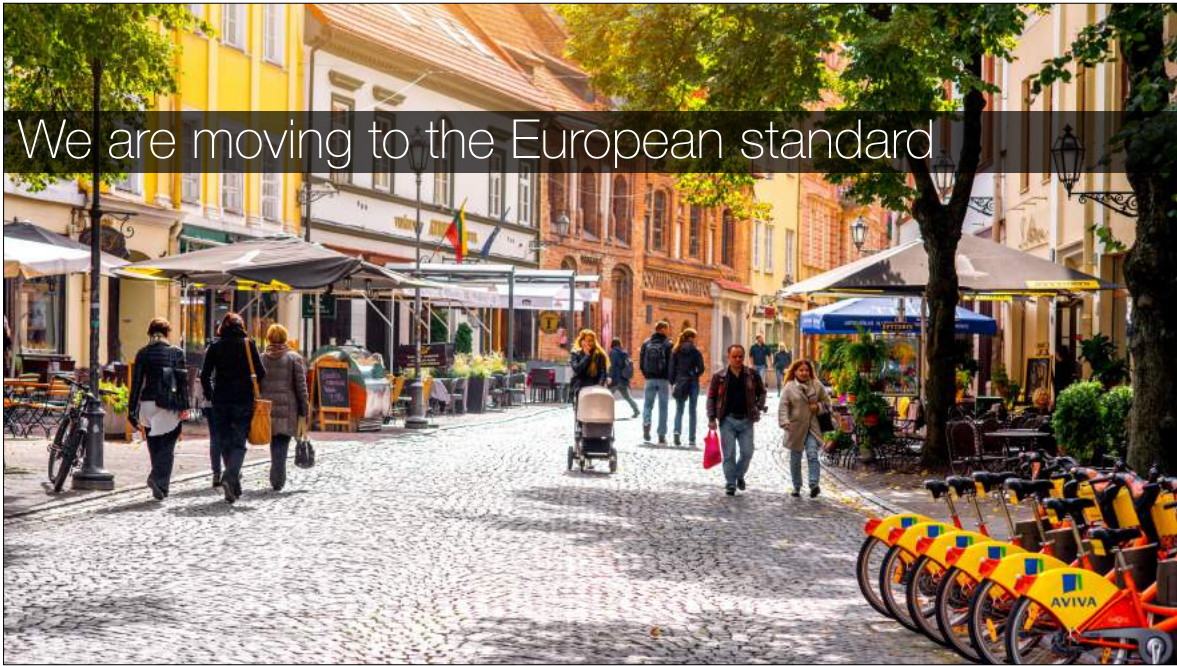
shift



Priority: A pedestrian-friendly experience



Only **70%** of Millennials have a drivers license. Age: 24



We are moving to the European standard





Third Street Promenade | Santa Monica, California



New York City



Pearl Street Mall, Boulder, Colorado



McKinney, Texas



Revelstoke, British Columbia



Newport on the Levee



shift



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



shift



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



**IS YOUR DOWNTOWN
OPEN AFTER 6PM?**
Presented by Roger Brooks

DestinationDevelopment.org
Resource Library
Product development



Your downtown is your
community living room

#1 Priority: Decompressing

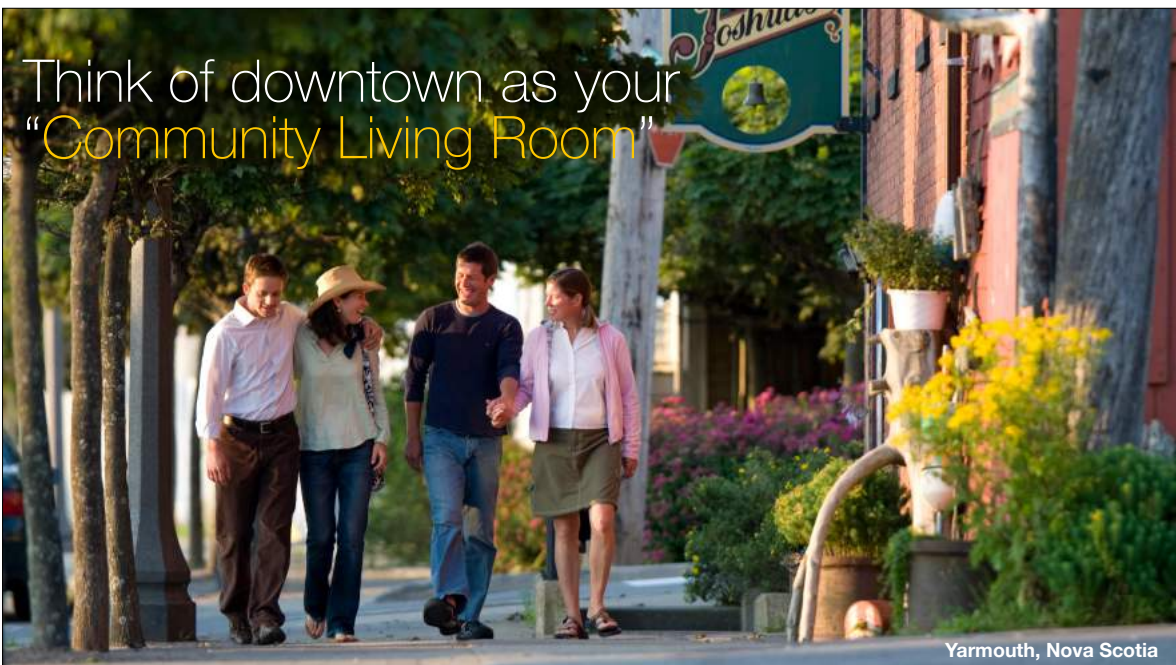


In essence placemaking is:

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”



Yarmouth, Nova Scotia







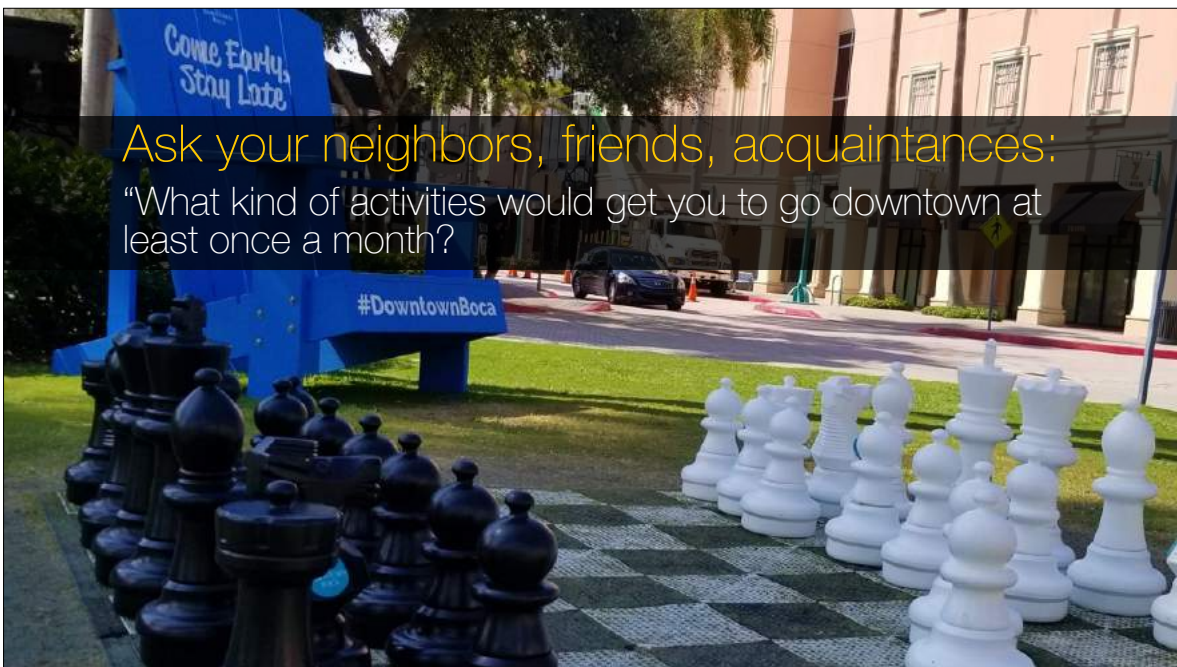
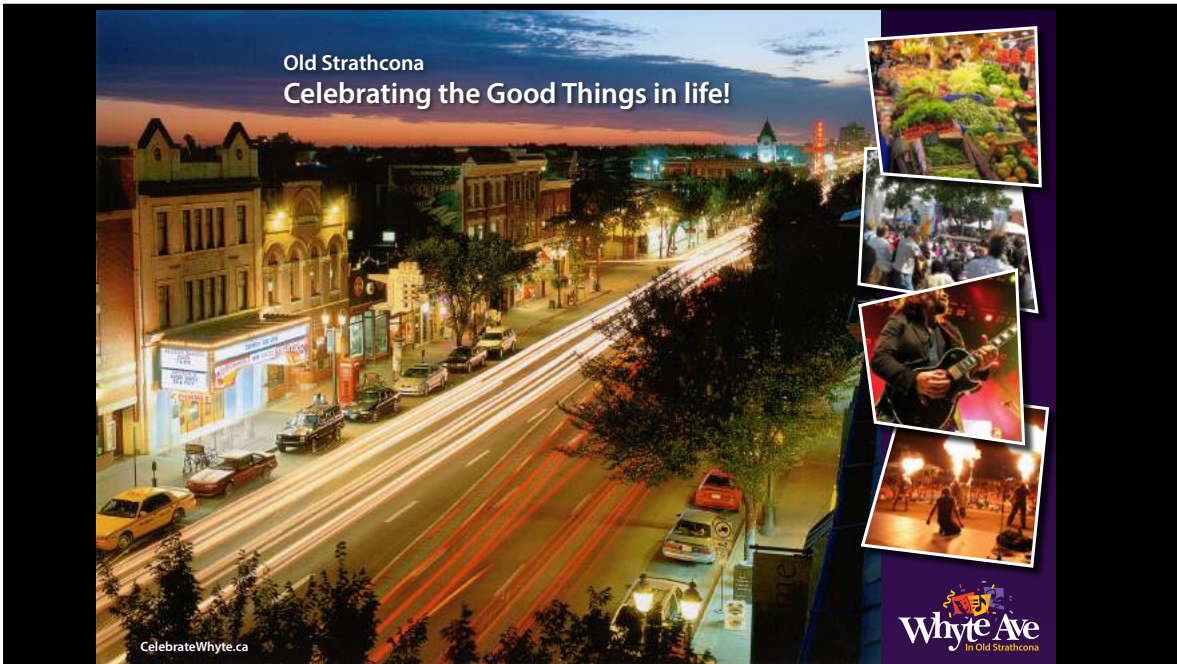






All of these should
be a focus in
your downtown

A collage of images celebrating Old Strathcona. The main image shows three people in vibrant, colorful costumes (blue, green, and purple) with large, fluffy headpieces. They are holding colorful umbrellas. The text "Old Strathcona Life of the Edmonton Party!" is overlaid on the image. In the bottom left corner, there is a small logo that says "CelebrateWhyte.ca". In the bottom right corner, there is a logo for "Whyte Ave In Old Strathcona" with a stylized "S" and "A" above it. The collage also includes several smaller inset photos: one showing a colorful garden, one showing a building entrance, one showing a group of people on bicycles, and one showing a woman smiling.





Perhaps a **pop-up park** or a **pop-up plaza**



Nelson, British Columbia





Asheville, North Carolina





The key ingredient: **programming**

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

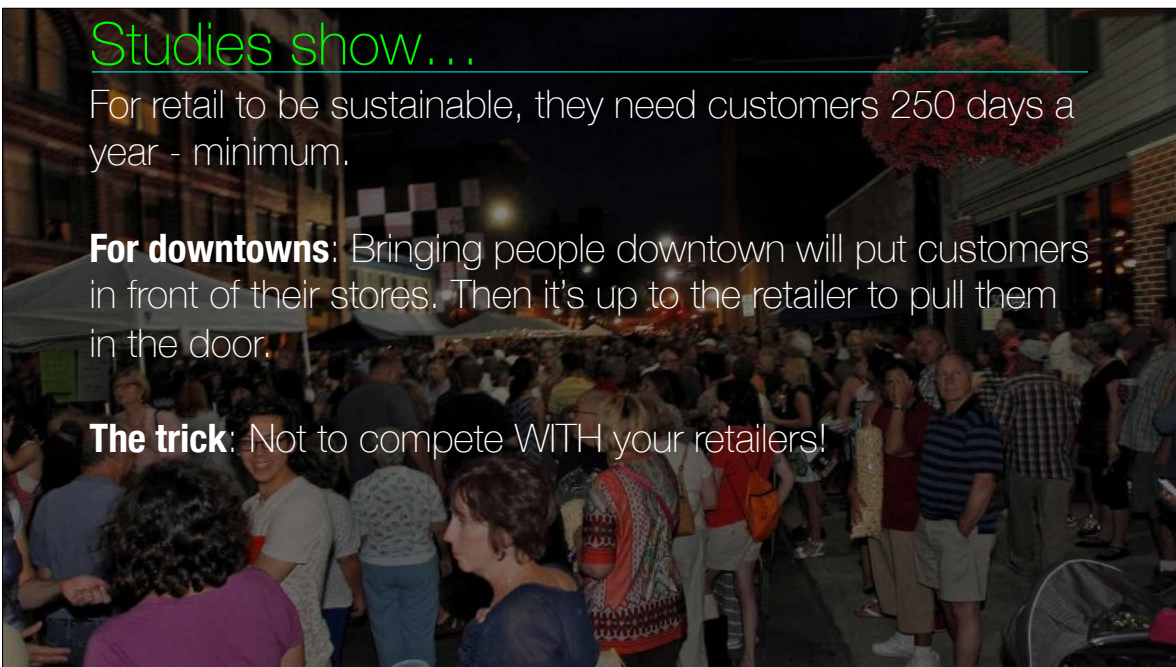


Studies show...

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















☆ Favorites Actions Share

← Newer Order →



By [JoelnSouthernCA](#)
Joe Wolf Add Contact


This photo was taken on June 4, 2012 in Old Town, South Dakota, US.



14 Views

This photo belongs to

[JoelnSouthernCA's photostream](#) (1,547)



This photo also appears in

- [Pawnee](#) (group)
- [South Dakota](#) (group)

License

Some rights reserved

Privacy

This photo is visible to everyone

Movie Night: Main Street Square, Rapid City SD

I grew up in Rapid City, and it was never as cool as it is now.

[mainstreetssquare.com](#)



Central Park Plaza

Valparaiso, Indiana



Indian Creek Plaza

Caldwell, Idaho



Ovation Plaza

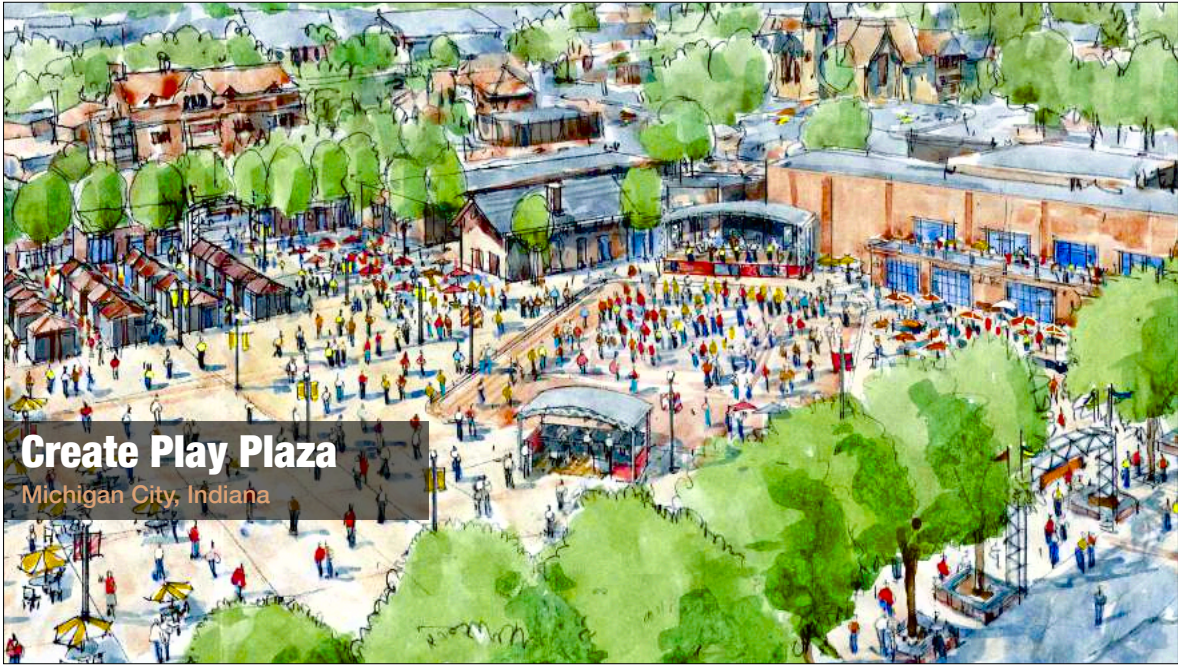
Whyte Avenue, Edmonton, Alberta



Energy Plaza

Topeka, Kansas

HTK
ARCHITECTS P.A.





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

shift

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



Destination Development Association **ROGER BROOKS**

Home > About Us > Resources > The Video Library

The Video Library

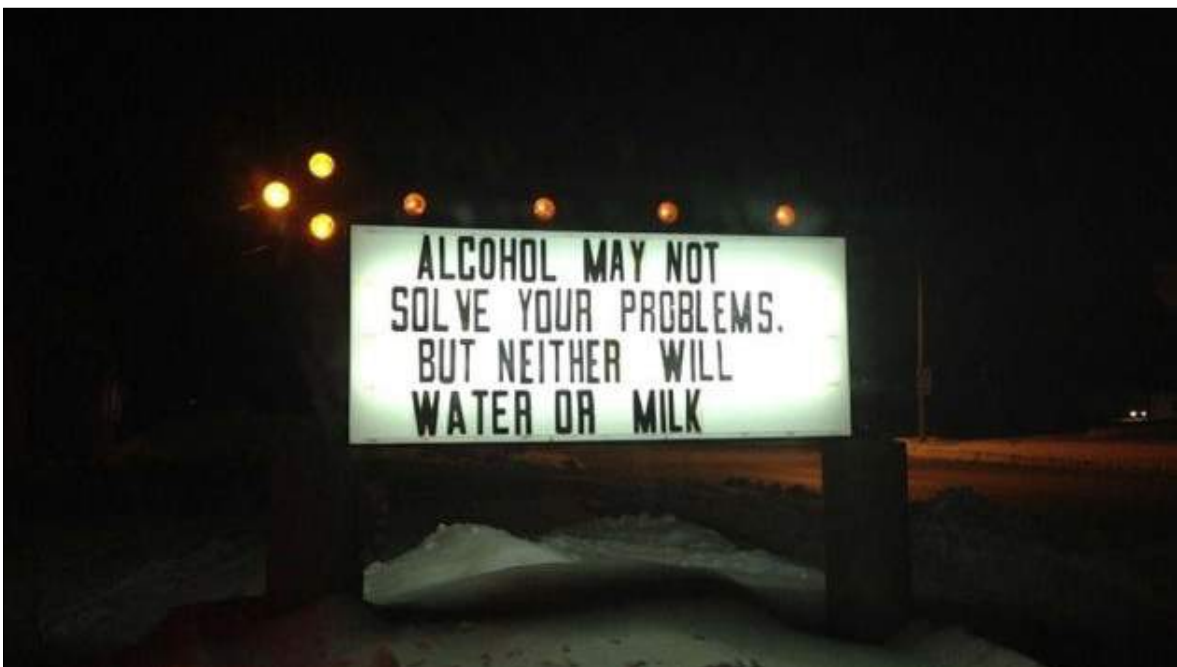
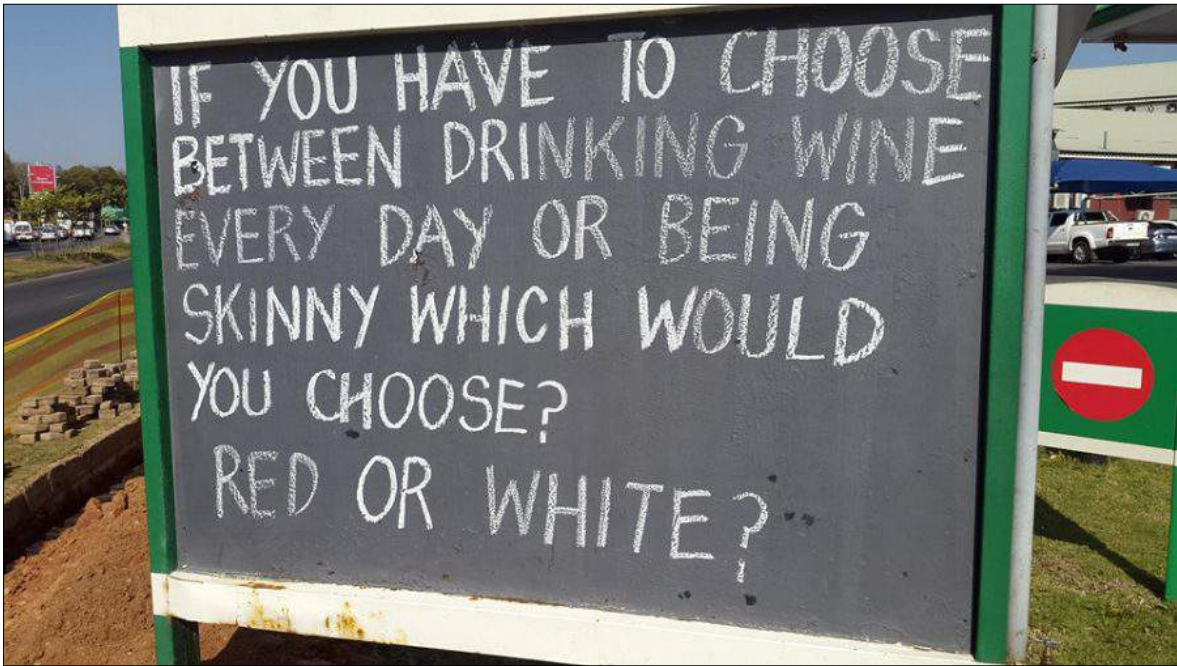
and accompanying guides

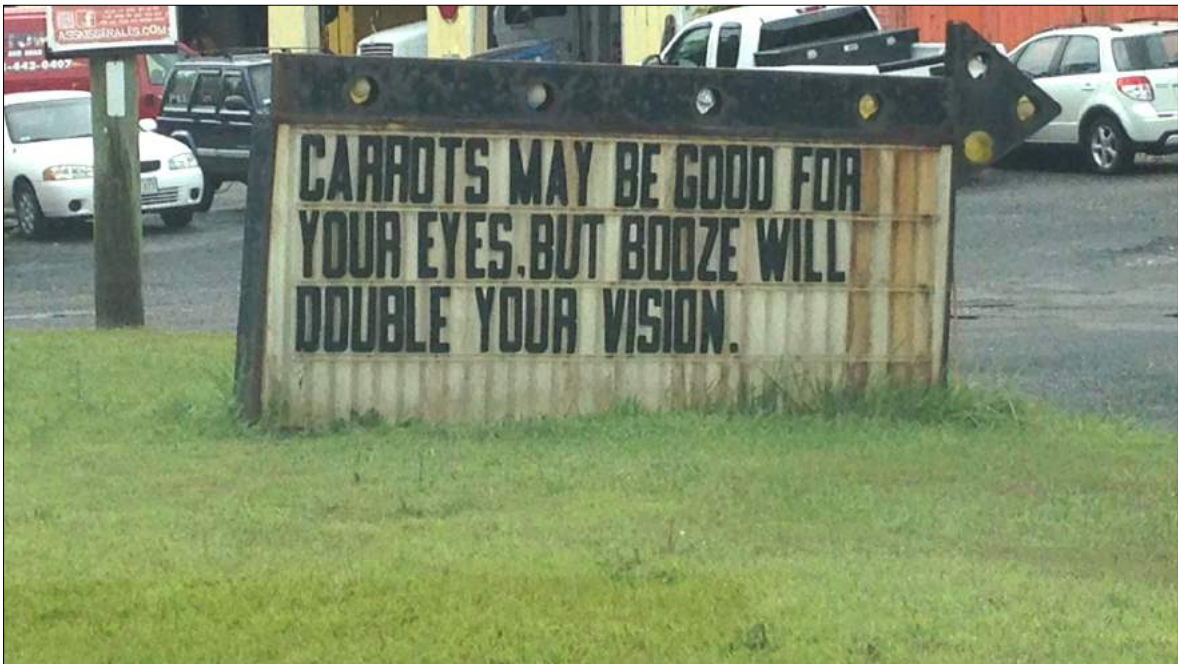
Resource Center

Please select a category below to continue

Downtown Revitalization & Development	Finding Your Unique Selling Proposition
For Historic Sites & Museums	For Local Businesses
Funding & Organizational Support	Marketing for Business & Downtowns
Tourism Development	Tourism Marketing

Some of the best words of wisdom
can be found downtowns












shift happens

Without change communities die | To win you need to enter the world of placemaking

A photograph showing a close-up of an adult's hand in a blue jacket sleeve holding a child's hand in a pink sweater sleeve. They are standing on a city street at dusk, with blurred lights and buildings in the background.

The heart and soul of any community,
besides its people, is its downtown.

Handout: bit.ly/NMMS-Winter

Here's to the extraordinarily bright future of
your downtown development efforts!



Handout: bit.ly/NMMS-Winter

Here's to you energizing your downtown!



[linkedin.com/in/rogerbrooksintl](https://www.linkedin.com/in/rogerbrooksintl)



[@Roger_Brooks](https://twitter.com/Roger_Brooks)



[facebook.com/RogerBrooksIntl/](https://www.facebook.com/RogerBrooksIntl/)



[travelwithrogerbrooks](https://www.instagram.com/travelwithrogerbrooks)



[travelwithrogerbrooks.com](https://www.travelwithrogerbrooks.com)

ROGER BROOKS >
International

Join us **Destination Development** >
www.DestinationDevelopment.org Association