

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

Presented by Roger Brooks



Destination Development
Association



The future of downtowns: Rules to live by



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



The rule of critical mass:
The 10+10+10 rule

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!





Jefferson, Texas | Population: 2,100
Downtown: 20+ antique stores (an antique dealer for every 100 residents)

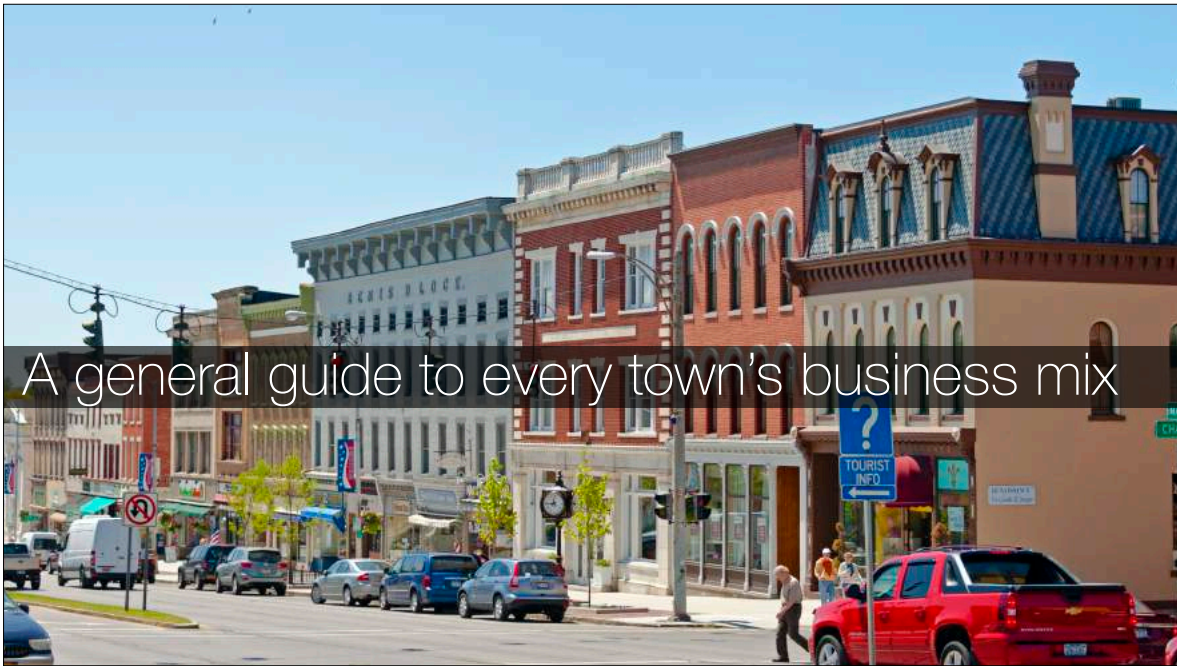


Berea, Kentucky | Population: 15,100
Working artisans/galleries: 22 | Art & craft instructors: 71



Canmore, Alberta | Population: 14,000
Focus: Healthy living | Mountain sports | Wellness | Shops supporting the brand: 38

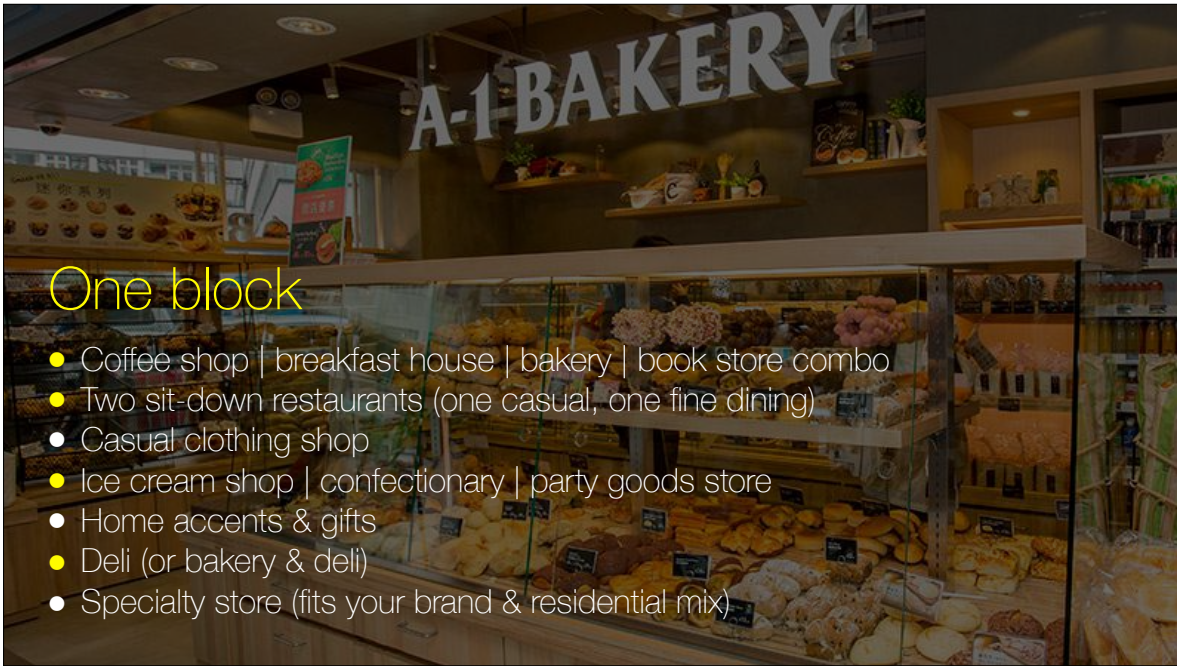




A general guide to every town's business mix



The starter set
(Towns of 500 to 1,000 residents)



One block

- Coffee shop | breakfast house | bakery | book store combo
- Two sit-down restaurants (one casual, one fine dining)
- Casual clothing shop
- Ice cream shop | confectionary | party goods store
- Home accents & gifts
- Deli (or bakery & deli)
- Specialty store (fits your brand & residential mix)



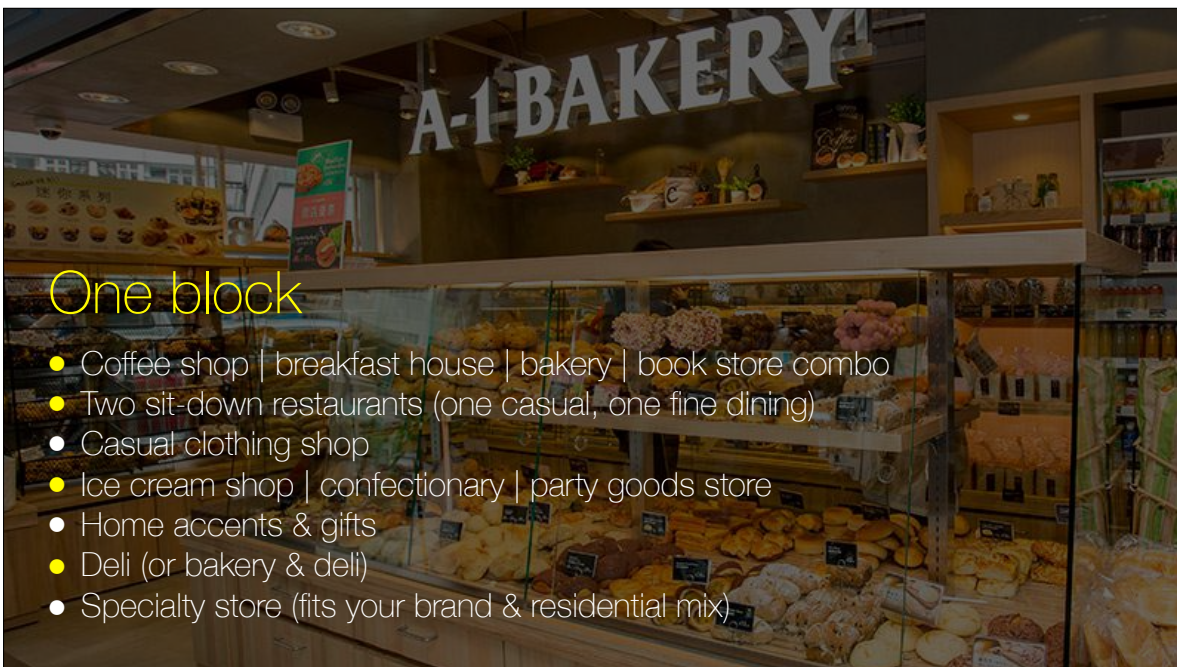








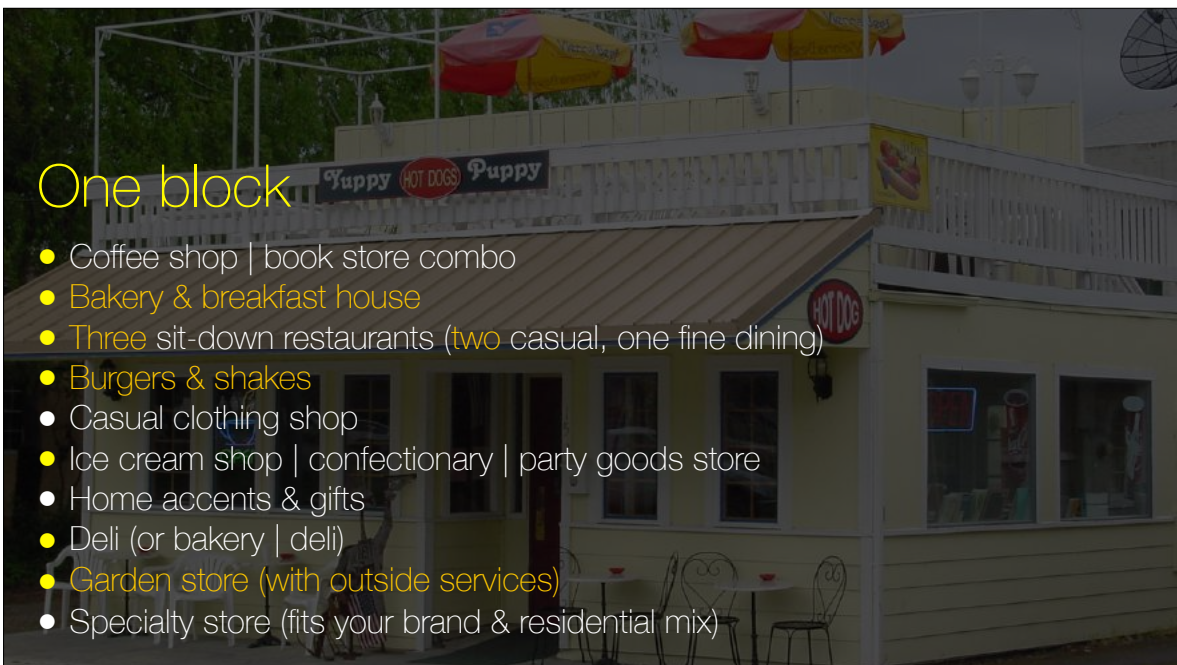






The home town set

(Towns of 1,000 to 1,500 residents)







The hang-out set
(Towns of 1,500 to 2,500 residents)

Two blocks

- Coffee shop | book store combo
- Bakery & breakfast house
- Four sit-down restaurants (two casual, one fine dining, micro-brewery)
- Burgers & shakes
- Casual clothing shop
- Ice 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

Escalante, Utah | Population: 780

Escalante Outfitters: Gear | Clothes | Pizza | Cabins | Drinks (both)









The destination set (Towns of 2,500 to 3,500 residents)

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





The premier set

(Towns of 3,500 to 5,000 residents)

Two blocks

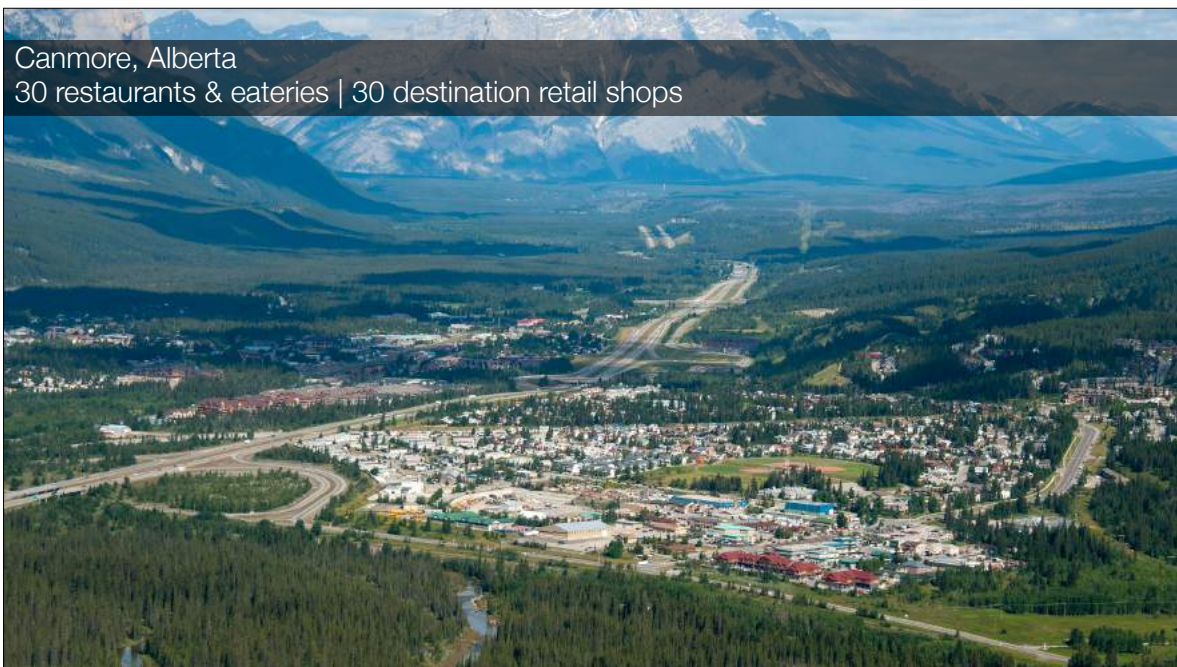
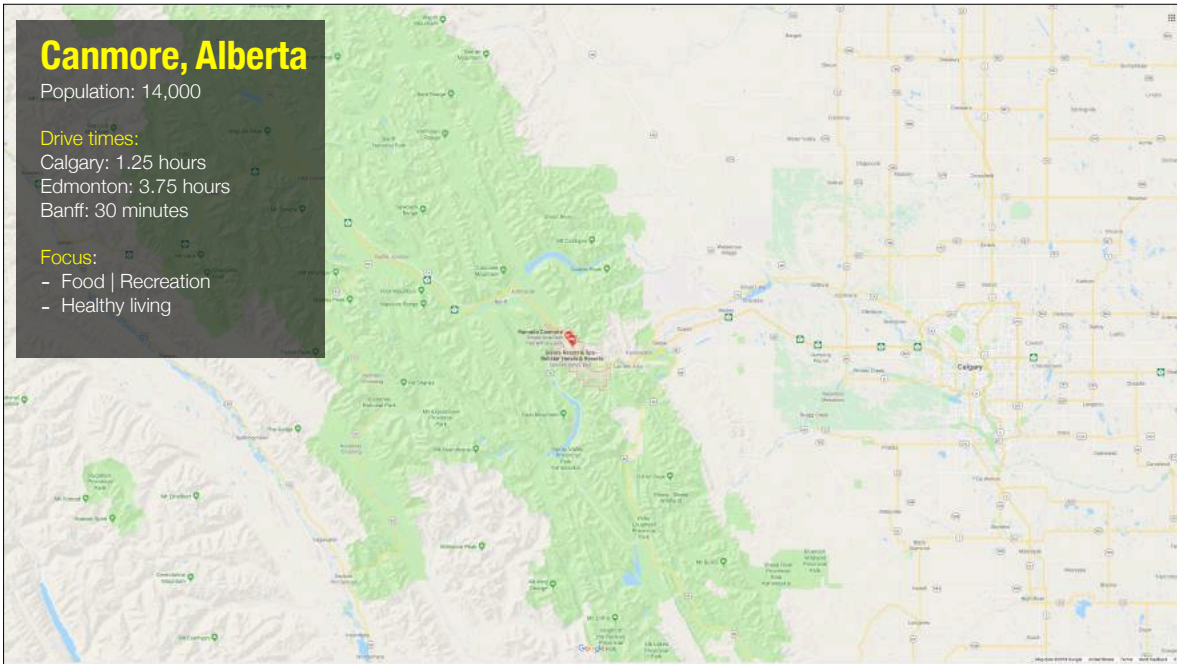
- Two coffee shops
- Bakery & breakfast house
- Six sit-down restaurants
- Two burgers & shakes | takeout
- Two micro-brew or pub | sports bar
- Two casual clothing shops
- Shoe store
- Ice cream shop | confectionary | fudge
- Two home accents & decor
- Two delis | lunch spots
- Garden store
- Five specialty 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

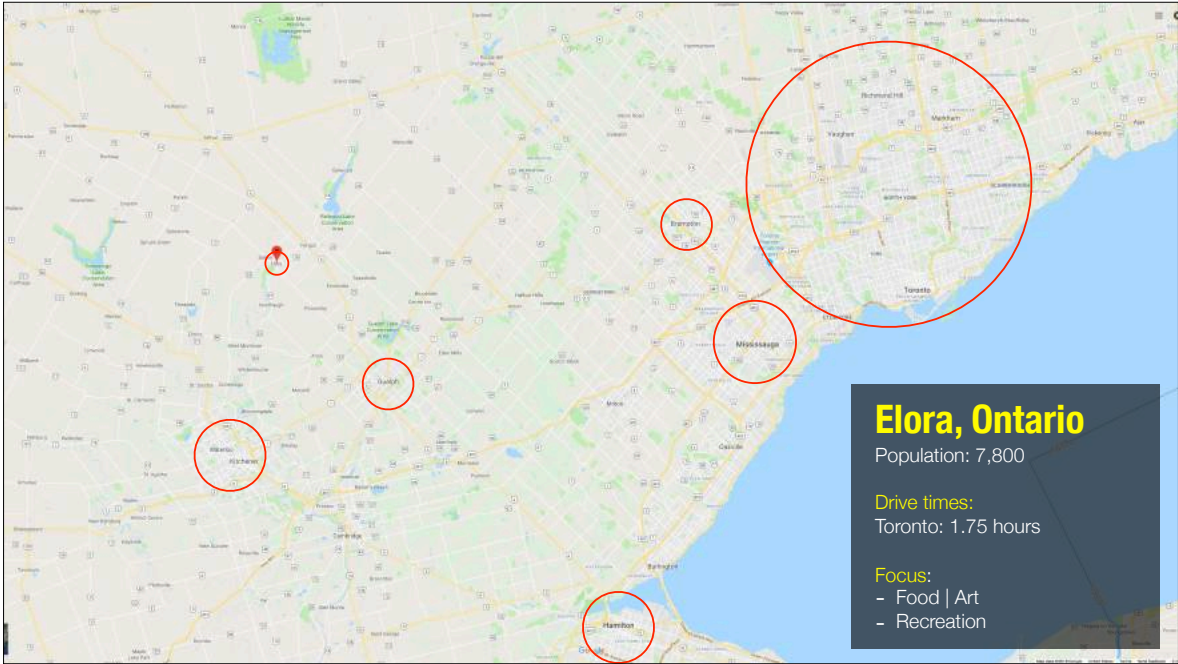


The visitor destination set (Towns of 1,500 to 10,000 residents)

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

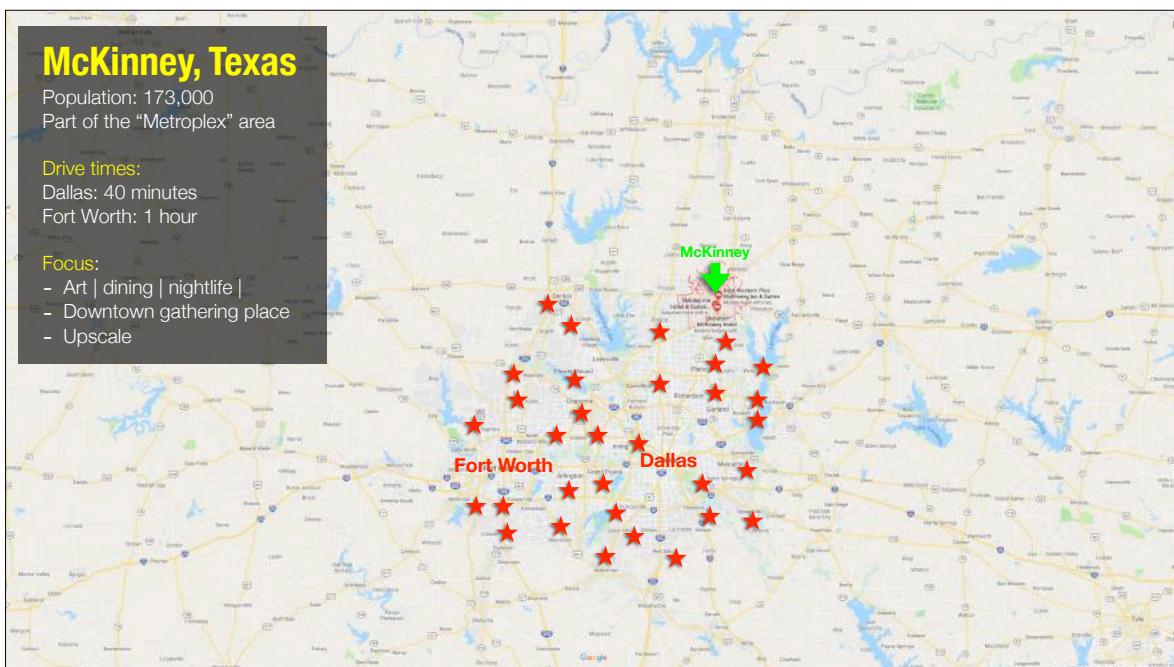


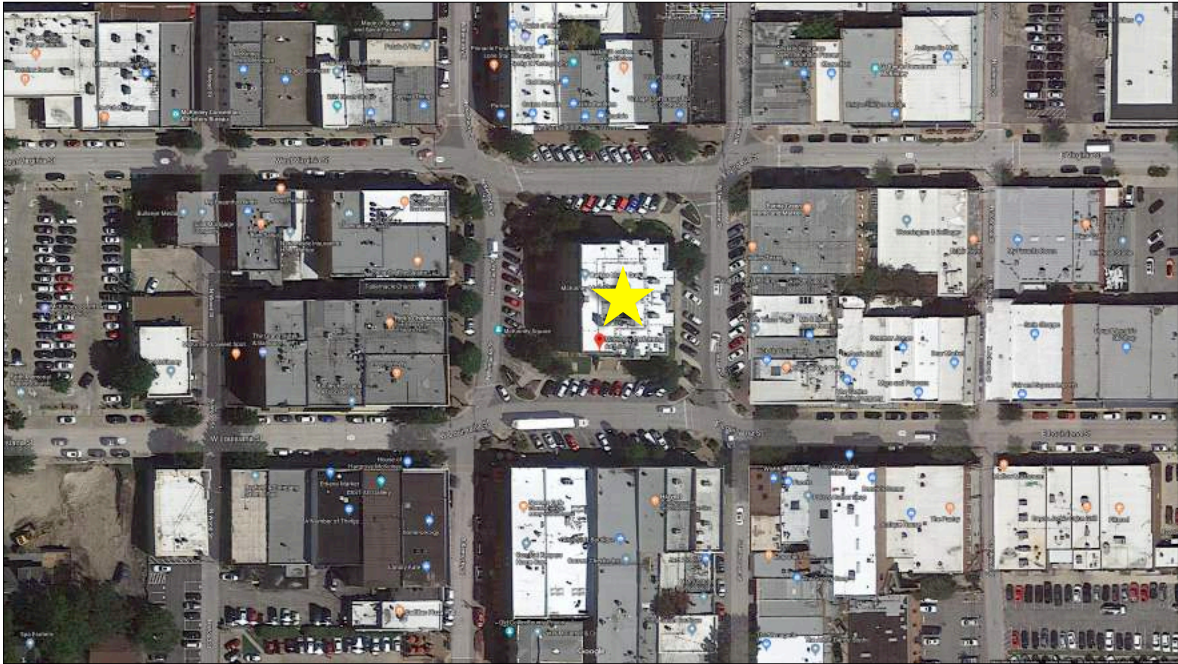




The suburban set

(Bedroom communities | districts in metro areas)





Shop, Dine, Enjoy

Whether it's for a night out on the town, antiques or a weekend escape, people head to McKinney for its downtown historic district. Generations have shopped, worked, lived and enjoyed some of life's milestones in the same buildings that today make up the vibrant downtown.

It's still a place to gather, with its sophisticated charm, and eclectic shopping and rising culinary scene, and serving as the city's unofficial center of leisure and play. This coming together of new and old, historic and trend-setting, daytime festivals and nightlife activities embodies the spirit of McKinney and what makes it unique.

The walkable square and immediate neighboring streets encompasses one of the oldest authentic and thriving downtown areas in Texas. Downtown is not just a location, it's a destination.



McKinney Main Street
972-547-2660
www.downtownmckinney.com

City of McKinney
972-547-7500
www.mckinneytexas.org

Convention & Visitors Bureau
214-544-1407
www.visitmckinney.com

McKinney Chamber
972-542-0163
www.mckinneychamber.com

Downtown McKINNEY Texas SHOPPERS GUIDE



www.DowntownMcKinney.com



Annual Events

Krewe of Barkus

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.



Arts in Bloom



Oktoberfest



Scare on the Square



Home for the Holidays

McKinney Oktoberfest

Last weekend in September. German festival celebrating Bavarian heritage with local beer and authentic cuisine.

Scare on the Square

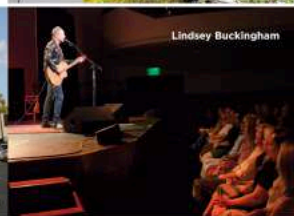
Halloween. Ghouls and goblins of all ages enjoy this safe downtown trick-or-treat event.

Home for the Holidays

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



McKinney Performing Arts Center



Lindsey Buckingham

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 Buckingham, Clint Black, Robert Earl Keen, The Indigo Girls, Ricky Skaggs, Pentatonix and countless others, MPAC offers audiences an unforgettable night of entertainment.

Where to Stay

HOTELS & MOTELS

America's Best Value Inn

205 W. University Dr. (U.S. 380)
972-540-0700 or 800-311-2338

Best Western Inn & Suites

483 Wilson Creek Blvd.
972-548-2000 or 800-457-8376

Comfort Suites

1950 N. Central Expressway (U.S. 75)
972-548-8995 or 800-4-CHOICE

Days Inn

2324 N. Central Expressway (U.S. 75)
972-548-8800 or 800-345-999

The Grand Hotel & Bathhouse

164 W. Louisiana St.
214-728-8293

Kempston Inn

2030 N. Central Expressway (U.S. 75)
972-542-6627

Holiday Inn Express Cray Branch

4077 Independence Hwy.
800-HOLIDAY

Holiday Inn Hotel & Suites

3220 Cray Dr.
489-852-2954 or 800-400-9494

La Quinta Inn & Suites

6555 Independence Hwy.
972-540-2570 or 800-5-STEP4U

McKinney Inn

1401 N. Tennessee St.
972-542-8468

Motel 6

2325 Maple Ave.
972-542-0840 or 800-490-0116

Quality Inn

1700 N. Central Expressway (U.S. 75)
972-542-9471

Residence Inn

1915 Central Expressway (U.S. 75)
972-542-4583

Shawnee Hotel & Conference Center

1800 Gateway Blvd.
972-540-4200

Super 8 Motel

983 N. Central Expressway (U.S. 75)
972-548-8800 or 800-400-9300

TownPlace Suites by Marriott

1812 Montpelier Dr.
214-726-9330

Value Place

1407 N. Central Expressway (U.S. 75)
214-504-9333

BED & BREAKFASTS

The Bingham House

686 S. District St.
972-529-8851

Cottage at Stonebridge Ranch

3033 Brown Hill Rd.
972-529-5995

Downell House

1944 S. Tennessee St.
972-542-3466

McKinney Bed & Breakfast

405 S. Parker St.
214-608-6227

Red Gate Inn

1816 Church St.
214-623-5865

SPECIALTY INNS

Honey Lane

5400 Deer Springs Lane
855-636-5283

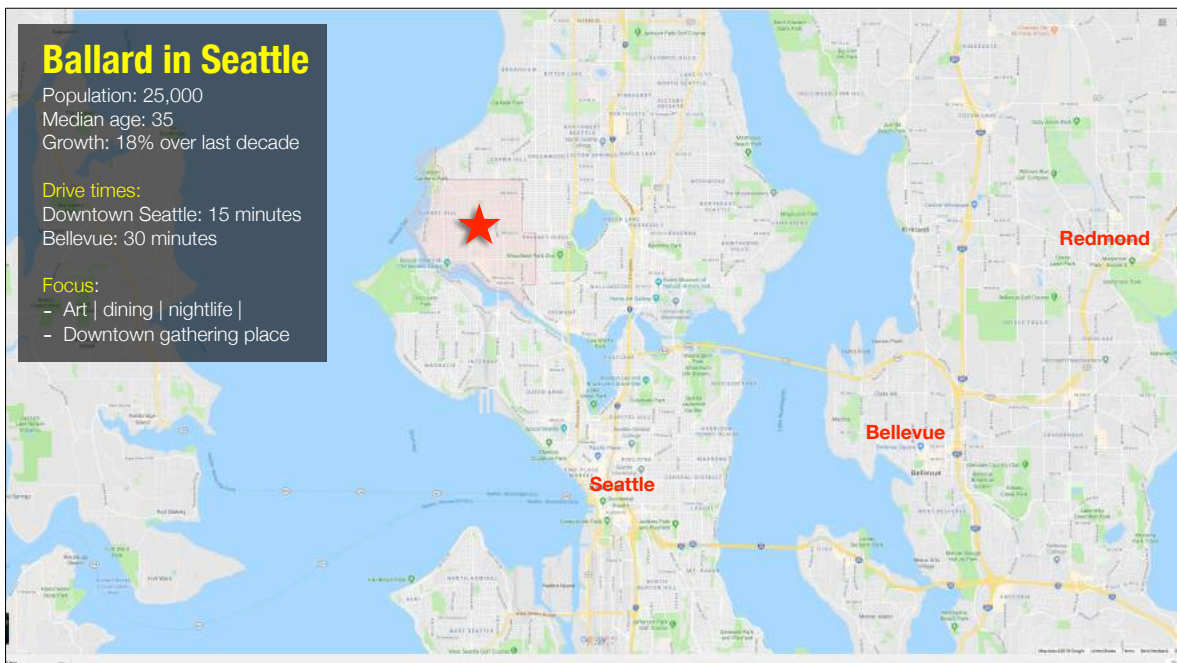
The Southern Oaks Retreat

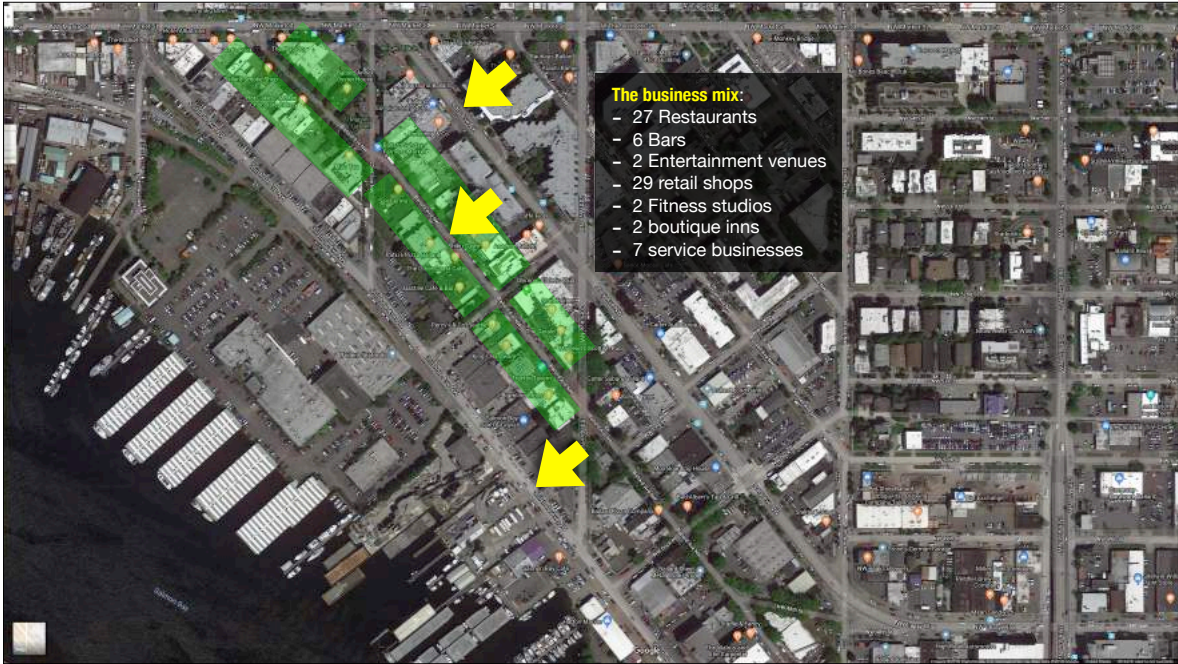
703 S. Tennessee St.
214-975-5785



What makes it work?

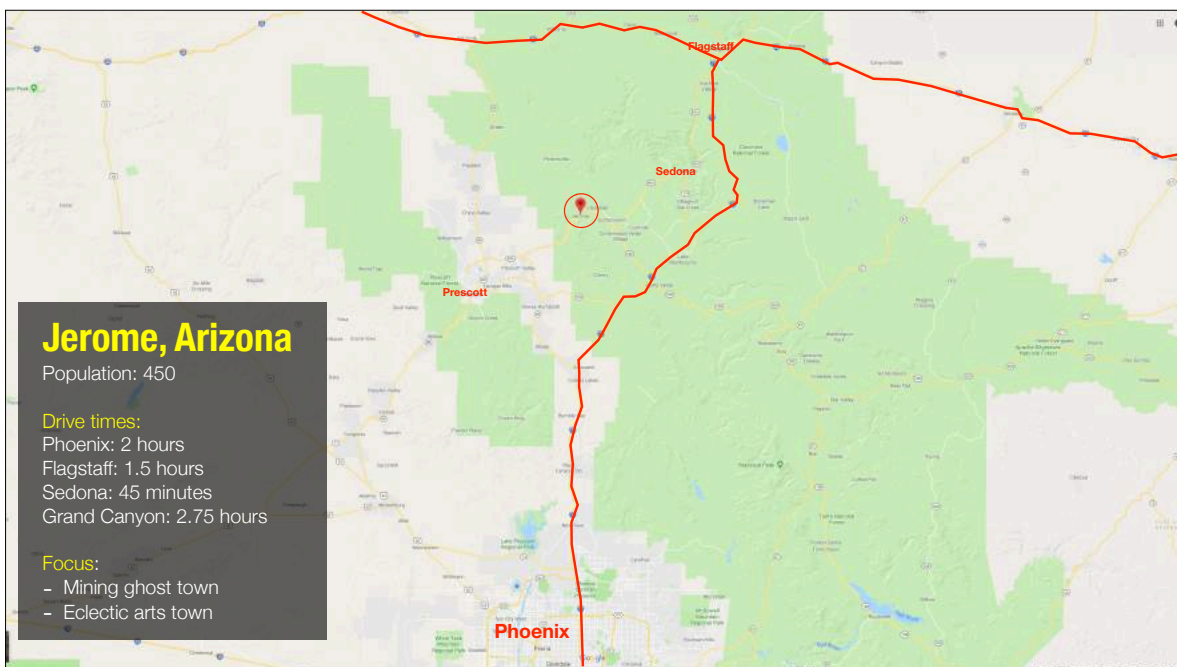
- Total focus on local residents
- No need for a mall: fashion, shoes, jewelry, health, beauty products
- No chains or franchises
- Nightlife & culture: Restaurants, live music, home-grown focus
- Good selection of specialty shops







The destination downtown set (Where downtown is the main attraction)









What makes it work?



Nellie Bly: Largest kaleidoscope store in the world



14 galleries all featuring local artists



Western Heritage Furniture:
Tim McClellan



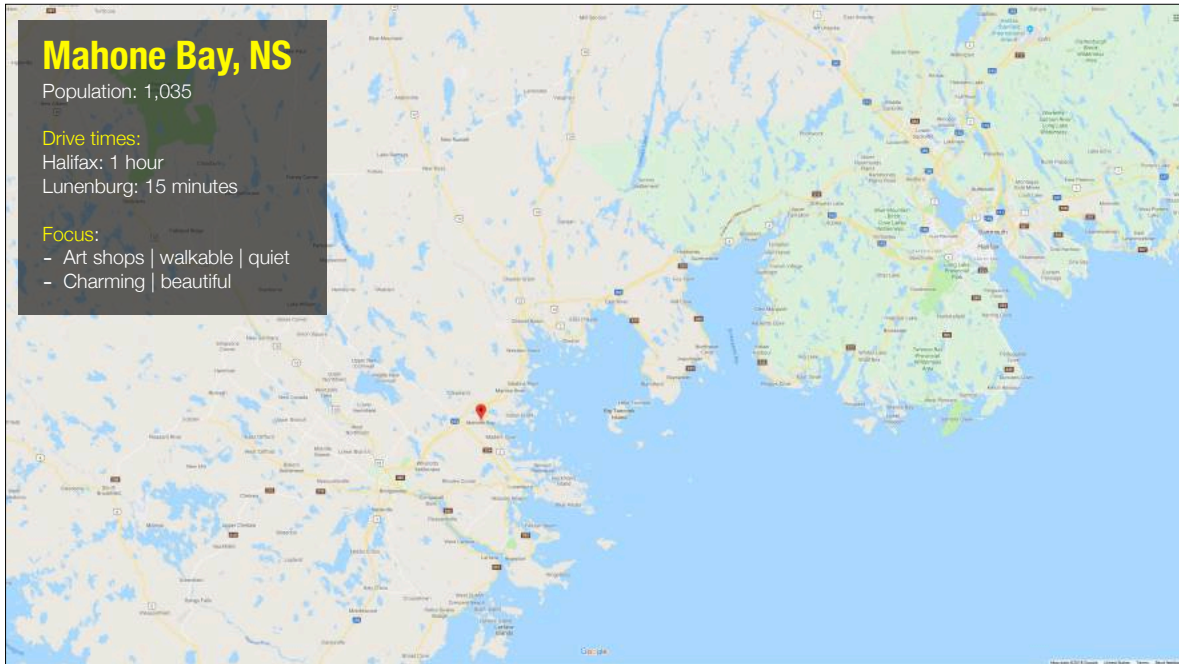
Irreverent, eclectic, fun, casual, a mix of cultures and styles.



Fine culture | Counter culture | Biker bars & fine dining |



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





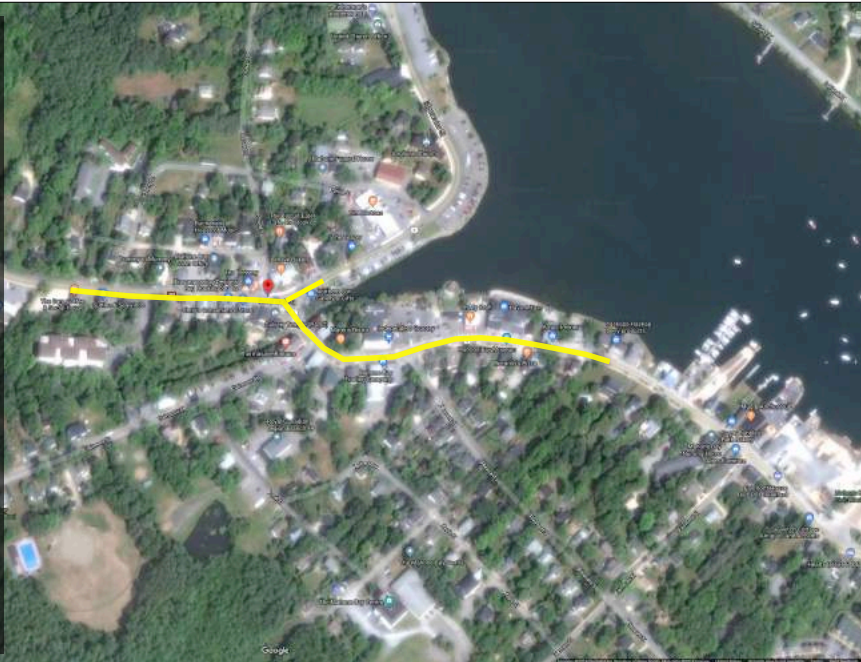


The business mix:

- 10 eateries | restaurants
- Biscuit Eater Cafe & Books
- Tea Brewery
- LaHave Bakery
- Mug & Anchor Pub
- Oh My Cod!
- Saltbox Brewing
- Barn Coffee & Social House

- 23 specialty retail shops
- Amos Pewter
- Northern Sun Gallery
- 4 other galleries
- 2 rug hooking studios
- Whirligig Factory
- The Teaser (gift store)
- Have a Yarn
- Cosmic Hippie
- Tummy to Mummy
- Sprig Apothecary
- Mahone Bay Trading (footwear)
- Sugar Bubbles Bath Bakery
- Seamist Studio (pearl jewelry)

- 4 wellness centers
- 3 pet: boarding | learning | bathhouse & boutique



Nashville, Indiana

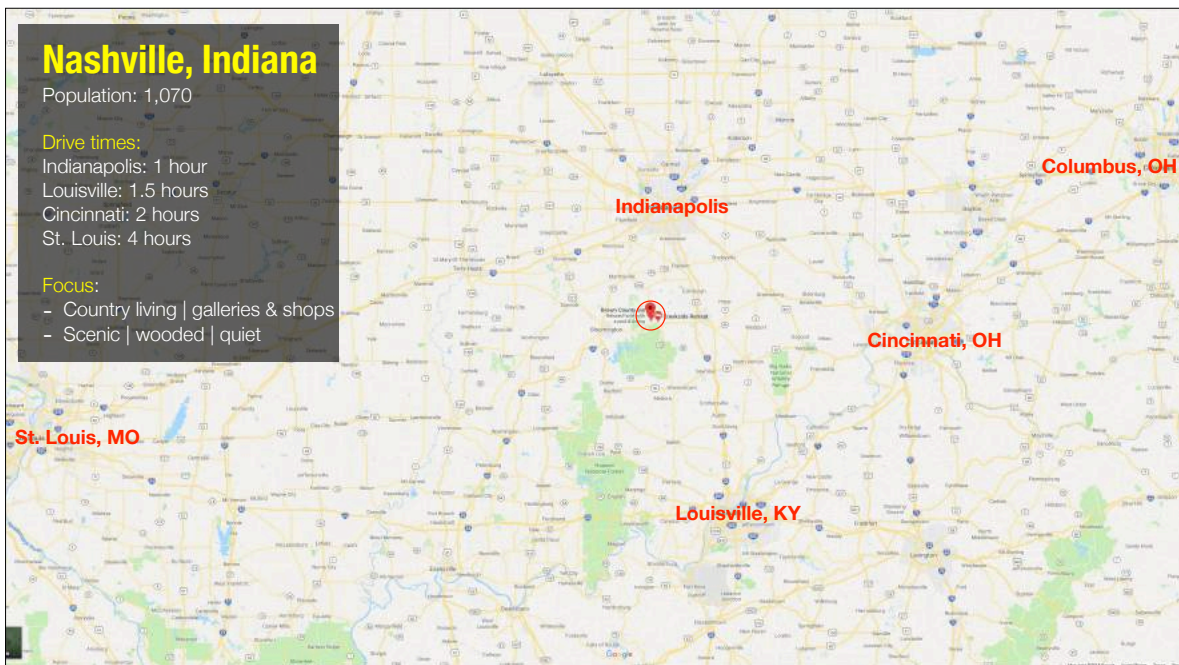
Population: 1,070

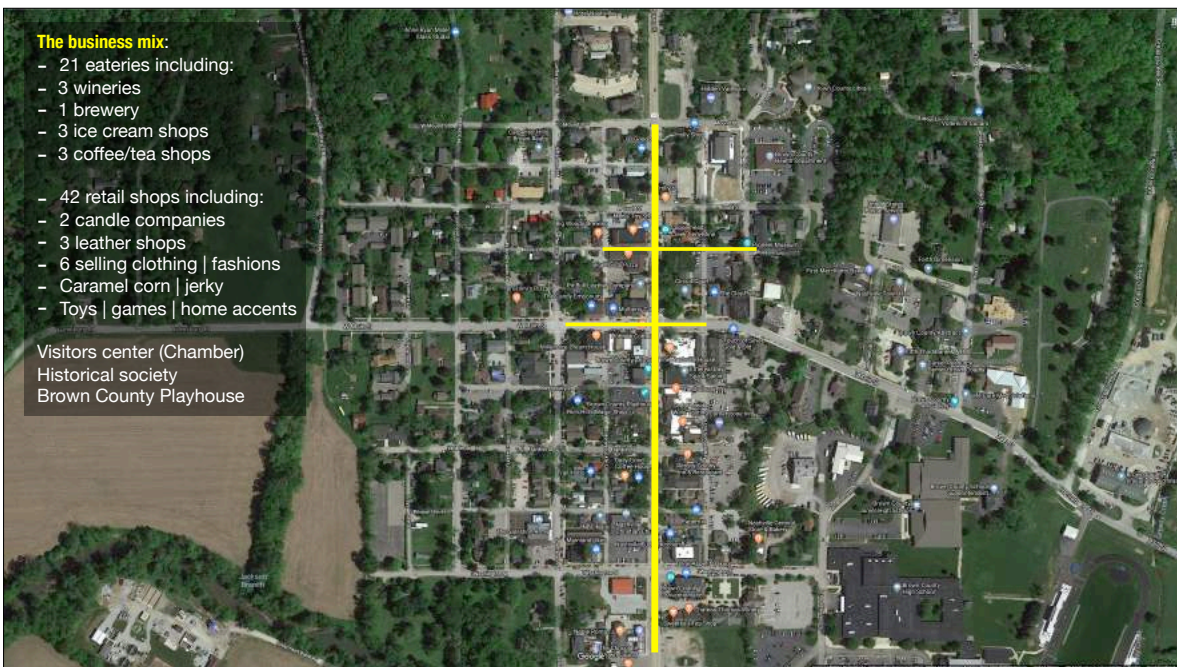
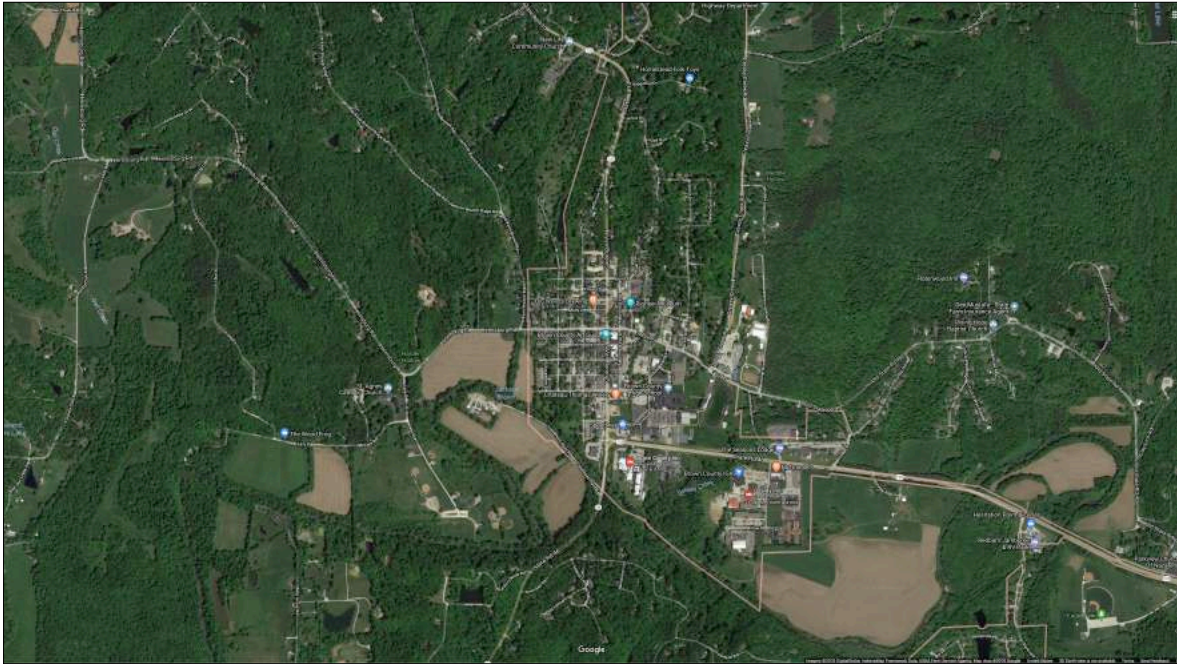
Drive times:

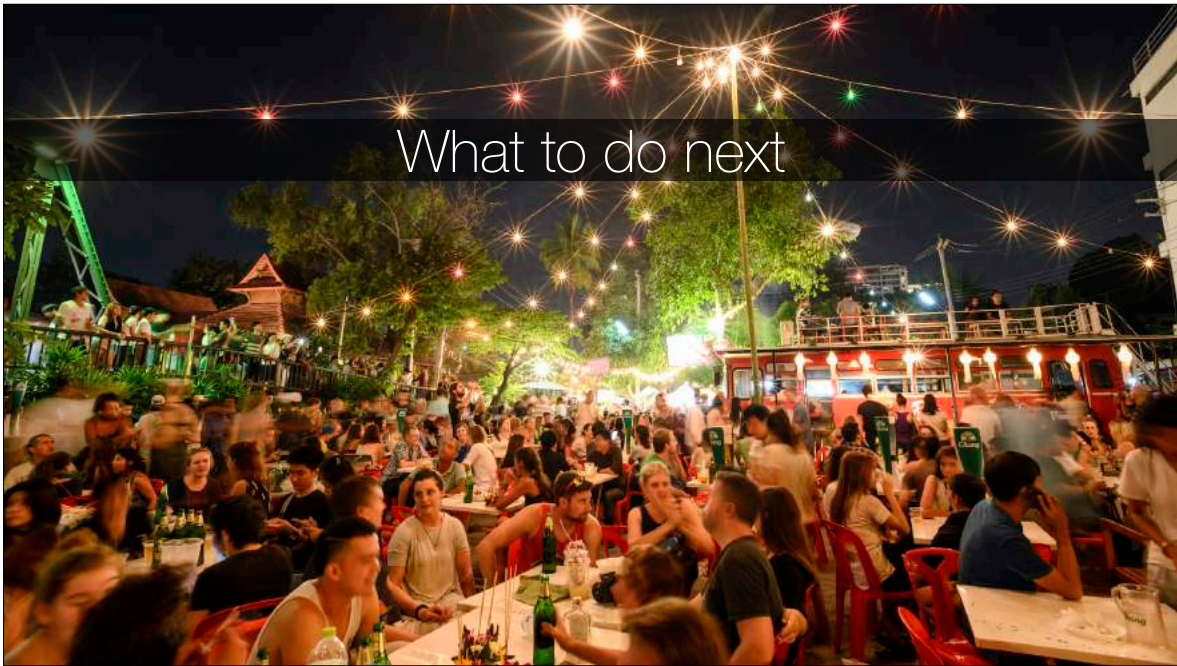
- Indianapolis: 1 hour
- Louisville: 1.5 hours
- Cincinnati: 2 hours
- St. Louis: 4 hours

Focus:

- Country living | galleries & shops
- Scenic | wooded | quiet







What to do next



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 1,000-2,500 Pop. ¹		Cities/Villages with 2,500-5,000 Pop. ²	
NAICS Description	Avg. Number Per Community	NAICS Description	Avg. Number Per Community
Full-service restaurants	3.19	Full-service restaurants	4.57
Drinking places (alcoholic bev.)	2.17	Beauty salons	3.52
Beauty salons	2.15	Drinking places (alcoholic bev.)	3.08
Gasoline stations	1.08	Gasoline stations	1.72
Auto. Mech. & electrical repair	1.08	Other amusement (bowling, golf)	1.63
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

Source: Retail and Service Business Mix Analysis of Wisconsin's Downtowns. Bill Ryan, Beverly Stencel, and Jangik Jin. University of Wisconsin – Extension.



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

	population
Fish Creek, WI	1,000
LaConner, WA	950
Sisters, OR	2,600
McCloud, CA	1,100
Rosebud, AB	90
Oatman, AZ	130
Peggy's Cove, NS	640
Helen, GA	530
Marfa, TX	1,800
Springdale, UT	570
Cape May, NJ	3,500
Tofino, BC	1,950
Eureka Springs, AR	2,100
Bayfield, WI	500
Wickford, RI	2,500
Joseph, OR	1,100
Garden City, UT	590
Tubac, AZ	1,200
Genoa, NV	940
Woody Point, NL	360

ST HELENA
NAPA VALLEY'S MAIN STREET

WINE DINE STAY SHOP PLAY RELAX EVENTS WEDDINGS ABOUT

small town
BIG EXPERIENCE

WELCOME TO
NAPA VALLEY'S MAIN STREET

PAY \$100
and you receive over 20 wine, dine,
spa & stay experiences

FIND OUT MORE ABOUT THE BOOK

“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

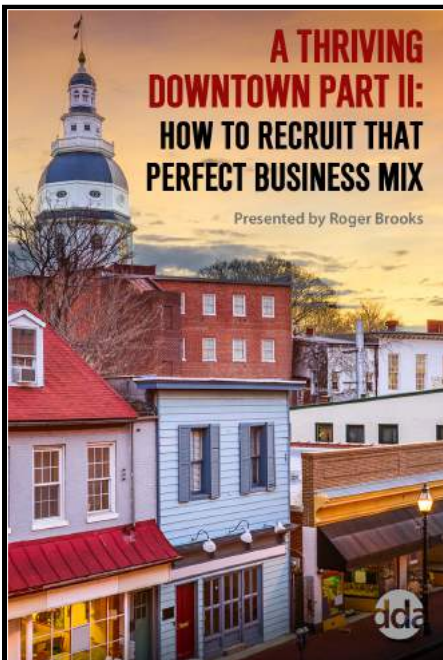
Most common weaknesses of local shops*

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)

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?



Here's to making your downtown
an amazing success!

For more how-to resources join us at
DestinationDevelopment.org

 Destination Development
Association
www.DestinationDevelopment.com