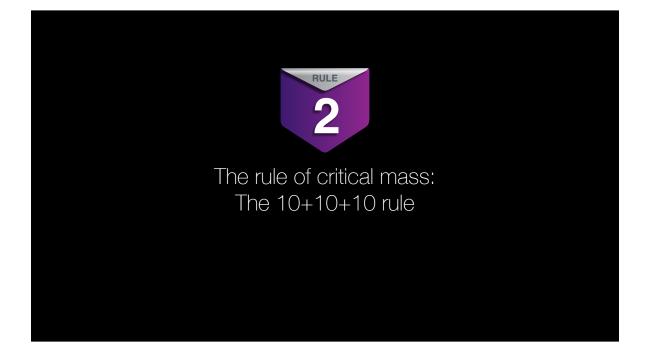


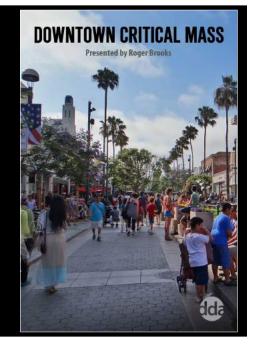




Downtowns are where we go after work and on weekends: **70%** of all retail spending takes place after 6:00 pm



Downtown as THE destination:
10: Places with a food focus
10: Destination retail shops
10: Open after 6:00





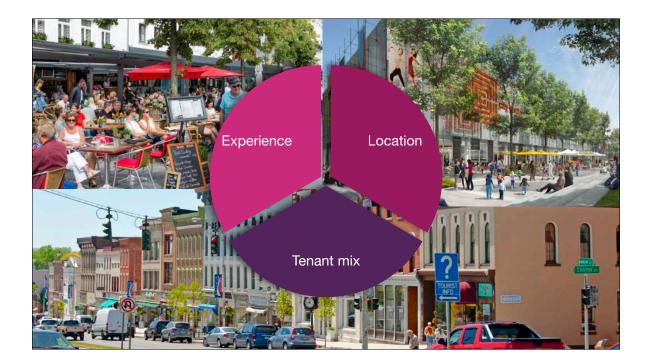
What comes first? People downtown on a consistent basis (250+ days a year)



What's **in** the buildings is just as important as facade improvements & beautification.

**70%** of first-time sales can come from curb appeal







You only need **one** block! If you have a larger area start with one block.



If you don't hang out in your own downtown, neither will visitors. They go where you go.



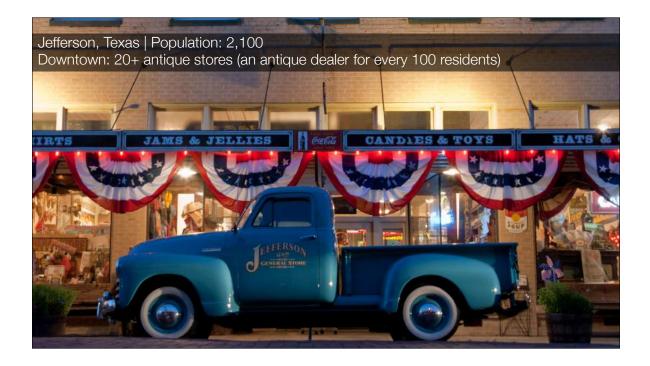
Your downtown **must** have a focus!



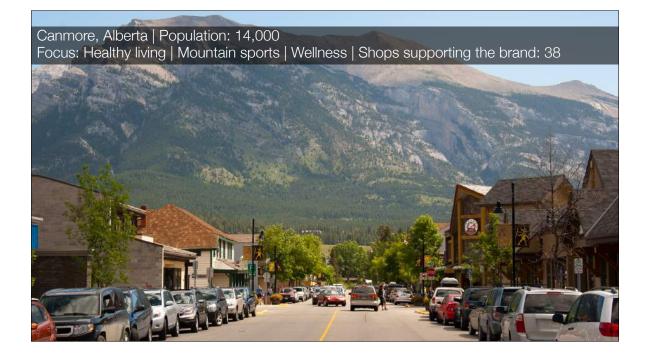




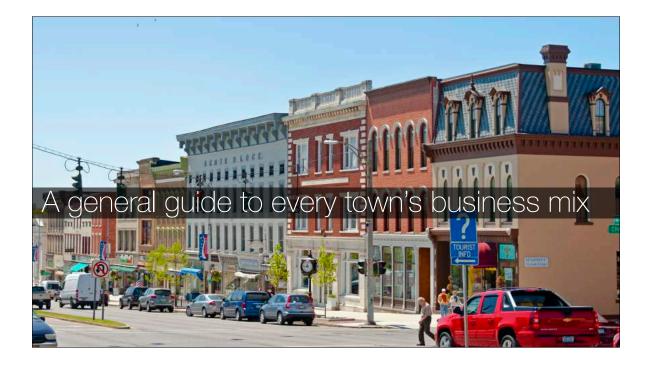














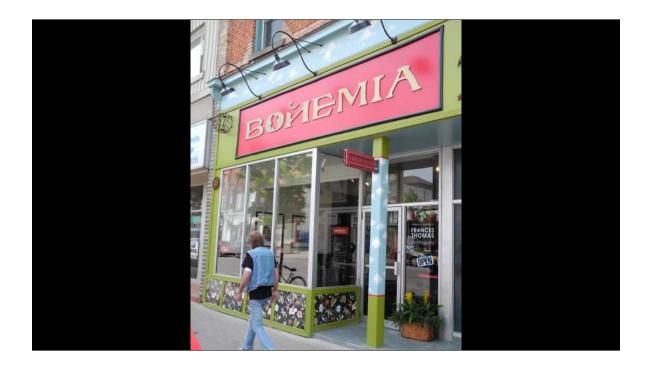


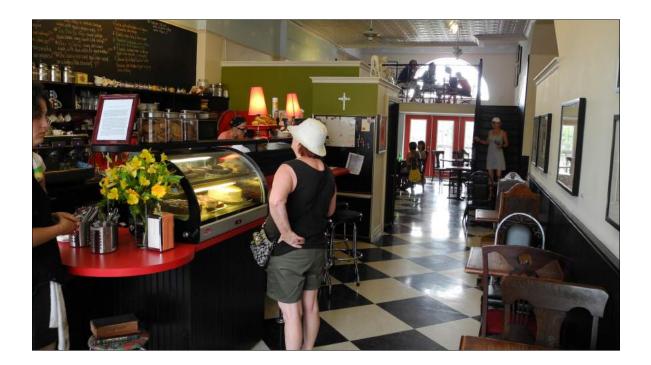


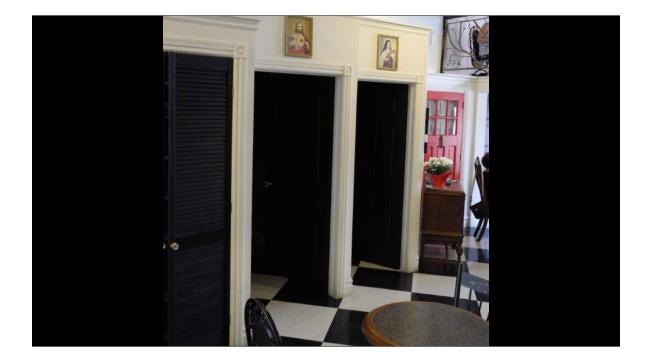




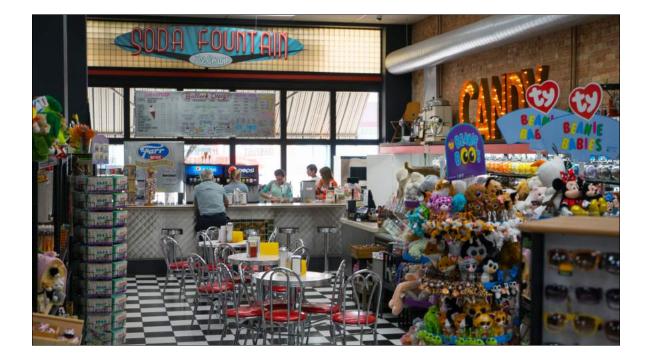










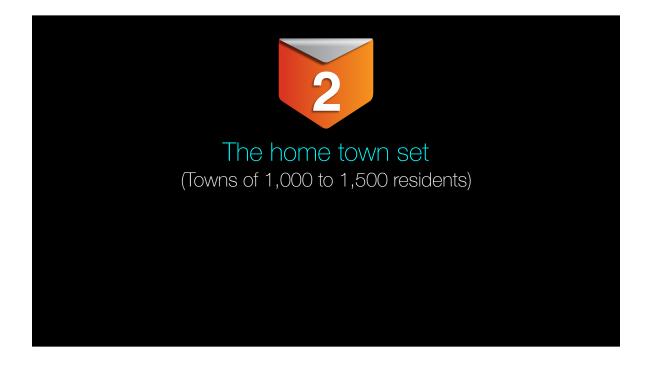














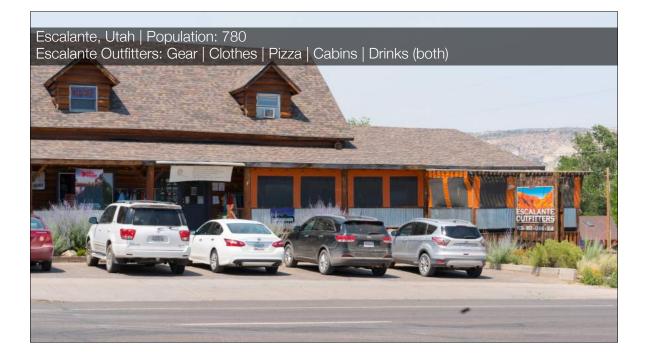








# Coffee shop | book store combo Bakery & breakfast house Four sit-down restaurants (two casual, one fine dining, micro-brewery) Burgers & shakes Casual clothing shop Lee cream shop | confectionary | party goods store Home accents & gifts Deli (or bakery | deli) Garden store (with outside services) Three specialty stores (fits your brand | residential mix) Antique store (not second hand) Gift shop | Florist Outfitter | casual shoes | sports gear | bikes Pharmacy | gifts | cards













# Two blocks

- Two coffee shops
- Bakery & breakfast house
- Five sit-down restaurants (three casual, two fine dining)
- Two burger houses | sports bar
- Two casual clothing shops
- Ice cream shop | confectionary | fudge
- Two home accents & decor
- Two deli's | lunch spots
- Garden store
- Four specialty stores (fits your brand | residential mix)
- Antique store (not second hand)
- Gift shop | florist
- Outfitter | casual shoes | sports gear | bikes
- Pharmacy | gifts | cards
- Pet grooming | boarding | gifts | food & supplies
  Gym | Fitness studio | yoga | pilates







### Two blocks

- Two coffee shops
- Bakery & breakfast house
- Six sit-down restaurants
- Two burgers & shakes | takeout
- Two micro-brew or pub | sports bar
- Two casual clothing shops
- Shoe store
- Ice cream shop | confectionary | fudge
- Two home accents & decor
- Two delis | lunch spots
- Garden store
- Five specialty stores (fits your brand)
- Antique store (not second hand)
- Gift shop | florist
- Outfitter | casual shoes | sports gear
- Pharmacy | gifts | cards
- Pet grooming | gifts | supplies

- Groceries: specialty foods
- Market fresh shop | deli | health & organic
- Home improvement | hardware
- Bookstore | cafe | gifts

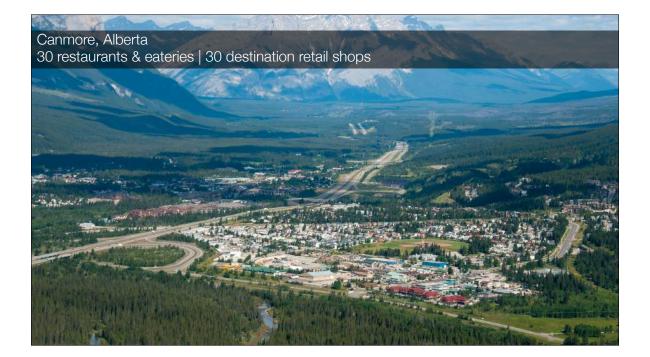


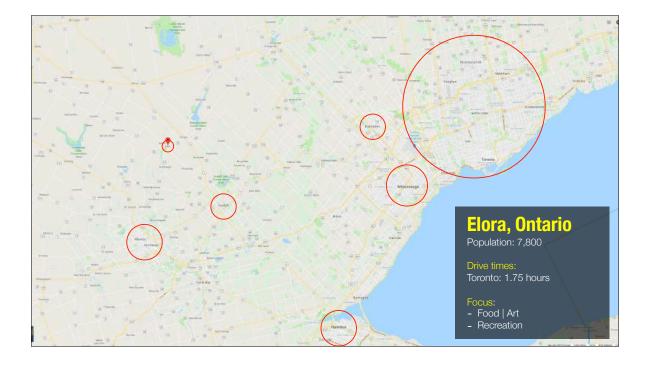
## Three blocks

- Two coffee shops
- Bakery & breakfast house
- Six sit-down restaurants
- Two burgers & shakes | takeout
- Two micro-brew or pub | sports bar
- Two casual clothing shops
- Shoe store
- Ice cream shop | confectionary | fudge
- Three home accents & decor
- Three delis | lunch spots
- Garden store
- Six specialty stores (fits your brand)
- Antique store (not second hand)
- Gift shop | florist
- Outfitter | casual shoes | sports gear
- Pharmacy | gifts | cards
- Pet grooming | gifts | supplies

- Groceries: specialty foods
- Market fresh shop | deli | health & organic
- Home improvement | hardware
- Bookstore | cafe | gifts
- Kids shop: clothing | gifts | decor | furnishings
  Jewelry store (local crafts | art | gifts)
- Co-op gallery

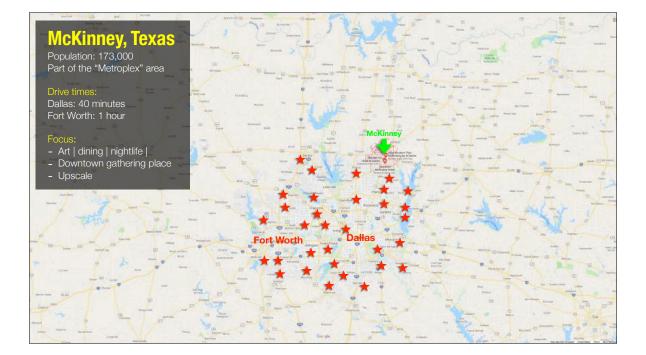






















Sunday before Mardi Gras. Downtown goes to the dogs with canine parade of over 250 costumed pups Arts in Bloom Second weekend in April. Art and wine festival with live music, food and family activities.

Bike the Bricks Friday prior to Memorial Day. The largest cycling race in Texas attracting racers from across the country.







McKinney Oktoberfest Last weekend in September. German festival celebrating Bavarian heritage with local beer and authentic cuisine. Scare on the Square

Halloween. Ghouls and goblins of all ages enjoy this safe downtown trick-or-treat event. Home for the Holidays

Thanksgiving Weekend, Downtown McKinney's 40 year old Christmas tradition.

### Historic Entertainment

McKinney Performing Arts Center Experience live music and performing arts in MPAC's historic Courtroom Theater Hosting a range of performers including Lindsey Backingham. Climt Black, Robert Earl Keen. The Indigo Girls, Ricky Skagas, Pentatonix and countiess others, MPAC offers audiences an unforgettable night of entertainment.

Where to	Stay I
HOTELS & MOTE	LS
America's Best Value Inn	Sheraton Hatel & Camerence Center

Sheraton Hotel & Confe 1980 Sateway Bhitt. 972-549-4000 305 W. University Dr. (U.S. 380) 972-540-0700 or 988-335-2578 Rest Western inn 8 Sultes 460 Wilson Greek Blvd. 972-548-3000 or 800-851-8376 Tur Service Control Representation Control Salters 1970 N. Control Expany. (U.S. 75) 572 518 4975 or 800 4 CHOICE Dans Line 2104 N. Control Expany. (U.S. 75) 572 548 4888 or 900 - 0.075 MW

The Grand Hotel & Baltroom 114 W. Louissena St. 214-728-8250 Hampton Ion 2008 N. Central Export. (U.S. 75) Holiday Ion Express Graig Ranch 6517 Harmemon Dr. 868-HOLIDAY Holiday Inn Rolal & Soltes 1220 Gran Dr. 1220 Graig Dr. 489-952-2054 or 889-HOUDAY



Hc2100425400580456690 Hc2000450590550 5925524685 Hotel 6 2025 Mitto Ava. 5925524680 or 800-4401786 W2-542-6600 of Bod-APCI His Quality Inn 1500 N. Central Expany: (U.S. 75) 572-542-9471 Pressor Im 1515. Central Expwy. (U.S. 75) 1972-547-4500

502-548-4000 Sapet B Notel 903 N. Central Europe, (U.S. 75) 572-548-8880 or 850-400-8000 RowneFlace Sailes by Marristi 1852 Nariotplans Dr. 214-726-9320 204-720-9020 Value Place 34011N. Central Expery. (U.S. 75) 214-504-9353



502-529-885 Cottages at Standardige Earch 2013 Beacom Hill Ma 202-529-5995 Dowell House 1945 S. Tennessee St. 502-502-3856 Milliane Mal & Breakfast 465 S. Parker St. 214-606-6727 Dearchite two

# Red Gate Inn BHIN. Church St. 204-620-5545

SPECIALTY INNS Memory Lane 5406 Fluar Seasaits Lane 855-686-5263 The Southern Oric Retreat 203 S. Tennessee St. 214-975-5785





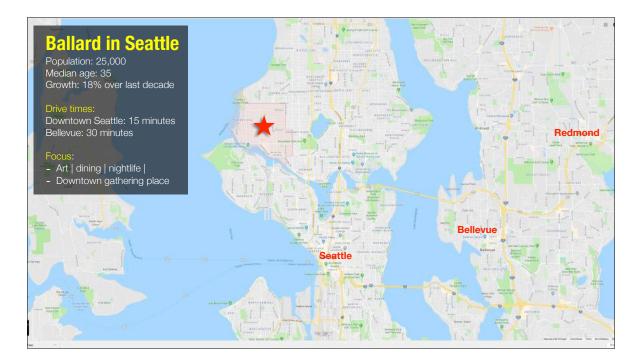


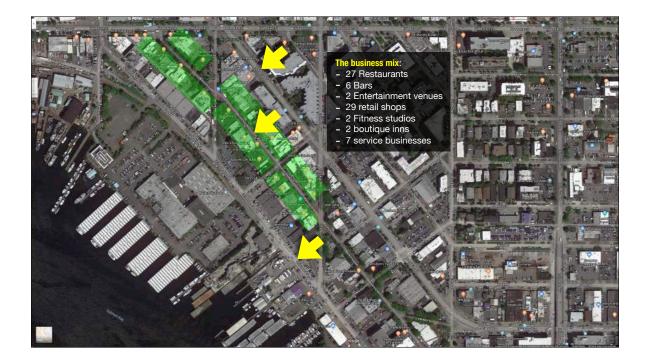
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Antique Rouse – Since 1978, the fixed antique store in McKinney/, 20 Elocationa, 972-562-6642     Barrons Estate Jewelers – Gold & Silver Exchange with executional fire lewely &	88 A Number of Things - Personalized forme accents & gifts, 107 W Louisiana, 294-355-7294	25 Elouisana, 92-562-7665 65 Mediaw Maskeoam - Fan & colorful almosphere with great lasting pizza, etc., 28 El outsiana, 927-568-200	Decce, T2 M Remessee Siz A, 972-548 (100) 500 Goodies Texas - Chocolotes, Italifee, Candry, Fudge, Lenzonade, F-Shirth, Souver Gitty, Cameras, Film, 114 M Remessie, 912-542-3040
Derfreich Estelle Anweitetts – Gold a Silver sicheringe wich esceptional ihre jeweiny a antiques, 15 E Wrighta #00, 902-985-9560 Bear Martheit – Oteo di & Britt Pletz – Ote, Unixee, Fan Ynasares, 207E Louisiana.	38 Ambrosla – Horne Decor, Dothing, Babi Iterrs, Jeweiny & lots more, 201 E Wrginis, \$12:548-3950	96 Packago Selata Cafe - Halian ice cream & cspress, 107 N Kentucky #200, 972-952-6699	4.3 Jilly Bean Photography - Buckque portrait studio specializing in babies, Eani 8 H5 seniors, 201 E Wingina 8200, 972-852-4540
<ul> <li>Seal Handler - Olive of a state Packer - Oliv, Unique, Part Vetscher, Jr. E. Danskin, 5972-542-7993</li> <li>Chase Hall - Specializing in European Interior &amp; Garden, 201 E. Wrainia.</li> </ul>	<ul> <li>Art on the Wounda – Unique-gathering place for jeweiny making classes, artists &amp; supplex, 105 W Louisana, 499–406-700.</li> <li>Handmerss M., Bollinezi – Full service ault stree, 20 M Kentucka, 902-542-8039</li> </ul>	95 Bick's Chophouse - Timus culture comfort of the South, IB7 N Kentucky, 214-735-9251	57 Kitchenwares on The Square - Kitchenware Store - All the Grad Brands, 203 E Iouisiana, 459-301-6659
572-548-1844 5 Demoster Diva - Turn track into treasure, Repurpose old wood, too,	Boopartes 6. Automatic - Full service parts stop, 22 W Averadory, 552-542-5639     Boopartes 6. Automatic - Full service parts stop, 22 W Averadory, 552-542-5639     TO W Longings, 567-522-5660	99 rys. craft heed and delink - locally sourced products, hand-crafted heed & contrals, ITI W Virginia, 284-85-175	BS Landry Kate - Chic, trendy & affordable clothing & modern lamhouse decor, 108 S Kentucky, 972-979-8895
El El Louisiane, 468-450-6503     Homepleces - Furniture, Architecturol & Encommon Objects, 203 E Virginia Siz B,	<ol> <li>LIST Art Gallery - Orginal fire at be regional artists, 105 Wilcokiana, 214-326-6995</li> </ol>	97 Soug on The Square - Cathorhease & colo serving to-die-for coffee B made-to- cofer mesis, 193 N Kentucky, 572-548-1884 85 Speares Cafe - Catual cale, Feadhruck, Catering, CPEN 7 days a week.	<ol> <li>Made of Sugar and Spice - Thernet Parties, Camps &amp; GWDs for girls 3 - 10, 207 W Renderly 372-932-514</li> </ol>
572-542-5581 Smithen House & Laundry - Fresh virtage decor & lines care, 203E Virginia Ste A, 472 cm - Care Care - State - Sta	81 Orisons Art & Framing – Custom Framing, Printing, Photo & Canves Art Gallery, Photo Respection, 110 Elsouisiana, W2:539-1441	<ul> <li>spanis Law - Jobai Sak, Hold Trank, Litting, Orth 7 Jans 9 Week, 101 Elections, 972-549-6900</li> <li>Spanis Banger - Ort-Orise Award-Winning Bungers, 30 Eath Beer Spanis more,</li> </ul>	<ol> <li>Hain Street Hagic &amp; Fan Company – Mapic for All Ages, Birthday Parties, Class &amp; Snows, 21 N Jernessev, 912-542-500</li> <li>McKinney Repertory Theater – McKinney's afficial community theatre.</li> </ol>
972-529-6994 Soneiai Things - Artiques, virtage jewelry, furniture, collectibles, architectural pixes & art, 100 W Virginia, 972-548-801	<ol> <li>Tom Lawy's Stonewood Greaters – Rostic Teas access, outern made accessories, 108 W Inspire, 572-880-9009</li> </ol>	16 H Kentadox 97-542-085 4 Separbacon Proper Kitchen – Nodern Anceticat cubice with Texas Tela.	TIN Immesse, 24-53-665 25 Manuel Marketplace - Where character meets community. THE Wrginia,
The Meragenie – Dissipa Antiques for today's Restvices, III 5 Ionnessoo, 902-942-6540	82 Uptimin - Hone accessories & apparet. 1021 Joursana, 972-562-0003 HEALTH & BEAUTY	<ul> <li>200 W Virginia #101, 449-452-5158</li> <li>7 The Color Stand - Specializing in Weshing Colors &amp; Custom Party Color, 100 W Viscolas, 312-562-2271</li> </ul>	407-488-8640     40     Patina Green Home and Market - Ellestyle shop selling caraled goods, found     chiects 8 seal food. TEN Innersee, 907-588-564
PPAREL & JEWELRY	81A Ballie Solan - Hari & nai salor established 2005, 10 E Exusiano, 972-542-644 SEA North Reas Vega - Yogo for everyons: enyosa, gentle, Hatha, prenatal & inscher training, 104 (20 Ninerospec, 34-467-5920)	10 m viegens, storage (2011) 5-4 The Cell Brisk Pub – Simply the Best Irish Pub in Downtown McKinney(, 106 N Immore STI-553-563)	<ul> <li>OpenSi A Marinoz, Tich Netrikske, WC:540-9411</li> <li>Plan Deek Printities – Factboose home deor 8 gifts, something for every some 200 Elondary, 507-547-6485</li> </ul>
6 Bay Millow Design – Castorn & ready-made tasts for men & women, 222 E Wighnia, 459-617-3153	<ul> <li>35 Pavitiza provide status construction of the status of th</li></ul>	66 The Pentry Restaurant – Most celebrated restausart in historic downtown McKinney since 1982, 214E Louisiana, 469-253-7007	2:4 Sharle's - Kendra Sott, NEST KAL Jack Black, Jan Barbogio, Jely Cat, 105 E Wiginia, 214-544-2200
Carteen Hearts - Cool Cassal Clothing, 103 E Virginia 8102, 972-502-5006     Contribut Eliver Bourdages - High fachion lady's designer apparelibrossories, 107 E Virginia, 972-502-5004     Control Contr	90 Barlield & Gregory — Upsciel Saler & Spa. Roba. Be Beachful Report UTWIDENSING, 97-549-205 RESTAURANTS, FOOD & WINE	SERVICES 72 Method Whalth Management - Ficancial Professional committed to serving Mitterney Families & Businesses, VUV/2 Viennesses, 744-642-054	<ul> <li>Summer James - Virlage Chic Hume Decor + Women's &amp; Children's gift Lenn, 2016 Lonekova Str. J, 314-623-6448</li> <li>Taxas Manday Realises - KG, KKA, NEA, NH, Socce, Rese servenire, 1-Sinte 8 more: 2016 Lassiese. 454: 647-677</li> </ul>
accessories, 202 E Jouesana, 912-542-003 Nick Up Your Hawls - Fun casual shoes & accessories, NI2N Remessae,	<ol> <li>Butcher Board – Chof-driven sandwich carvery that highlights the mine. 265 W Verginia #102, 419-952-6813</li> </ol>	<ul> <li>Pittman &amp; Calander Financial Planning – Financial Planning &amp; Weath Management, 203 W Davis, 274-592-8660</li> <li>Shrrocket Consulting, UK – Consulting Services, Marketing for Architecture.</li> </ul>	14 The Reard Rar – A 8908 (Build Your Own Board) art studio & marel, 213 N Kentucky 312–400–6616
5/2-542-3455 Kiss & Makeop Boutique – Unique wonen & children's boutique with a full service salos, 214 Mikantacka, 9/2-542-6285	<ul> <li>Califier Pina Pinh - Jocoff y sourced learned into for wood-fired pizza served with cell been TU S Memory 2025-247-2803</li> <li>Bernow'r Pinz - Scott's bir X grill, 30 F Louissana, 734-342-380</li> </ul>	Egineering & Carstruction Runs, 20 W Rights #302, 201-566-001 SPECIALTY	29 The Deck Gallery - Our business buys 8 sells Old & Rare backs, 201% lemensee, 972-562-0533     55 The Carlies Cookie Company - A Shop for Decs & Presile who low Docs!
Made in McKinney – Source for cool & bendy McKinney-bened souverins & gifts, 300 W Wrginia, 20-544-100 Me & No. Joees Bootbase – Where exists drive neets bendy lashion at	45 Ediair Nistra – Contemporary dring/Fernth Inspired, 26 E Vingina, 24-70-4409 93 Ramm's Custom Heals – Finine & Choice Grade Healts, 307 W Louisiana, 92-507-501	<ol> <li>A Twist of Line – Hismoss Greating Cards - Gifts - Floral Design, 1955 Wagma #165, 459 742 7550</li> <li>BOA Azure Photography - Full service professional absolutionably studio.</li> </ol>	207 E traisiana, 244-769-4885     208     The Crystal Cache – Hiords chologing wintage casad home block gifts, jowe     8 a unites. TB E Longuisma. 5/2-542-8779
affundable prices, 104 N Tennessee, 972-542-6700 Nun Lee Jewelny – Fine Jewelny Store, 106 W Virginia, 972-540-2799	80 Harvest Seasonal Kitchen – Form-to-table impired seasonal kitchen, 12 5 Louissana, 204-725-0251	TIZE Louisland Ste C, 468-400 (855) 75 Cadence Cyclery – Modern Cycling with Old School Service.	73 The Groovy Coop – Funky, 1670–Inspired store Featuring both vintage & new goods, 306 S Immession, 468–611–5620
5 Orisens "We Dress Tosas" - 30 Ranch, Tesha, Polizzi, Old Rown, Luchese, Old Grings, Const. 135 E Veginia, 592-562-7001	47 Hugs Cale – Non-availt care training adults with special needs. 224E Vergenia, 485–306–4900	[20 S Brinnesse, \$72:583,7400 3:4* Digger II - Indoor/Buldoor emportum & local artist market, 507 W Energiese, 6:45:72:548	<ol> <li>Walk of Clay – Paint your own pattery &amp; glass tasing studio, 2018 Restacky 102-547-5472</li> </ol>
O PURPS - High Octane Exchan for your feet, IOS E Wrolnia #IDL 572-553-4555 8 Selio McKinney P - French Informated Icohing designed to be fluid & functional,	9-4 Landow Wavery – Award Hinning Teas Winery in Downtown McKinney, 101 N Kentucky, 507-503-5030     31 Josef Ward Ren In Warder – Biother Stens & Josef Konset,     31 Josef Ward Ren In Warder – Biother Stens & Josef Konset,	68 Doosle's Conner - Collection of bouriques, 208 E isuasiana, 214-451-655	11 Wishihi Thinking - Collection of jeweiry, gifts & home decx, 201 N Kentucky, 459-714-4301
15 E Wrainia Sie B, 214-500-6756	31 USA THAT HAT IN THE - BULLET STOP & USA WOOL HITEL. JISH Remesser, 489-952-959	36 Each & Every Detail – Your Key to Wedding Planning?, 230 E Hunt #102, 214-543-037	"BUSINESS IS LOCATED BEYOND THE MAIF IMADE

### What makes it work?

- Total focus on local residents
- No need for a mall: fashion, shoes, jewelry, health, beauty products
- No chains or franchises
- Nightlife & culture: Restaurants, live music, home-grown focus
- Good selection of specialty shops

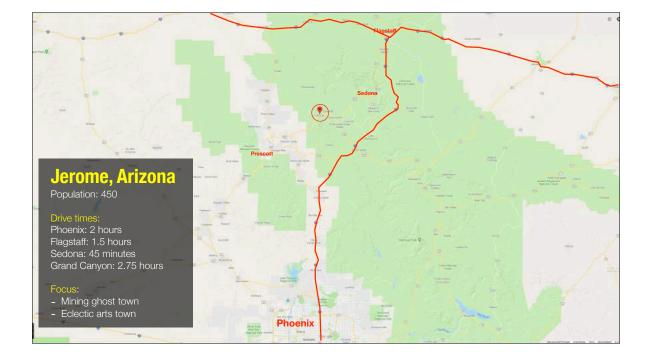


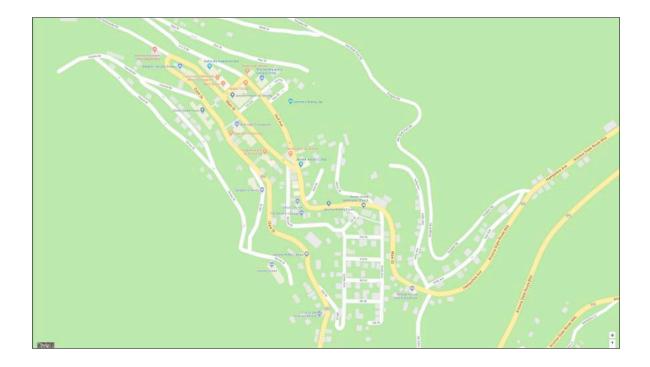


















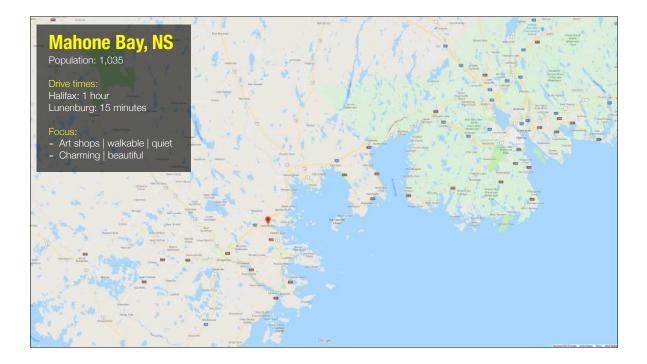








It's 100% organic to Jerome. No chains. No franchises.











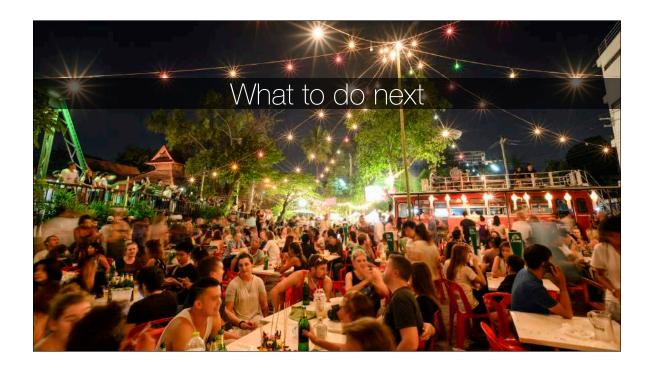














### Ask your locals:

- 1. What should be done to get you to spend more time downtown?
- 2. What types of shops would bring you downtown more often? - Name three
- 3. How often do you think you'd frequent those shops?
- 4. What hours should they be open to get you there more often?
- 5. What do you think downtown's focus should be?
  - Food | antiques | art | music | kids & family | nightlife | other ideas?





Cities/Villages with 1,000-2,5	Avg. Number	Cities/Villages with 2,500-5,00	Avg. Number
NAICS Description Full-service restaurants	Per Community 3.19	NAICS Description Full-service restaurants	Per Community 4.57
Drinking places (alcoholic bev.)	2.17	Beauty salons	3.52
Beauty salons	2.17		3.08
Gasoline stations	1.08	Drinking places (alcoholic bev.) Gasoline stations	1.72
Auto. Mech. & electrical repair			1.63
	1.08	Other amusement (bowling, golf)	
Grocery stores	1.01	Auto. mech. & electrical repair	1.30
Other amusement (bowling, golf)	0.98	Gift, novelty, & souvenir stores	1.08
Gift, novelty, & souvenir stores	0.92	Used merchandise stores	1.08
Used merchandise stores	0.64	Grocery stores	1.07
Auto. parts, accessories, & tire stores	0.54	Auto. parts, accessories, & tire stores	1.05
Auto. body, paint, interior, & glass	0.54	Appliance, tv, & other electronics	0.93
Florists	0.53	Florists	0.88
Specialty food stores	0.52	Barber shops	0.78
Barber shops	0.50	Sporting goods stores	0.73
Hardware stores	0.47	Pharmacies & drug stores	0.72



# Work with your property owners:

- Business mix
- Operating hours and days
- Pop-up shops
- Incentives



## Visit other towns your size that have seen success

- Business mix
- Curb appeal
- Primary activities



"Consumers are increasingly spending at small businesses." This has been increasing every year since 2012 and is steadily increasing as consumers want local, small shops.

"The general consumer trend is to shop small."

- MasterCard SpendingPulse

#### Most common weaknesses of local shops\*

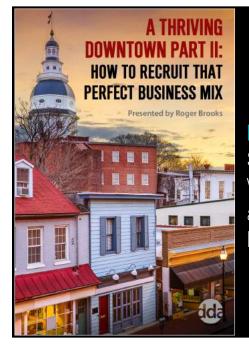
- 1. Limited business hours
- 2. Poor customer service
- 3. Limited selection
- 4. High prices
- 5. Dated appearance or ugly buildings
- 6. Not marketing
- 7. Failing the show rooming test (merchandising & window displays)

\*SmallBizSurvival.com

#### Biggest strengths of local shops\*

- 1. Get to know you
- 2. Make customers feel loved
- 3. Fewer layers
- 4. More flexible
- 5. More knowledgeable
- 6. Innovative
- 7. Benefiting the local community

\*SmallBizSurvival.com



## Next in this series: Step-by-step for recruiting tenants Working with property owners and real estate agents

Incentives?

