DOWNTOWN REVITALIZATION

Bringing New Life to Old Bricks

PRESENTED BY LORIE VINCENT, CECD

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acceleration
BY DESIGN

com-mu-ni-ty

/kə'myoonədē/

Noun

1. a group of people living in the same place or having a particular characteristic in common.

2. A feeling of fellowship with others, as a result of sharing common attitudes, interests and goals.

17,982

CITIES IN USA UNDER THE POPULATION OF 25,000

DOWN 43 FROM 2018

16,410

CITIES IN USA UNDER THE POPULATION OF 10,000

DOWN 60 FROM 2018

FYI: there are approximately 314 cities in the USA with a population over 100,000.
Up 29 from 2018

windshield tour components

ENTRANCES AND EXITS/HIGHWAYS

SIGNAGE TO AMENITIES

INDUSTRIAL AREAS

DOWNTOWN AREA

COMMUNITY SERVICES/CITY SERVICES

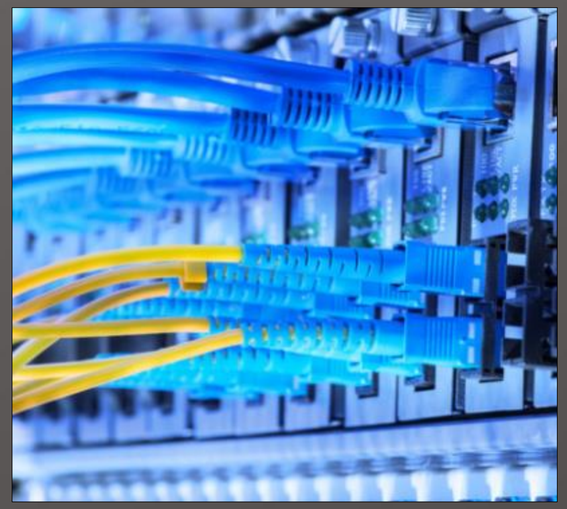
EDUCATIONAL SERVICES

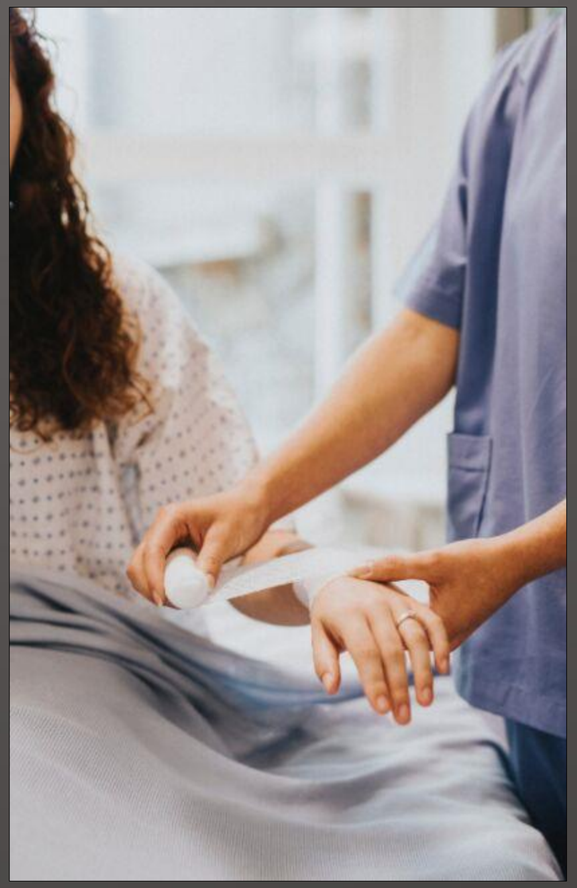
RESIDENTIAL

CULTURAL/SOCIAL

RETAIL

COMMUNITY IDENTITY





insuring basic needs

creating true livability

CLEAN AIR & WATER

SAFE NEIGHBORHOODS

SOCIAL INTERACTION/GATHERING PLACES

VIBRANT BUSINESS DISTRICTS

CURBS & GUTTERS/UTILITIES/SERVICES

PARKS & RECREATION

AFFORDABILITY/COST OF LIVING

CONNECTIVITY

DIVERSITY

ARTS & CULTURE

now what?

PREPAREDNESS & CONTINGENCY PLANS

MORE INTEREST IN NON-URBAN LOCATIONS

MOBILE/REMOTE WORKFORCE

NEW EMPHASIS ON SECURITY

QUALITY OF LIFE/PLACE FOCUS

LESS ATTACHMENT/MORE ADVENTURE

NEED FOR NEW MARKETING APPROACHES

NONE OF THIS HAPPENS WITHOUT INTENTIONAL COMMUNITY & BUSINESS ENGAGEMENT

40 critical factors

1. Assessment
2. Boundaries
3. Reality checks & gaps
4. Repurposing & reimagining
5. Aesthetics & first impressions
6. Lights, seating, trash & parking
7. Sidewalks & pedestrians
8. Permitting & policies
9. Colors
10. Identity development

11. Murals & art
12. Green space
13. Renditions
14. Second floors
15. Mixed use
16. Partner initiatives
17. On-line presence
18. Paint….a lot
19. Signage
20. Building owner engagement

21. Business development & recruitment
22. Marketing strategies for downtown/main street
23. Maximize what makes your community unique
24. Responsibility & accountability
25. Tools, resources & programs
26. Hard conversations
27. In-kind help
28. Business events
29. Youth events
30. Community events

31. Honoring history
32. Fundraising
33. Starts & finishes
34. Action plans
35. Tourism
36. Gathering space
37. Daytime vs. Nighttime
38. Inclusive engagement
39. Traffic
40. Quit Talking – Start Doing

“You can create jobs without a vibrant downtown, but you can’t sustain a healthy community without one”

~~Lorie Vincent

CRITICAL FACTORS FOR BUSINESS SUCCESS

People can’t/won’t shop with you if you don’t keep consistent hours.

People love old and historic …. as long as it is clean, safe and the product/service is good.

Fifty years of downtowns thrived without people being able to park right at the front door.

There is strength in numbers. Competition is good.

You don’t have to embrace every new technology that comes along, but you must move beyond ”cash only.”

Sustainability begins when people/businesses/building owners begin to invest in each other through support & promotion.

most critical ordinances and policies

FIRE SUPPRESSION SYSTEMS

REGISTERED ABSENTEE BUILDING/LANDOWNERS

JUNK CARS, FENCING & SIGNAGE

FOOD TRUCKS & POP UPS

SCHEDULING EVENTS

AIRBnB, VRBO & SHORT TERM RENTALS

ADA POLICIES

LANDSCAPING

PARKING

ASSESSMENT

Benchmark, research, identify gaps & needs for specific building, condition of building and surrounding area, permitting, ordinances, cost of improvements, etc.

FUNDING

Public vs. private investment, own, lease, donors, repairs, maintenance, façade grants, interior grants, infrastructure assistance, revolving loan funds, etc.

SURROUNDING SPACE

Sidewalks, lighting, parking, gathering space, arts & culture projects, safety, maintenance responsibility, landscaping, signage, etc.

MARKETING

Best uses, cooperative advertising, open houses, interim activity, announcements, progress reports, availability, etc.

the game plan.

EARLY

Gyms, coffee, doughnuts, cafés, bakeries, organized exercise, early shift, daycare, etc.

DAYTIME

Service businesses, retail, cafes, restaurants, bakeries, gyms, non-profits, professional services, government,

EVENING

Gyms, pubs, restaurants, live music, boutiques, bookstores, organized community events, holiday events, open houses, etc.

the downtown daily life cycle.

You need a minimum of THREE businesses open during each daily time cycle.

You will begin to build a consistent tourism base when you have THREE reasons for someone to stop at any given time.

The community will begin to engage in downtown/business district activities when there are THREE scheduled and promoted events. Start annually, then go to quarterly, then monthly. Scale each event accordingly.

the 3/3/3 downtown success formula.

project phases

CLEAN UP
DEMOLITION
ASSESSMENT

INFRASTRUCTURE

AESTHETICS &
MARKETING

- BUSINESS DEVELOPMENT
- DEMOLITION & CLEAN-UP
- RESTORATION & RENOVATION
- BEAUTIFICATION & LANDSCAPING
- COMMUNITY DEVELOPMENT

action plan categories

- Clean up 6 alleyways
- Clean out 4 building(s) that are being used for storage
- Repair 2 sidewalks in front of a stores
- Create 2 ramps where needed
- Camouflage 6 empty storefronts
- Create an investment group to purchase 3 dormant or substandard buildings
- Purchase 12 large planters & flowers for Main Street
- Create a new façade grant program
- Hold 4 new signage drawings
- Offer 6 entrepreneur educational programs
- Host after hours event for existing businesses
- Coordinate 4 quarterly workdays for cleanup
- Host 2 open houses for available buildings
- Coordinate a task/talent group for renovation & business projects (goal 20 people)
- Coordinate 10 projects for civic & youth groups
- Hold 4 quarterly downtown outdoor social events
- Hold 2 mural contests or art window contests
- Launch social media campaign-post weekly updates
- Complete a strategic gap study (6 person committee)
- Hold one pitch (Big Idea) contest for new businesses

sample 12 month action plan

- CAMPAIGN SHOULD HAVE A BEGINNING & END WITH ONGOING OBJECTIVES BUILT IN
- USE RENDERINGS
- CLEAR COSTS & BENCHMARK DATES
- INCLUDE ACCOUNTABILITY & MEASURABILITY
- ASSIGN TEAMS
- DOCUMENT EVERYTHING
- REGULAR CHECK-INS & PROGRESS REPORTS

important action plan factors

LOOK WITH FRESH EYES

GATHER FEEDBACK

DEVELOP A DOWNTOWN REVITALIZATION ACTION PLAN

GATHER BUY-IN & COMMITMENTS

be aggressive & systematic in your approach

FAQ’s

Why can’t we just paint the front of the building for now?

Why can’t we use grants to renovate the building?

FAQ’s

FAQ’s

What if it seems like a ROI is never going to be possible with this building?

Why don’t we just tear it down?

FAQ’s

MISSION: POSSIBLE

DOING NOTHING IS NOT AN OPTION

RESOURCES & ASSISTANCE ARE AVAILABLE

CITIZEN ENGAGEMENT IS IMPERATIVE

MUST ARTICULATE THE END GAME

NO ONE GROUP CAN GO IT ALONE

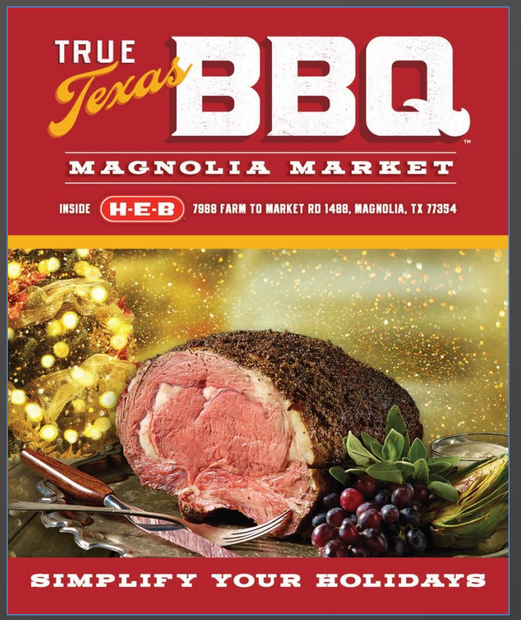
COMMUNITIES CAN GROW WITH PURPOSE…IT’S POSSIBLE

SUSTAINABLE GROWTH DOES NOT HAPPEN OVERNIGHT

HONOR YOUR HISTORY….BUT BUILD FOR THE FUTURE

swipe right for
more connections.

It takes six seconds to make an impression in life.



It takes six seconds to make an impression…on Tinder.

mar·ket·ing

/ˈmärkəd**i**NG/

Marketing refers to activities a business, a company or organization undertakes to promote the buying or selling of a product or service.

what are we selling?

PROJECT U 2022

givers and receivers of marketing

BUSINESSES

ORGANIZATIONS

CONSUMERS

INFORM OR SHARE

Promotions, products, initiatives, announcements, introductions, events, etc.

CALLS TO ACTION

Purchase, join an effort, get involved, specific projects, sales, surveys, coupons, etc.

ENGAGE OR INSPIRE

Character stories, tall tales, remember when’s, overcoming obstacles, special gifts, history, do-it yourself lessons, etc.

PROMOTE A CAUSE

Advocacy, local charities, specific projects, foundations, program information, etc.

why marketing & engagement is important.

the marketing life cycle.

how has marketing changed since the pandemic?

NEEDS

PERCEPTION

ATTENTION

PRODUCTS - JANUARY 2020

PRICE
CHOICE
QUALITY
CONVENIENCE
DELIVERY/SHIPPING
RETURN/ CANCELLATIONPOLICY

PRODUCTS - 2022

CONVENIENCE
DELIVERY/SHIPPING
RETURN/CANCELLATION POLICY
QUALITY
CHOICE
PRICE

SERVICE – JANUARY 2020

REPUTATION
PRICE/VALUE
CONVENIENCE
CUSTOMER SERVICE

SERVICE – JANUARY 2022

24 HOUR ACCESSIBILITY
DIGITAL COMMUNICATIONS
REPUTATION
PRICE/VALUE

preferences changed...

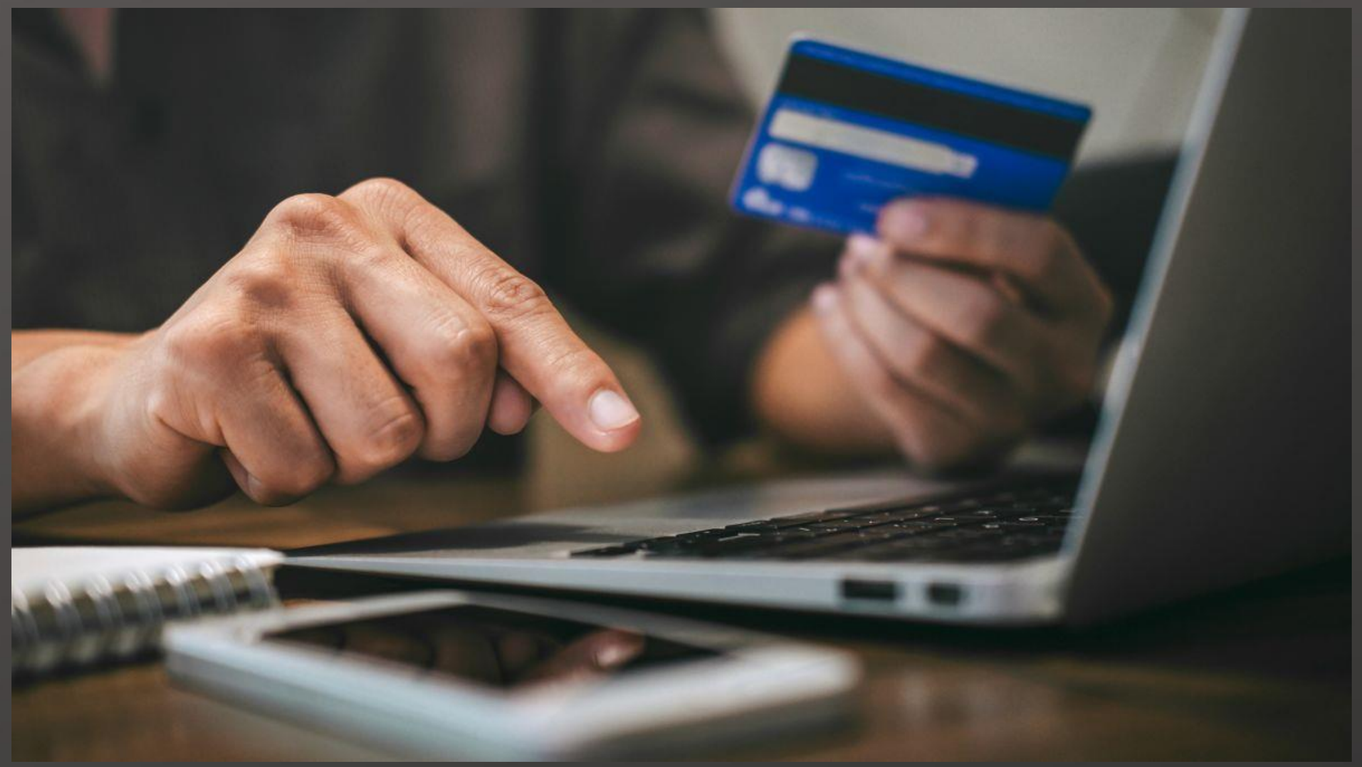
marketing trends for 2023

marketing trend #10

adaptability is key.

marketing trend #9

the world is your competition.



marketing trend #8

embrace digital marketing.

SEARCH ENGINE OPTIMIZATION (SEO)

CONTENT MARKETING

SOCIAL MEDIA MARKETING

PAY PER CLICK ADVERTISING (PPC)

AFFILIATE MARKETING/INFLUENCERS

MARKETING AUTOMATION

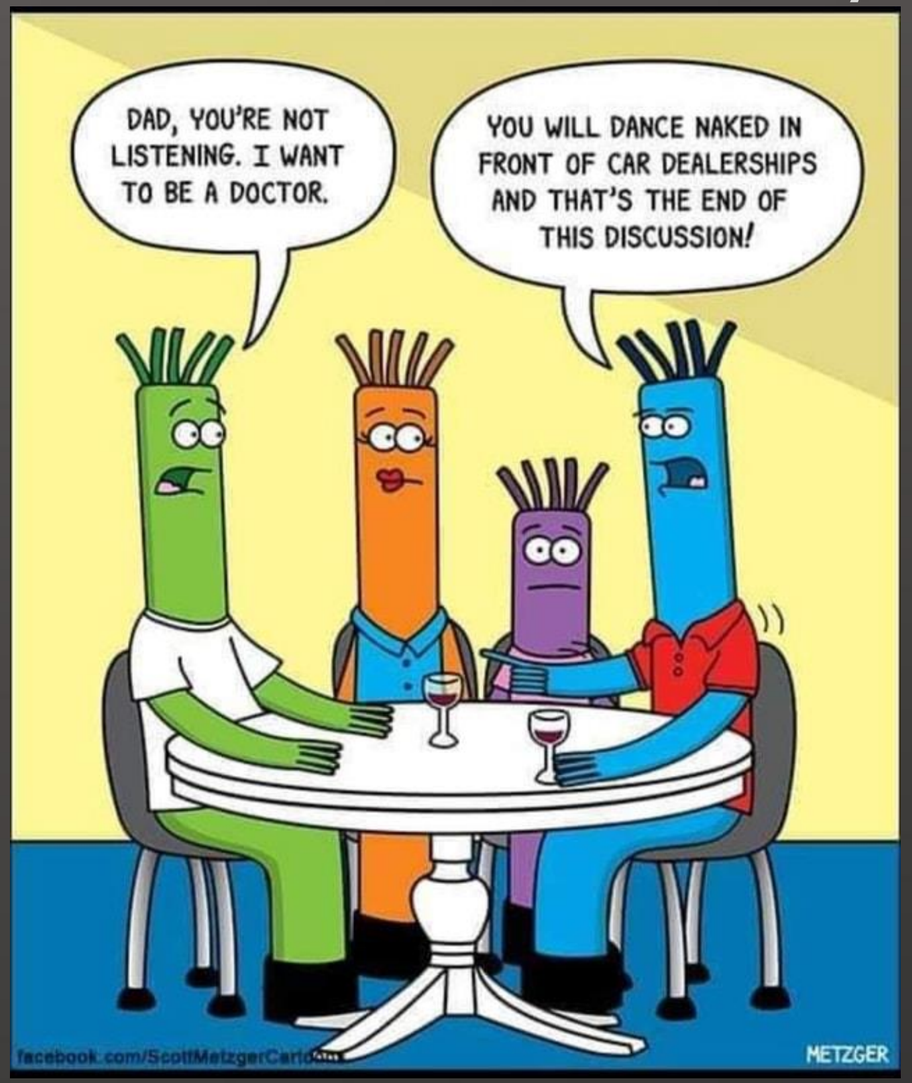
EMAIL MARKETING

SPONSORED CONTENT

INSTANT MESSAGING

marketing trend #7

listen to what your customers are saying.



share your values.

marketing trend #6

analytics vs. privacy.

marketing trend #5

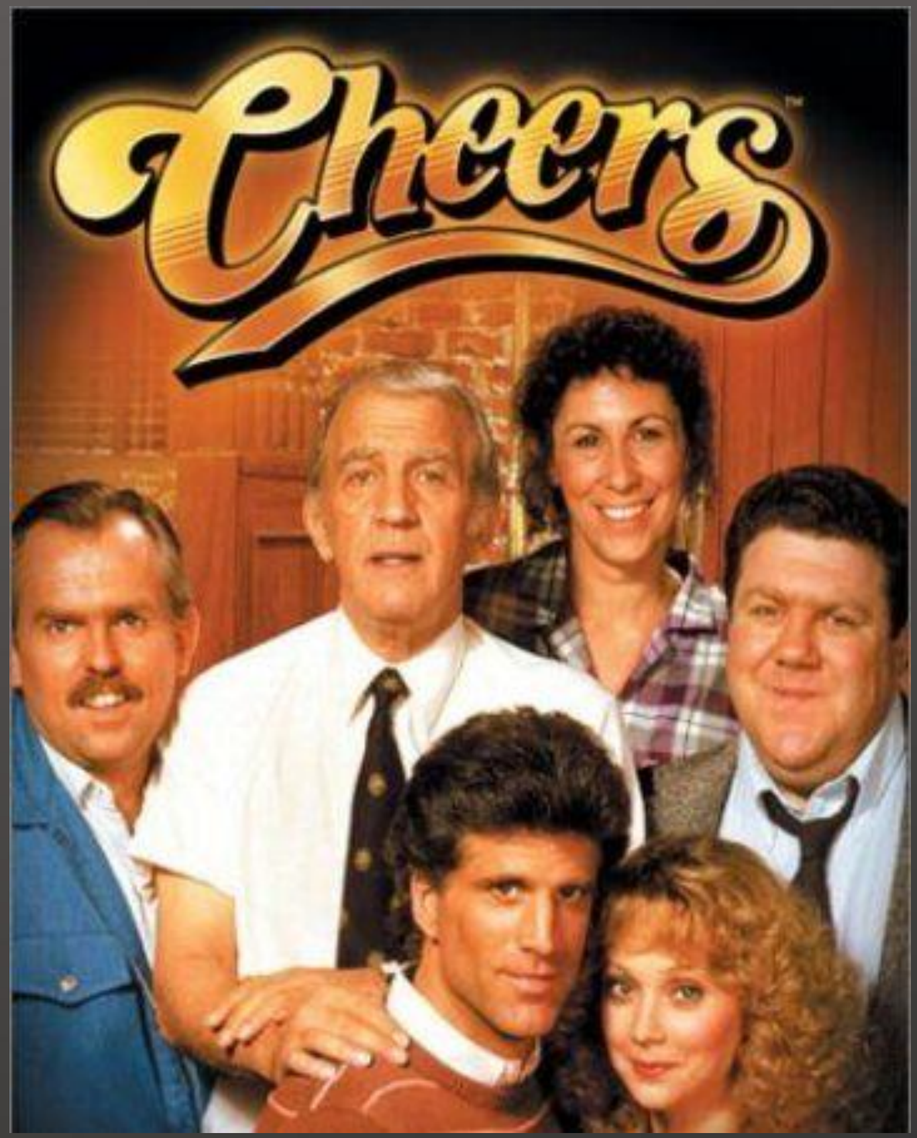
video is the new king.

marketing trend #4

marketing trend #3

over-the-top customer service.

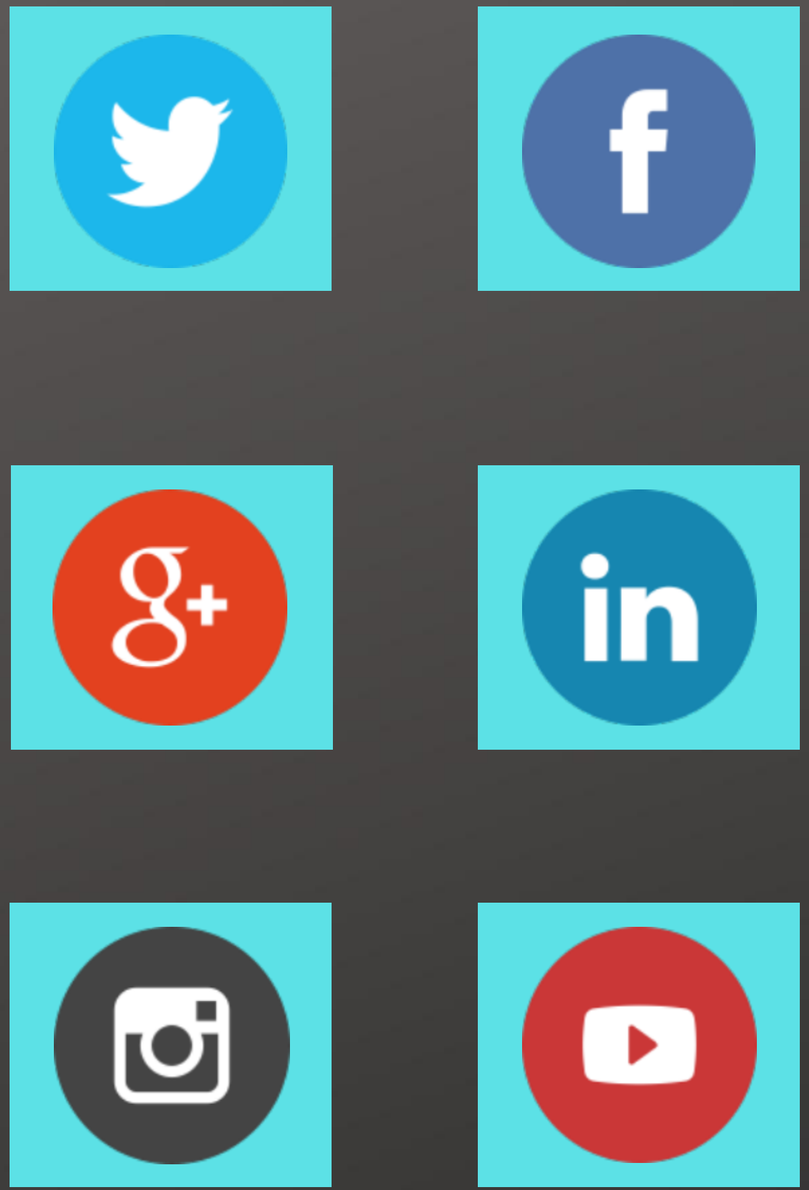
make it personal.



marketing trend #2

feelings matter.

marketing trend #1



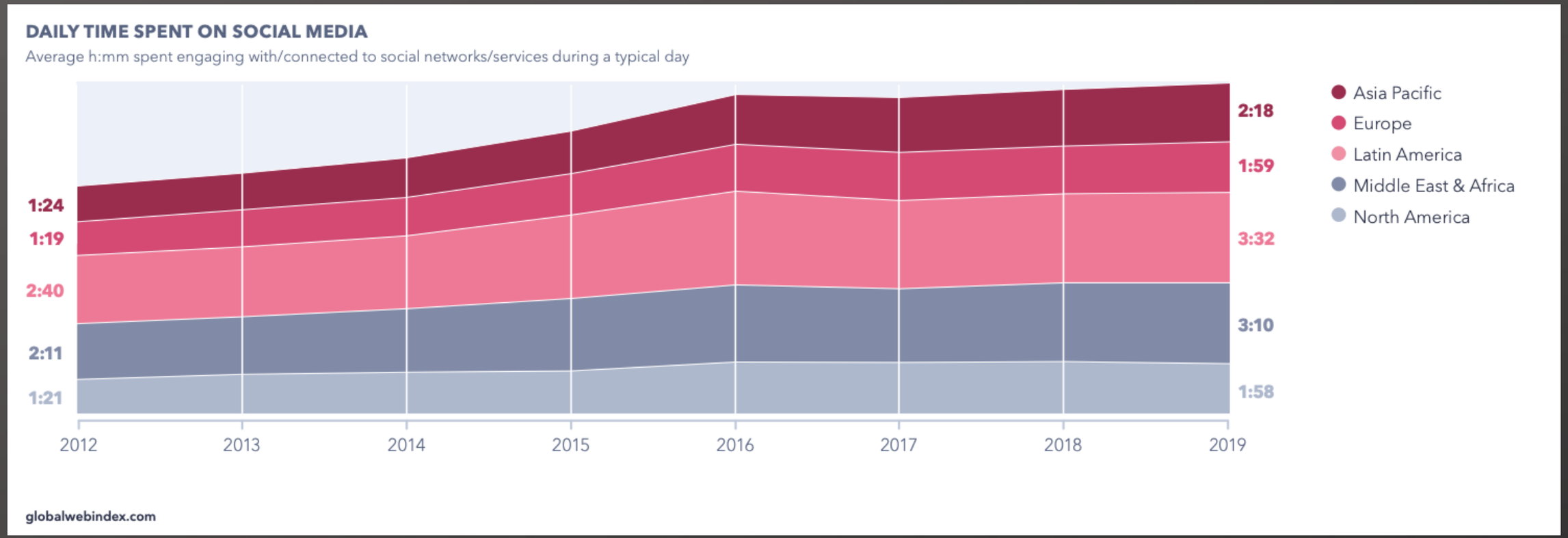
telling your story to
the outside world.*

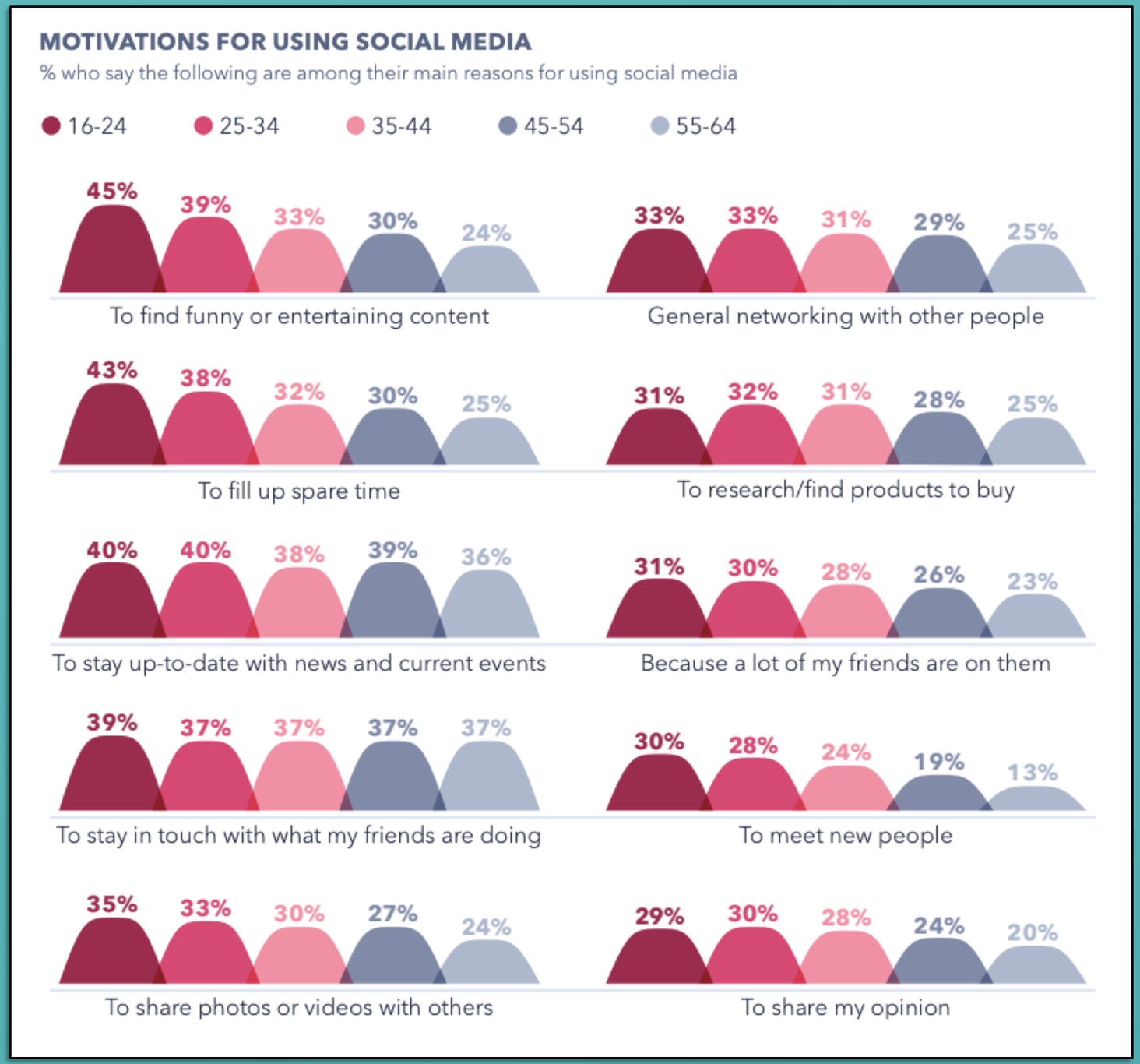
*it’s free.

social media insights.

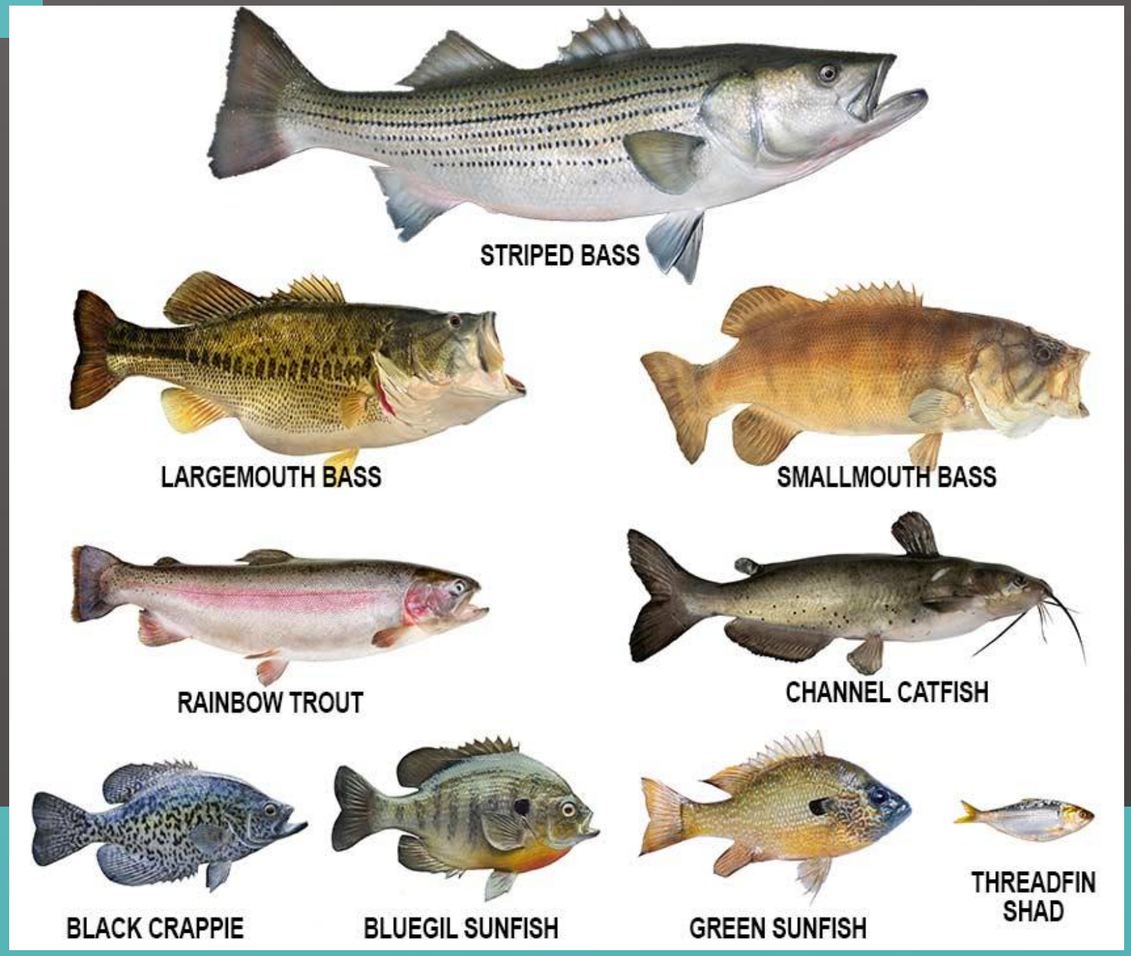
- REACHING SATURATION-AVE 2 HR & 24 MIN DAY
- MORE ENTERTAINING & MORE CONNECTING
- FACEBOOK & YOUTUBE STILL DOMINATE
- TIK TOK & INSTRAGRAM PRIMARILY INFLUENCERS
- SHARED EXPERIENCE THROUGH GAMING
- TRADITIONAL VS. DIGITAL MEDIA DEBATE

daily time spent on social media.





social media motivation.



marketing tip: fish with specific bait

MEAN WHAT YOU SAY: THERE ARE TATTLE TALES EVERYWHERE.

THERE'S A DIFFERENCE BETWEEN A CAUSE, ACTIVISM, VALUES AND PRINCIPAL. KNOW THE DIFFERENCE AND MAKE WISE DECISIONS.

DESCRIBE HOW YOU CAN SOLVE SOMEONE'S PROBLEM.

MARKETING RULE: 60% TO SUSTAIN, 40% NEW BUSINESS DEVELOPMENT, 10% ATTRITION.

DON'T LET ANYONE HIJACK YOUR MESSAGE.

IF YOU ARE NOT MARKETING, YOU ARE INVISIBLE.

GREAT TRADITIONAL MARKETING STILL EXIST.

MAKE A PLAN. EMBRACE IT. OWN IT.

new tips of the trade.

Memorable Customer Service

- Understand Your Customers
- Quality Products/Services
- Quick Response Times
- Personalization
- Easy Accessibility
- Consistency
- Surprise and Delight
- Feedback
- User-friendly Website
- Implement Loyalty Programs

Sample Financial Programs

QuickBooks
Xero
Freshbooks
Wave
Zoho Books
Expensify
Gusto
Kashoo
TSheets
Stripe
PayPal Business
Square
Mint
Bench
Sage50cloud

Easy Marketing Programs

Canva
Wix
WordPress
Constant Contact
Vimeo
Creative Marketing
MailChimp
SketchUp

B**usiness Collaboration Ideas**

- Business Associations
- Cooperative Marketing
- Pop-Up Shops
- Customer Loyalty Programs
- Vendor Partnerships
- Cross-Promotion
- Collaborative Workspace
- Online Platforms
- Business Mixers
- Safety Initiatives
- Green Initiatives

Digital Marketing Strategies

Define Clear Goals
Know Your Audience
Content Marketing
Website Optimization
Social Media Marketing
Email Marketing
Local SEO
Adapt & Experiment
Competitor Analysis
Customer Engagement
Influencer Marketing
Search Engine Marketing
Analytics and Tracking
Customer Reviews
Social Proof/Testimonials
Referral Programs
E-Commerce integration
Budget Wisely
Consistency
Customer Retention

be consistent.

be engaged.

be honest.

be innovative.

...and your people will swipe right.

You are the changemakers and storytellers.

Thank you for all that you do for the growth, prosperity and sustainability of Taylor, Texas.

lorie vincent

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