



# - Main Street 101 -

## *Benefits and Process*

Downtown Redevelopment Services

9/22/21

1



Main Street is a process and a tool. Today we will learn to begin utilizing this tool



## Today's Objectives



What is the Main Street Model



Understanding Who & What through community visioning



Why Action-Oriented?



Preparing for Economic Vitality



How to get Involved in Your Town







# What is the four-step Main Street Process?





# Who We Are

Main Street America is a program of the National Main Street Center. We revitalize older and historic commercial districts to build vibrant neighborhoods and thriving economies.

## Our Mission

The National Main Street Center leads a movement committed to strengthening communities through preservation-based economic development in older and historic downtowns and neighborhood commercial districts.



**National Main Street  
Center**

a subsidiary of the  
National Trust *for* Historic Preservation





# A Balanced Approach

5



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# Strategic DOING

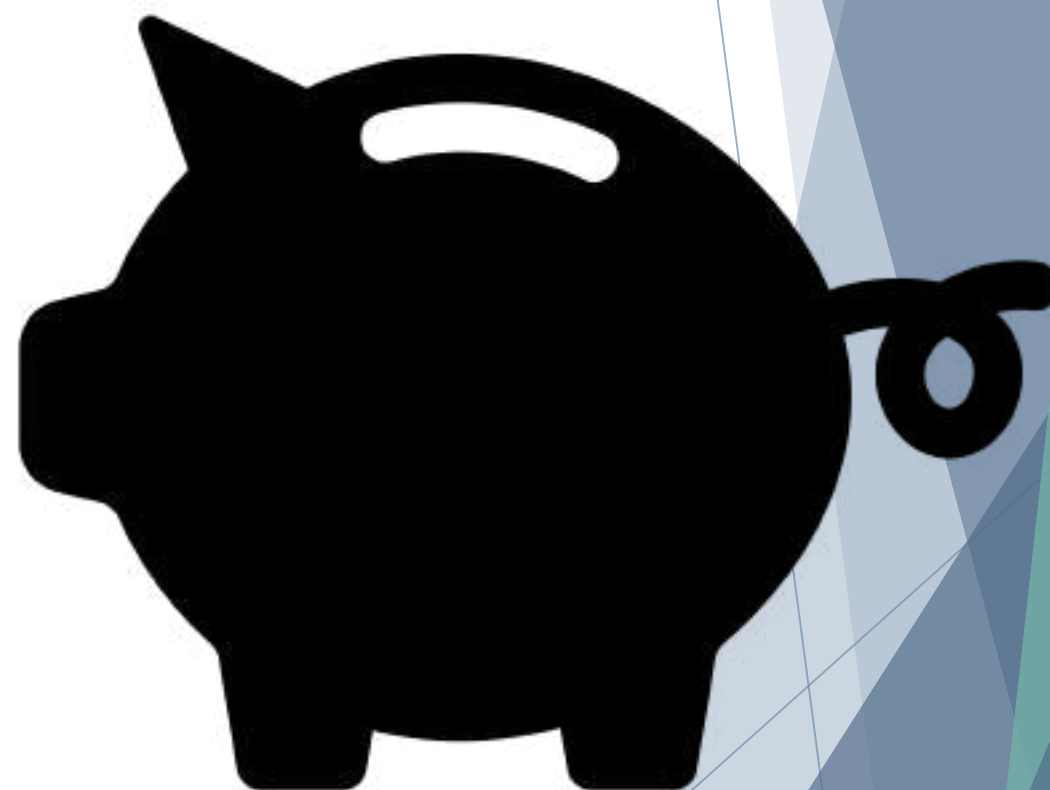
Strategic Doing goes past planning, and focused equal efforts on implementation

# Economic Vitality



Economic vitality goes well past development and focuses on:

- ❖ Capital
- ❖ Incentives
- ❖ Non-financial to assist new and existing businesses
- ❖ Fostering catalyst change
- ❖ Creation of a supportive environment for entrepreneurs and innovators that will drive local economies





# Design

Design is an all-encompassing term used to explain the look, feel and atmosphere created by the build environment.

- ❖ Buildings & Facades
- ❖ Streetscape & infrastructure
- ❖ Civic Spaces and Plaza's
- ❖ Downtown Design Guidelines & Zoning

Additionally, this can include access to the natural features of downtown, including civic spaces.





# Promotion



Promotion is focused around providing a singular voice or support mechanism that the external world views for your downtown. This task often includes:

- ❖ Creation of positive community images
- ❖ Placemaking & branding
- ❖ Marketing campaigns
- ❖ Community business owner marketing assistance





# Organization

A strong main street must be led by a strong board. The organization pillar will focus on that. This specific pillar of the approach includes:

- ❖ Identifying local resources or assets
- ❖ Identifying and cultivating relationships
- ❖ Coordinating community involvement
- ❖ Directing the workings of the Main Street program
- ❖ Creating buy-in from local businesses and residents







# Benefits of using the model

- Well Rounded Economic Impact
- Sustainable Local Economies (Based on Needs, not just tax revenue)
  - Improved Commercial Corridors and Neighborhoods
  - Stronger Connections & Partnerships
    - Improved Attraction
    - Improved Quality of Life



# Case Study No. 1



## COMMUNITY PROFILE: Laramie, Wyoming

**"There's a myth about downtown revitalization,"** says Andi Summerville, the mayor of this historic railroad and university town two hours north of Denver. **"People think you need a single, massive project or tons of money to bring an area back. But we didn't have either one...We're the poorest community per capita in the state, yet we've created one of the most vibrant historic cities anywhere in Wyoming."** *At latest count, virtually every storefront is occupied, there's a calendar of events packed with celebrations, and an explosive demand for downtown housing.*

### Laramie Main Street Alliance

Organization Founded: **2005**

City Population: **32,382**

Public and Private Reinvestment:  
**\$16.5 million**

Net Gain in Businesses: **100**

Net Gain in Jobs: **481**

Building Rehabilitations: **263**

*Statistics recorded are from 2009-2017*



# Case Study No. 2



## UTAH MAIN STREET PILOT PROJECT BRIGHAM CITY AND PRICE

The Utah Main Street Pilot Project is an initiative of and partnership between Brigham City and Price, Utah as well as numerous state agencies and other organizations.

### Background

Utah's downtown areas won't recover from the economic impacts of COVID-19 by government proclamations to reopen or marketing campaigns to bring customers back downtown. A return to bricks and mortar shopping, and other downtown activities, like getting a haircut, participating in a yoga class, eating in a restaurant and attending a special event are dependent on having an informed and strategic recovery plan.

Part of the Utah Main Street Pilot Project helps both Brigham City and Price develop recovery plans and action steps.

### What Main Streets Are About

- Revitalization and giving new life to an area of town
- A traditional center of community life
- Local businesses that encourage more small businesses and entrepreneurs
- Supporting positive community development, infill and adaptable use
- Preserving a community's culture and history
- Encouraging placemaking

### What the Partnership Team Provides

The local public/private partnership team provides a multi-faceted pilot program that offers several benefits including:

- Training and technical assistance
  - Project planning, business counseling and training, market research, feasibility studies, professional or technical reports
  - Community economic development
  - Feasibility studies and business plans
  - Long-term business strategic planning
- Funding assistance
  - Placemaking grants
  - City beautification
  - Historic restoration tax credits
  - Consultants
  - Multi-Agency approach
    - Utilize multiple state agency resources
    - Outside consultants

### Who Benefits from Main Street Revitalization?

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• <b>Property owners.</b> Growth of rental income; increase in property values; safer environment.</li> <li>• <b>Business owners.</b> Higher sales; better work environment; access to business resources.</li> <li>• <b>District workers.</b> Access to a broader range of goods and services; more pleasant work environment; rise in wages.</li> <li>• <b>Residents.</b> Access to a broader range of goods and services; more pleasant living environment.</li> <li>• <b>Local government.</b> Increased property tax revenues; stronger civic engagement.</li> </ul> | <ul style="list-style-type: none"> <li>• <b>State government.</b> Increased sales and income tax revenues; reduced burden of state support.</li> <li>• <b>Federal government.</b> Increased income tax revenues; reduced burden of federal support.</li> <li>• <b>Social service agencies.</b> Stronger local employment base; wider range of goods and services for residents.</li> <li>• <b>Civic groups.</b> Venue for holding events; partner in strengthening community.</li> <li>• <b>Arts organizations.</b> Strengthened cultural environment; venue for holding events.</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Financial institutions.</b> Safe investments; CRA compliance; revitalized commercial deposits.</li> <li>• <b>Police.</b> Reduced crime; greater neighborhood involvement in community policing.</li> <li>• <b>Schools.</b> Living laboratory for civic, local history, architecture, small business development.</li> </ul> |
|--|---|---|

### Downtowns Matter

*The Main Street America approach is a unique preservation-based economic development tool that enables communities to revitalize downtown and neighborhood business districts by leveraging local assets - from historic, cultural, and architectural resources to local enterprises and community pride. It is a comprehensive strategy that addresses the variety of issues and problems that challenge traditional commercial districts.*

The Main Street approach is centered around transformation strategies:



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In turn, the strategy should be organized around the four points of:

- Economic Vitality
- Design
- Promotion
- Organization

### Partners:

Brigham City  
Price  
GOED  
Utah Department of Heritage & Arts  
State Historic Preservation Office  
Utah Department of Transportation

DWS-Community Development Office  
Utah Office of Tourism  
SEUALG  
BRAG  
Preservation Utah

### Funding:

GOED  
Utah Office of Tourism  
Utah Department of Heritage & Arts

Utah Department of Transportation  
USDA - RBD grant

June 2020

[business.utah.gov/rural](https://business.utah.gov/rural)

Salt





# Who Does the Model Work for?

*The answer is everyone.*

Whether your community is 50 or 5,000,000 there are programs available. NMSC offers two models, they are:

- ❖ Main Street Model - Meant for communities under 25,000 in population
- ❖ Urban Main - Meant for communities with an urban population or urban form factor





# What does your community need to get started?

The Main Street model is a tiered system, allowing for expansion as capacity is built. As a fledgling group, the below items will be necessary:

- A group of vested individuals
- Community supporters
- A unified vision or desire for community revitalization
- A desire to make your town feel like “HOME” to all
- Strong desire to make local economy sustainable







## Communities in Utah that use the Model

- Provo
- Logan
- Brigham City
- Price
- SLC - Granary
- SLC - State Street







Governor's Office of  
Economic Opportunity

# Main Street Program

Let's look at details specific to  
the state-wide program



# How is it funded?



With the passage of SB194, a funding allocation of \$300,000 was allocated to the Utah Main Street program. This funding allowed for:

- ❖ Becoming a member of the National Main Street Center
- ❖ Provide a system of community designation and tiered acceptance
- ❖ Explore downtown enhancement grants (tier 2 or higher only)





# What Agencies are Involved?



A representative from each of the agencies is currently working as part of the governing group:

- ❖ GOED (administrative oversight)
- ❖ Tourism Development
- ❖ Department of Heritage and Arts
- ❖ UDOT
- ❖ Housing and Community Development Division;
- ❖ local association of governments;
- ❖ a representative from the private sector involved in a local main street program;
- ❖ a representative of a local main street program; and three representatives from various entities that have an interest or expertise in assisting local main street programs



The new Utah Main Street Program will help Utah communities revitalize their economy, appearance, and image of their downtown commercial districts. They do this by building a strategy centered around a community's unique heritage and attributes, lifting up what is special about it to make it a great place to live and visit. The program will provide a framework and resources to support a community's downtown revitalization efforts.

The Utah Main Street Program is about:

- Revitalization; giving new life to special areas of a community
- A traditional center for community life
- Home to local business
- Encouraging small business growth and entrepreneurship
- Encouraging positive community development by in-fill and adaptable uses
- Preservation of culture and history
- Place making



# What goals will the Utah Program support?





## UTAH MAIN STREET PROGRAMS - COMMUNITY PARTICIPANT TIERS (8/20/21)

	Engaged Main Street Tier 1	Vibrant Main Street Tier 2	Master Main Street Tier 3	Accredited Main Street Tier 4
Commitment Level from Community	1-3 years	3-5 years	2 years	
Traditional Main Street District		Yes	Yes	Yes
Use Main Street Four-Point Approach®		Yes	Yes	Yes
Steering Committee or Board of Directors		work toward	Yes	Yes
Local Government Support	Yes	Yes	Yes	Yes
Adequate Operating Budget		work toward	work toward	Yes
Employ Executive Director		work toward	part-time OK	Yes
Attend Network Meetings (3/yr)			Yes	Yes
Attend Workshops/Trainings	1/yr. min	3/yr. min	Yes	Yes
Outreach/Public Relations efforts	Yes	Yes	Yes	Yes
Serve as Mentors to Other Towns			Yes	Yes
Meet National Accreditation Standards			work toward	Yes
Current Main Street America member		Yes	Yes	Yes
Provide Annual/Quarterly Report(s)	annual	annual	quarterly	quarterly
Approved boundary (primary focus area)	gen. boundary	gen. boundary	Yes	Yes
Current Downtown Plan (less 5 years old)		work toward	Yes	Yes

What are the tiers of the program, and what is required?

# Who benefits from a community Main Street program?

Just about everyone from businesses to residents to governments with increased revenues and goods & services. Additionally, an amenity for residents is also an amenity for tourists. One of the greatest strengths of Main Street is its multi-disciplinary approach – its economic development, tourism, community development, heritage & culture, transportation and preservation and more.

## Who Benefits from Main Street Revitalization?

- **Property owners.**  
Growth of rental income; increase in property values; safer environment.
- **Business owners.**  
Higher sales; safer work environment; access to business resources.
- **District workers.**  
Access to a broader range of goods and services; more pleasant work environment; rise in wages.
- **Residents.**  
Access to a broader range of goods and services; more pleasant living environment.
- **Local government.**  
Increased property tax revenues; stronger civic engagement.
- **State government.**  
Increased sales and income tax revenues; reduced burden of state support.
- **Federal government.**  
Increased income tax revenues; reduced burden of federal support.
- **Social service agencies.**  
Stronger local employment base; better range of goods and services for residents.
- **Civic groups.**  
Venue for holding events; partner in strengthening community.
- **Arts organizations.**  
Strengthened cultural environment; venue for holding events.
- **Financial institutions.**  
Safer investments; CRA compliance; more/larger commercial deposits.
- **Police.**  
Reduced crime; greater neighborhood involvement in community policing.
- **Schools.**  
Living laboratory for civics, local history, architecture, small business development.

## Projected Local Utah Benefits





## What will the program support?

Successful Main Street Districts provide:

- Walkable, human-scale environments
- Unique, historic and visually attractive architecture
- A mix of uses, activities and consumers
- A strong existing tax base that attracts new businesses and creates jobs
- A center for activity and community life
- Positive community image and identity
- Opportunities for public-private partnerships
- A place for the community to define its identity through a shared vision of place





# Application Process

In mid-September a call for applications will be announced.

This application will allow your community to be considered as part of the competitive community process.





# Want to Become Part of the Movement?

Want to be kept up to date about the program implementation, or be considered as an eligible community?

<https://forms.gle/iGoYCLeXuWUcT9Co8>





# what can you do to prepare?

Understanding that the program is funded and moving forward, what should your community have ready?

Lets discuss some common first steps to support the economic vitality point.





# Time for Critical Thinking

- ❖ What are your **UNIQUE ASSETS**?
- ❖ Why do residents call your community **HOME**?
- ❖ How can your downtown be better utilized?
- ❖ What downtown revitalization or business groups do you have?
- ❖ What roles do residents and businesses play in downtown?
- ❖ Are your residents and business owners **EMPOWERED**?



Understanding your community is  
the first step!



# Understanding **Who & What** through community visioning







# Visioning through engagement

Ensuring the community supports the vision of a revitalized downtown and improved local economy is important to the Main Street approach.

Outlined in this section are some recommendations to conduct such visioning.



I would recommend the Orton Heart and Soul process. We can discuss the process if it is new to participants in the room





# Frank Conversations



# Allowing open conversations, identifying true need

Open conversation will lead to identifying truly experienced issues. In order to facilitate open conversation, the community should:

- Meet people where they are at, in a format they are comfortable with
- Work on creating a mission or vision statement, utilizing adverbs and descriptive text
- Facilitate open ended questions
- Prompt people to answer tough questions about their own community
- Increase awareness through guided exploration and root source identification.







# Listening with Your Ears Open





# Listening and Hearing are Two Separate Things

When your community is looking to set a vision, listening is just the first step. To improve “listening” skills:

- Realize that what you hear, is not always what is meant
- Understand that anger and frustration can cloud judgement or degrade conversations
- Digging past frustration to get to root causes of problems or strengths
- Learn to be inquisitive and show true empathy in your discussions
- Ensure you are empathetic and reinforcing with all people, regardless of your personal feelings.





# Use guided exploration





# Encourage exploration through questioning

Many people do not fully understand their issues, relying on symptoms or surface considerations. To dig deeper it is recommended to:

- Pose open ended questions to garner feedback
- Taper or tailor questions to more specific causes as the discussion progresses
- Provide evidence based findings or facts to help guide exploration of residents issues
- Check their understanding through pointed or short answer questions
- Deep dive into topics of concern, highlighting root causes and impacts
- Collect feedback from multiple age cohorts and socio-economic groups, notating their linkages
- As a result of these exercises, consensus building blocks should be identified.





# Be Honest and Realistic





# Downtown Revitalization Takes Time

When talking about visioning and goal setting for downtown revitalization, it is important to set the right timeframe. Revitalization takes years, if not decades, and is often never truly completed. So it is important to:

- Explain the process and the current location overall
- Outline the need for their input and how it will be utilized throughout
- Document where visioning and consensus building will play a role in the process







# Creating a Unified Vision Statement





# Building on The Root Issue

Building upon the information learned, it is critical to use the fundamental root issues to build a clear, concise and descriptive vision. This vision statement should be:

- Be 8-12 words in length
- Use adverbs or descriptive words that are specific to the community character
- Remain vague enough to encompass all four points of the main street approach
- Clearly and concisely create a vision or goal statement.
- Identify and prioritize economic development goals
- A call to action for residents







# Testing the Vision





# Test, Refresh, Repeat

Vision statements are not achieved on the first try, they take time and effort to get right, yet when they are correct, the whole community can rally behind it. So it is important to:

- Test the statement with the public, offering feedback in multiple formats
- Highlight inclusion, deletions or changes
- Revise the statement and announce
- Retest and repeat as needed.

Vision statements should be reviewed every 5-8 years with the main street or community strategic plans.







# Need some coffee?

## Let's take a 5 minute break







?

Without actions,  
the MS board is  
just a group of  
friends gathering  
for coffee







# Action-Oriented Economic Vitality Strategies







# Building on Input





## Identify your community



- Understanding your need
- Targeting your communications
- Identify how the development effort will impact your community, both in qualitative and quantitative impacts
- Concisely match this opportunity to itemized priorities



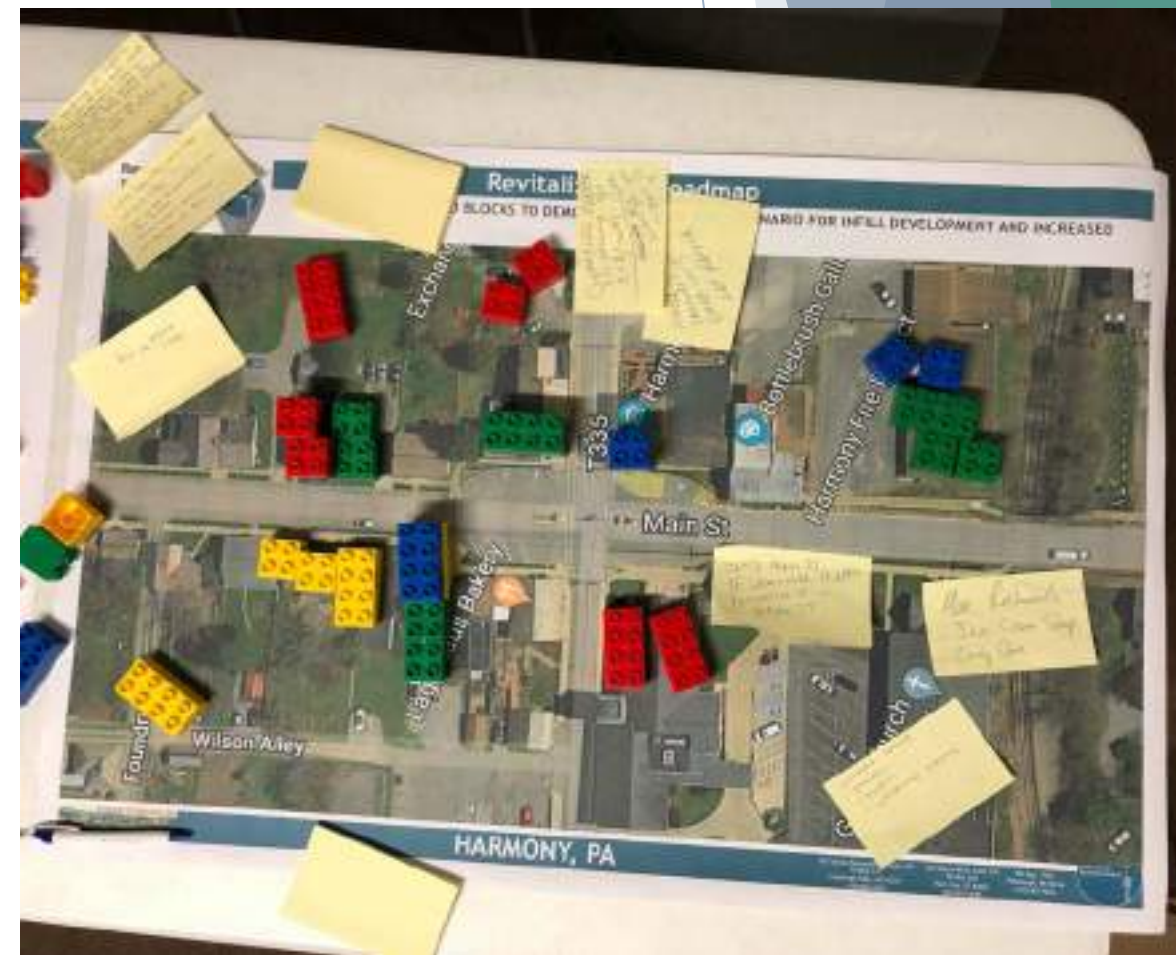


## Without Community Support, Planning Rarely Achieves Implementation

The residents, business owners and stakeholders should always have a voice in civic projects. In the modern era, it is more important than ever to have a strong public input campaign. Some options for input include:

- Online engagement
- Multi-sensory experiences
- Inclusion at community events (farmers markets, park events, etc.)
- Stakeholder meetings
- Pop-up shop events to highlight the downtown
- Personal interaction is critical

Remember, it is the local community that will support the community, and the community should support the local residents. Their tax dollars or donations will pay for improvements and cost bonding.







# Implement The Vision







# Empower the community

It is better to source development from locals that look for outside help. Work with the residents to:



Identify local partners who can work collaboratively

Identify a local capacity to fulfill the need

Round table the roles and responsibilities

Source local capital to implement the projects

Identify municipal roadblocks and provide assistance



Look to the community



# Incremental Change is Best

## Building Capacity is Building Enthusiasm

Not all successful plans are about designing whole downtowns or entire parcels, and not all catalyst efforts must be expensive. As part of the planning process, each community should:

- Identify projects that will be impactful, yet cheap and easy to implement
- Foster a climate that removes the chance of apathetic residents
- Prepare a prioritized list of projects that will include individuals and community based groups responsible for implementation
- Build momentum and capacity through small projects first, escalating to larger when funding and capacity is available

By taking on smaller projects, residents will see change more quickly, building enthusiasm and removing apathy







Critical to this effort is empowering the locals and building capacity among residents, making future (larger) projects easier.

This point is of the utmost importance. As the main street approach champions, residents should be the driving force behind all economic vitality in the town. Empowering local entrepreneurs will drive a more sustainable market and increase civic awareness.





# Solve the Problem







## Solve the Problem



**Solving the problem is a multi-step process, one that often requires outside help for a portion of the work. Steps include:**

- **Identifying your partners**
- **Answering the “5 W’s”**
- **Making items Attainable**
- **Planning for the Short, before the long**





# Identifying Future Partners

Architects



Feasibility Studies



Planners



Bankers



General Contractors



End Users





## Answer the WHO, WHAT, WHEN, WHERE AND HOW

Communities often have fantastic goals, yet lack the follow through to successfully implement. It is important that all main street goals are:

- Action oriented
- Time bound
- Specific to the individual or party responsible for completion
- Prioritized for impact and available funding
- Providing accountability for implementation





# Multi-stage Goals Provide Impact at All Levels



## LAMAR LOOP

The Lamar Loop was identified by residents as a top priority during the Lamar Parks, Trails, and Recreation Master Plan process. With the groundwork that was created through Healthy Places, Lamar applied and was awarded a \$1 million grant from Great Outdoors Colorado (GOCO).

**\$1.3 million**  
in funding secured!

### LOOP STATS

- Nine miles of new trail planned.
- Connects to five parks, five schools, one community college, three recreational facilities and three trails.
- Most Lamar residents will live within one mile of the Loop.

Check our Facebook page to stay up to date on the progress of the Lamar Loop.

- Concrete multi-use trail
- Co-surfaced multi-use trail
- Paved on-street trail connection
- Trailhead

Creating interest and visible progress is critical for a community to show residents and visitors that changes are happening:

- Successful plans provide short, mid and long term goals
- Stages goals will provide a “progress” milestone at intervals
- Continual progress will retain the support of the community
- Typical milestone terms are:
  - Short term - 2-3 years
  - Mid term – 3-7 years
  - Long term – 7-15 years





# Own YOUR Revitalization





An action plan is only as good as the guidance it provides

**Action plans should be prepared to provide a clear "map" or "route" for each community to follow for achieving their common goal. Understanding this, it is critical that each master plan:**

- Clearly mark the starting point and the desired ending point
- Outline the desired path for achieving the goal
- Provide solutions on what to do if a "roadblock" or "pot hole" is encountered
- Clearly outline what is needed to successfully achieve the goal





## Determine Potential Catalyst Projects

Catalyst projects will create an impact in your community and show the residents success stories. Each catalyst should be unique to your community. Sample catalyst projects are:

- Adaptive reuse projects
- Streetscape projects
- Vegetation installations
- Civic space creation
- Alleyway activation
- Signage projects
- Façade programs
- Park rehabilitation or creation







# How to prepare your Main Street for Economic Vitality improvements







# Baseline and Prep Tools

Helping create a prepared and "ready" community





*Understanding your community will determine your sustainability*

# Market Analysis

- ❖ Providing missing services and amenities will provide a new tax base



# Identify Your Needs



Conduct a market analysis to gather details about your local market. This report should include:

- ❖ Under/over saturated services or amenities
- ❖ Sectors not capitalized upon
- ❖ Retail spending or consumer profiles
- ❖ Inclusion of artisan, local goods or niche market commercial
- ❖ Documentation about potential revenues
- ❖ Household spending or budgeting figures



esri®

## Retail MarketPlace Profile

Lamar City, CO  
Lamar City, CO (0843110)  
Geography: Place

### Summary Demographics

2018 Population  
2018 Households  
2018 Median Disposable Income  
2018 Per Capita Income

### 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage
Total Retail Trade and Food & Drink	44-45,722	\$65,367,573	\$84,515,308	-\$19,147,735	-19%
Total Retail Trade	44-45	\$59,389,248	\$75,418,019	-\$16,028,771	-16%
Total Food & Drink	722	\$5,978,325	\$9,097,289	-\$3,118,964	-22%

### 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage
Motor Vehicle & Parts Dealers	441	\$13,041,876	\$11,538,663	\$1,503,213	11%
Automobile Dealers	4411	\$10,202,840	\$7,703,644	\$2,499,196	24%
Other Motor Vehicle Dealers	4412	\$1,735,084	\$0	\$1,735,084	100%
Auto Parts, Accessories & Tire Stores	4413	\$1,103,952	\$3,835,019	-\$2,731,067	-24%
Furniture & Home Furnishings Stores	442	\$1,880,596	\$1,475,200	\$405,396	21%
Furniture Stores	4421	\$1,154,717	\$740,642	\$414,075	35%
Home Furnishings Stores	4422	\$725,879	\$734,558	-\$8,679	-1%
Electronics & Appliance Stores	443	\$1,931,169	\$2,889,456	-\$958,287	-49%
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,868,681	\$1,210,257	\$2,658,424	68%
Bldg Material & Supplies Dealers	4441	\$3,581,002	\$1,022,550	\$2,558,452	71%
Lawn & Garden Equip & Supply Stores	4442	\$287,679	\$187,707	\$99,972	34%
Food & Beverage Stores	445	\$10,546,166	\$16,369,790	-\$5,823,624	-55%
Grocery Stores	4451	\$8,576,825	\$12,192,831	-\$3,616,006	-42%
Specialty Food Stores	4452	\$850,685	\$266,098	\$584,587	68%
Beer, Wine & Liquor Stores	4453	\$1,118,656	\$3,910,861	-\$2,792,205	-24%
Health & Personal Care Stores	446,4461	\$4,942,409	\$2,180,903	\$2,761,506	55%
Gasoline Stations	447,4471	\$5,966,670	\$12,852,903	-\$6,886,233	-11%
Clothing & Clothing Accessories Stores	448	\$2,421,775	\$1,032,696	\$1,389,079	57%
Clothing Stores	4481	\$1,633,888	\$429,798	\$1,204,090	73%
Shoe Stores	4482	\$322,416	\$602,898	-\$280,482	-87%
Jewelry, Luggage & Leather Goods Stores	4483	\$465,471	\$0	\$465,471	100%
Sporting Goods, Hobby, Book & Music Stores	451	\$2,137,416	\$97,604	\$2,039,812	95%
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,920,853	\$97,604	\$1,823,249	95%
Book, Periodical & Music Stores	4512	\$216,563	\$0	\$216,563	100%
General Merchandise Stores	452	\$9,408,931	\$23,668,895	-\$14,259,964	-15%
Department Stores Excluding Leased Depts.	4521	\$6,034,444	\$20,314,286	-\$14,279,842	-23%
Other General Merchandise Stores	4529	\$3,374,487	\$3,354,609	\$19,878	0%
Miscellaneous Store Retailers	453	\$2,223,378	\$845,880	\$1,377,498	62%
Florists	4531	\$84,144	\$151,426	-\$67,282	-79%



# Expenditures by Household Report



## Retail Goods and Services Expenditures

2 Counties  
Forsyth County, NC (37067) et al.  
Geography: County

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Middleburg (4C)	8.2%	Population	928,905	972,975
Old and Newcomers (8F)	6.2%	Households	372,416	390,170
Workday Drive (4A)	5.5%	Families	231,114	240,905
Young and Restless (11B)	5.3%	Median Age	38.6	39.4
Comfortable Empty Nesters (5A)	4.9%	Median Household Income	\$53,539	\$60,042
	Spending Potential Index	Average Amount Spent	Total	
<b>Apparel and Services</b>	85	\$1,791.51	\$667,185,558	
Men's	84	\$342.70	\$127,625,338	
Women's	84	\$623.55	\$232,219,796	
Children's	85	\$264.50	\$98,504,346	
Footwear	85	\$426.02	\$158,658,121	
Watches & Jewelry	83	\$107.01	\$39,852,806	
Apparel Products and Services (1)	81	\$42.86	\$15,962,880	
<b>Computer</b>				
Computers and Hardware for Home Use	83	\$139.10	\$51,803,085	
Portable Memory	84	\$3.64	\$1,356,314	
Computer Software	84	\$8.07	\$3,003,608	
Computer Accessories	88	\$15.83	\$5,895,925	
<b>Entertainment &amp; Recreation</b>	83	\$2,687.43	\$1,000,843,279	
Fees and Admissions	81	\$602.57	\$224,407,380	
Membership Fees for Clubs (2)	82	\$204.27	\$76,072,860	
Fees for Participant Sports, excl. Trips	83	\$95.65	\$35,620,170	
Tickets to Theatre/Operas/Concerts	81	\$65.68	\$24,459,262	
Tickets to Movies	85	\$47.02	\$17,511,353	
Tickets to Parks or Museums	82	\$27.69	\$10,313,130	
Admission to Sporting Events, excl. Trips	82	\$53.01	\$19,741,084	
Fees for Recreational Lessons	77	\$108.27	\$40,321,808	
Dating Services	83	\$0.99	\$367,713	
TV/Video/Audio	85	\$999.48	\$372,223,156	
Cable and Satellite Television Services	84	\$677.26	\$252,221,092	
Televisions	88	\$98.81	\$36,799,799	
Satellite Dishes	92	\$1.44	\$535,868	
VCRs, Video Cameras, and DVD Players	88	\$4.30	\$1,602,317	
Miscellaneous Video Equipment	83	\$12.86	\$4,788,494	
Video Cassettes and DVDs	89	\$6.85	\$2,549,335	
Video Game Hardware/Accessories	90	\$26.12	\$9,727,552	
Video Game Software	92	\$14.78	\$5,505,938	
Rental/Streaming/Downloaded Video	90	\$63.09	\$23,496,240	
Installation of Televisions	76	\$0.56	\$207,603	
Audio (3)	85	\$90.84	\$33,831,507	
Rental and Repair of TV/Radio/Sound Equipment	87	\$2.57	\$957,409	
Pets	82	\$598.52	\$222,900,146	
Toys/Games/Crafts/Hobbies (4)	87	\$100.67	\$37,491,267	
Recreational Vehicles and Fees (5)	79	\$88.95	\$33,125,742	
Sports/Recreation/Exercise Equipment (6)	83	\$149.04	\$55,505,022	
Photo Equipment and Supplies (7)	86	\$39.43	\$14,684,823	
Reading (8)	83	\$85.86	\$31,975,876	
Catered Affairs (9)	79	\$23.12	\$8,609,423	
<b>Food</b>	84	\$7,740.06	\$2,882,520,341	
Food at Home	84	\$4,556.56	\$1,696,936,579	
Bakery and Cereal Products	83	\$582.31	\$216,861,414	
Meats, Poultry, Fish, and Eggs	83	\$984.37	\$366,593,751	
Dairy Products	83	\$452.03	\$168,341,348	
Fruits and Vegetables	83	\$875.89	\$326,194,401	
Snacks and Other Food at Home (10)	85	\$1,661.97	\$618,945,665	
Food Away from Home	84	\$3,183.49	\$1,185,583,762	
Alcoholic Beverages	83	\$519.42	\$193,441,945	

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 26, 2021



## Retail Goods and Services Expenditures

2 Counties  
Forsyth County, NC (37067) et al.  
Geography: County

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	83	\$22,608.94	\$8,419,931,418
Value of Retirement Plans	82	\$82,094.56	\$30,573,326,717
Value of Other Financial Assets	83	\$7,115.53	\$2,649,938,356
Vehicle Loan Amount excluding Interest	89	\$2,534.18	\$943,768,431
Value of Credit Card Debt	84	\$2,328.00	\$866,983,713
<b>Health</b>			
Nonprescription Drugs	85	\$131.12	\$48,831,773
Prescription Drugs	86	\$286.42	\$106,666,726
Eyeglasses and Contact Lenses	83	\$80.85	\$30,111,218
<b>Home</b>			
Mortgage Payment and Basics (11)	79	\$8,433.02	\$3,140,592,923
Maintenance and Remodeling Services	78	\$2,252.38	\$838,823,688
Maintenance and Remodeling Materials (12)	79	\$486.56	\$181,202,106
Utilities, Fuel, and Public Services	85	\$4,228.12	\$1,574,619,823
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	84	\$85.18	\$31,722,832
Furniture	85	\$541.43	\$201,637,331
Rugs	83	\$26.00	\$9,681,252
Major Appliances (14)	83	\$314.07	\$116,963,077
Housewares (15)	84	\$74.00	\$27,558,876
Small Appliances	85	\$44.79	\$16,680,822
Luggage	85	\$14.16	\$5,274,475
Telephones and Accessories	83	\$83.52	\$31,104,021
<b>Household Operations</b>			
Child Care	82	\$436.18	\$162,441,659
Lawn and Garden (16)	81	\$406.89	\$151,530,975
Moving/Storage/Freight Express	85	\$60.72	\$22,613,868
Housekeeping Supplies (17)	84	\$655.51	\$244,122,726
<b>Insurance</b>			
Owners and Renters Insurance	83	\$520.91	\$193,993,890
Vehicle Insurance	86	\$1,596.81	\$594,678,337
Life/Other Insurance	83	\$498.86	\$185,784,311
Health Insurance	84	\$3,476.47	\$1,294,694,595
Personal Care Products (18)	85	\$420.87	\$156,739,465
School Books and Supplies (19)	85	\$111.44	\$41,503,370
Smoking Products	89	\$341.83	\$127,302,844
<b>Transportation</b>			
Payments on Vehicles excluding Leases	86	\$2,245.98	\$836,439,799
Gasoline and Motor Oil	85	\$2,036.22	\$758,322,233
Vehicle Maintenance and Repairs	85	\$947.30	\$352,791,260
<b>Travel</b>			
Airline Fares	81	\$507.70	\$189,075,235
Lodging on Trips	82	\$580.39	\$216,146,782
Auto/Truck Rental on Trips	82	\$45.12	\$16,802,450
Food and Drink on Trips	82	\$491.84	\$183,169,535

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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August 26, 2021





*Understanding your community will determine your sustainability*

# Highest and Best Use

- ❖ Helping property owners understand a sustainable ecosystem





# Sustainable buildings are long-term investments

Working with property owners to understand building activation and operating incomes can be challenging, but it is a critical step to creating civic minded entrepreneurs. In order to do this, the following is suggested

- ❖ Educational programs (finance and diversification tactics)
- ❖ Building proforma creation
- ❖ Market rate calculations (for before/after renovations)
- ❖ Succession and exit strategy planning





# Land Use, Zoning & Development Code Review



These elements are often quoted as the most challenging hurdles for main street organizations. In order to make sure your community is prepared, the following should be undertaken

- ❖ Update land use and zoning maps to ensure all elements are congruent
- ❖ Review your business permitting process
- ❖ Analyze your development permitting process to identify sticking points
- ❖ Document issues in building, adaptive reuse or rehabilitation guidance

If any inconsistencies has been identified, or if the process is challenging, it is recommended to:

- ❖ Review your guidance documents to support LOCAL entrepreneurs
- ❖ Prepare updates that will support small scale development
- ❖ Document recommendations or guidance that will encourage rehabilitation, not reconstruction







*To re-use is better than to tear down*

# Building & Business Inventory

- ❖ Understanding the possible uses of a building will increase o potential end-users





# Preparing a List

A list of buildings and businesses should be prepared, documenting the following items, at a minimum:

## Business Inventory

- Business name and contact info
- Mailing and communication information
- Type of service provided
- Primary market or clientele (if available)
- Hours of operation
- Business owner contact information
- Marketing/Social media information

## Building Inventory

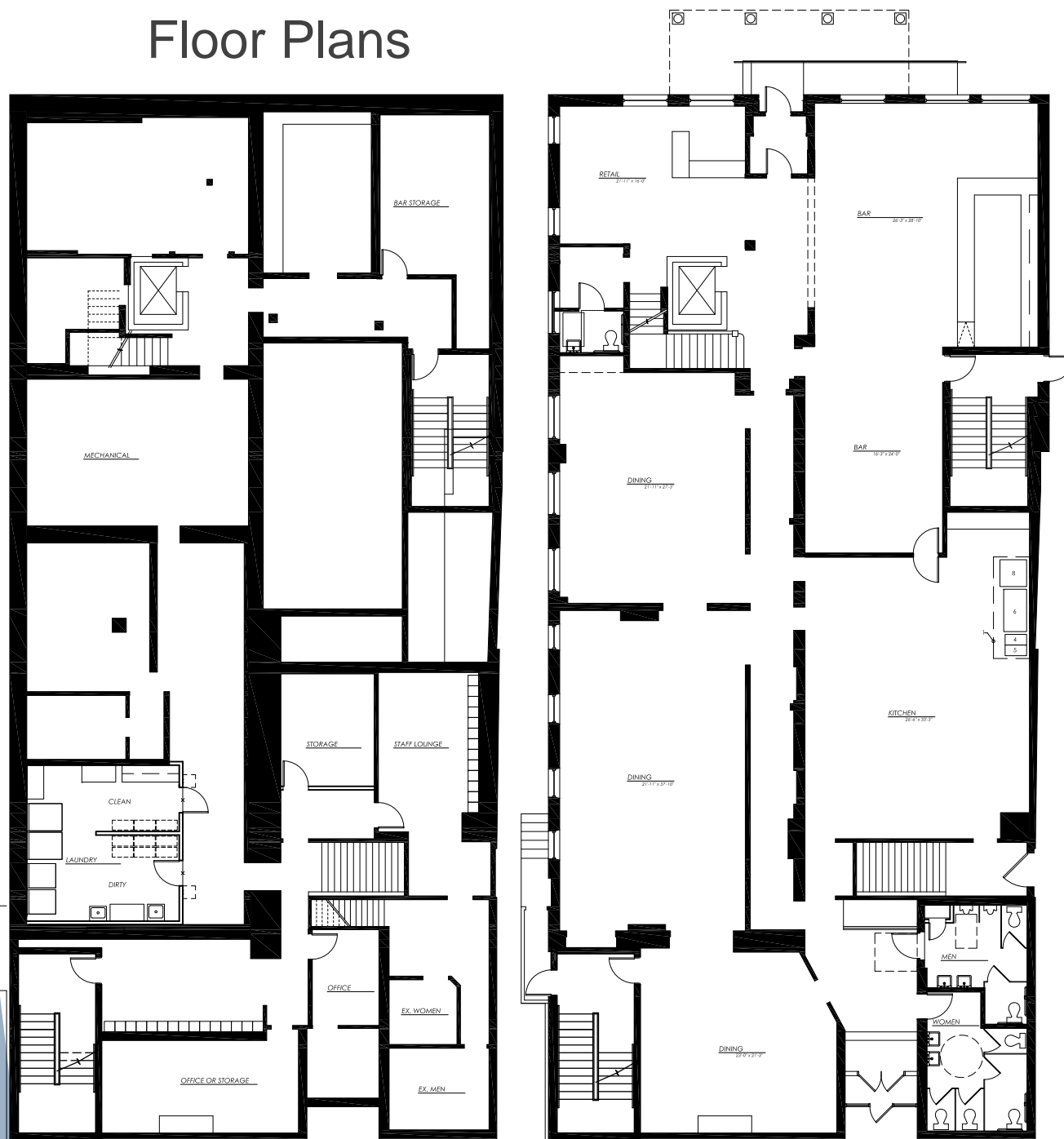
- Building address and condition
- Building details (Sq Ft, age, environmental issues, etc.)
- Building uses
- ADA access
- Structure format and reuse options
- Façade and architectural elements
- Construction era or style



# What Else Can Be Done



## Floor Plans



## Existing Conditions Assessments



Before/After imagery







# Parachute, CO - Available Properties

— CONTACT US —

*Creating a central location for these reports will increase use*

## Creation of a database

- ❖ Now that the documentation is prepared, it must be stored and advertised



# Prepare a Database



Main Street (and transformation strategies) is built upon tracking KPI's. It is advised to start now and create a strong baseline. Recommendations are:

- ❖ Conduct a baseline community assessment
- ❖ Send out semi-annual economic KPI update requests
- ❖ Prepare an anonymous data portal for reporting figures
- ❖ Collect, decode and report stats

This step is critical for grant or foundation funding. Each agency will want to measure impact, and if you have information already done, your ahead of the curve

Town of Hugo Commerical land by address				
Parcel#	Summary			Notes
2797-321-17-001	FELL TANYA JO UNDIV. 1/2 INT. LABORDE LANN C UNDIV. 1/2 INT. CORNAL	HUGO 88021	LOTS 29-40 INCL. BLK 12: WILLIAMS ADDITION TO THE TOWN OF...	
2797-323-22-001	MELLOTT MICHAEL M AND MELLOTT PHYLLIS	20 5TH AVE	LOTS 4,5, 82 & BLK N: ORIGINAL TOWN OF HUGO, CO.	
2797-323-22-002	FELL TANYA JO UNDIV. 1/2 INT. LABORDE LANN C UNDIV. 1/2 INT.	20 5TH AVE	N2 LOT 6, ALL 7: BLK N: ORIGINAL TOWN OF HUGO, CO.	
2797-311-36-002	ZEIDAN ALI H. ETAL	109 4TH ST	MERCYCONV. STORE PARCEL 1 IN SE CORNER BLK Q: 40 X 14...	
2797-323-28-005	SCOTT JEAN AND, SCOTT BLYTHE K JT	111 4TH ST	LOT 24; BLK. 1, VIEW ADD. TO THE TOWN OF HUGO, CO. FILED...	
2797-323-45-002	STUM MERLYN E., STUM CHARLETTE E. JT	117 8TH ST	LOTS 25-40 INCL. BLK 18; ALL BLK 18; LOTS 1,2,3,4,5, 18,1...	
2797-323-28-012	SMITH CAREY FITZGERALD	127 4TH ST	W. 188 LOT 28; BLK. 1: VIEW ADD. TO THE TOWN OF HUGO, CO...	
2797-322-12-001	NICKEL HENRY L LIFE ESTATE, NICKEL HENRY W & AMANDA F TIC	135 8TH ST	LOTS 33,34,35,36; BLK 12: HILLS ADDITION TO THE TOWN OF H...	





# Real Estate Database

- ❖ Prepare a list of available properties and their aspects
- ❖ Work with the building inventory list to identify underutilized or vacant properties
- ❖ Prepare marketing materials or documents to solicit available spaces
- ❖ Create an online platform specific to your community. Dtwnproperties.com is an example





## 201 E. 7TH ST Walsenburg, CO 81089

Outlined below are details about the above listed property. For additional details please refer to the back side of this page.

### ABOUT 201 E. 7TH ST

**MULTIPLE STORIES**  
10,000 sq ft of available space

01

**DIFFERENT SPACES**  
Multiple buildings to accommodate mixed uses

02

**PARKING**  
Ample parking and green space for expansion

03

**SHELL STRUCTURE**  
The building is ready for renovation

04

**UNIQUE HISTORY**  
Previously converted for educational purposes

05

**OPPORTUNITY ZONE**  
Available for opportunity zone and tax credits

06

TRAVIS E CRUZ  
726 RUSSELL ST  
WALSENBURG, CO 81089

## 201 E. 7TH ST

### - Community details -

The City of Walsenburg is a diverse community with a structurally intact downtown corridor boasting unique architectural styles. Additional socio-economic or demographic factors are outlined below:

- Average median household income of, \$29,514
- 19% of residents hold a bachelors degree or higher
- Average age of 49.8 years old
- An average of \$4,404.42 spent annually on "food away from home"
- 15.1% of residents work from home
- Undersaturated services include:
  - Building materials and supplies
  - General merchandise and clothing stores
  - Furniture and home furnishing stores
- Community has a regional draw and three access points to I-25 within 3 miles of downtown

The building is in acceptable condition and includes many of the fixtures or equipment in the purchase price. Since the building has been vacated, the structure has been maintained with utilities left turned on, preserving the structure.

- Large parcel of land available for development
- Primary structural design purpose was educational
- Property can be rezoned to fit redevelopment or rehabilitation purposes
- 50,000+ sq ft of space for rehabilitation



### PROPERTY HIGHLIGHTS

- 1,100 vehicles drive past the property daily

- Ample space for redevelopment or reconstruction

- Convenient access to downtown and interstate

### BUILDING HIGHLIGHTS

- Available lots can provide ample parking opportunities

- Strong masonry shell can support many uses

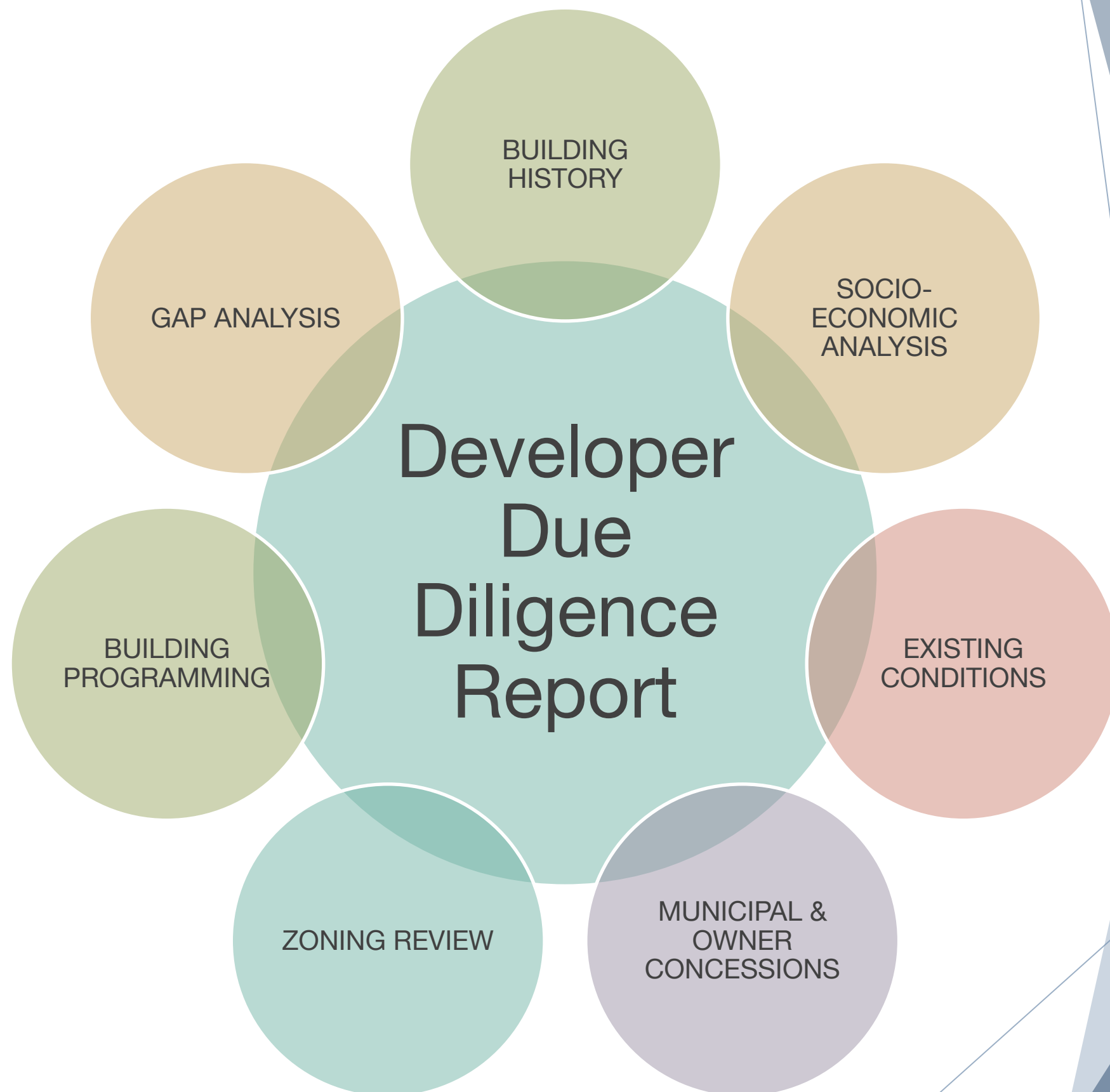
- Retail and frontage windows to support a myriad of end users

*If no one knows your community is ready, there will be no development.* — Logan Walsen Ave

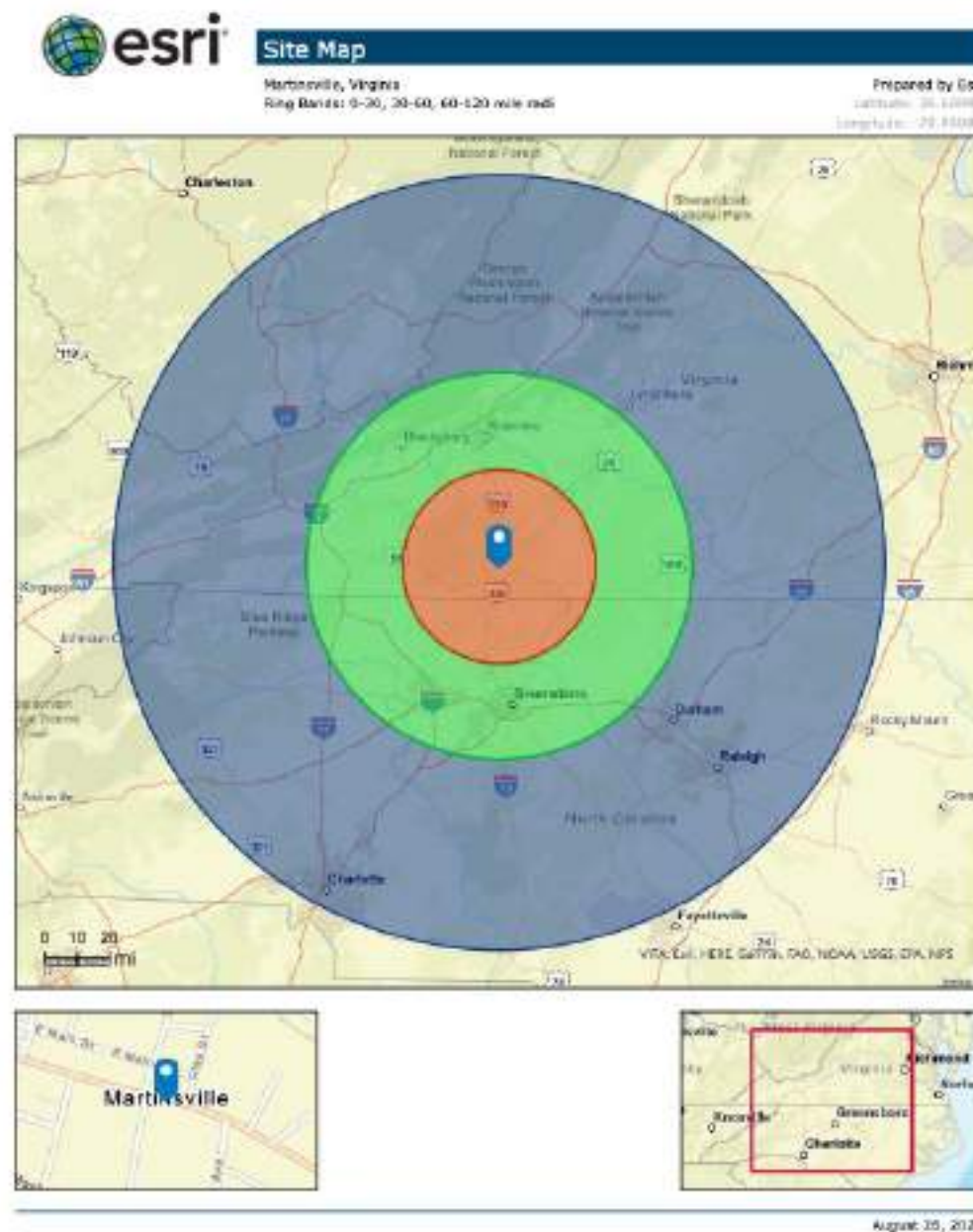
# Developer Due Diligence Reports

❖ Documents that will advertise your community to the development realm









*Your sphere of influence should prioritize locals first and visitors second*

# Identify your ecosystem

- ❖ Prepare an ecosystem or trade area determination





*To re-use is better than to tear down*

# Program your downtown

- ❖ Identify impactful services and attract them to targeted parcels



# Downtown Programming

- ❖ Identifying the right cadence and flow for downtown
- ❖ Curating a likely path that will activate the whole downtown
- ❖ Adding the right services or amenities at the right locations, drawing traffic in a projected pattern
- ❖ Targeting development on services and parcels that will create catalyst changes
- ❖ Working with property owners to identify highest ROI.







*Supporting a unified look*

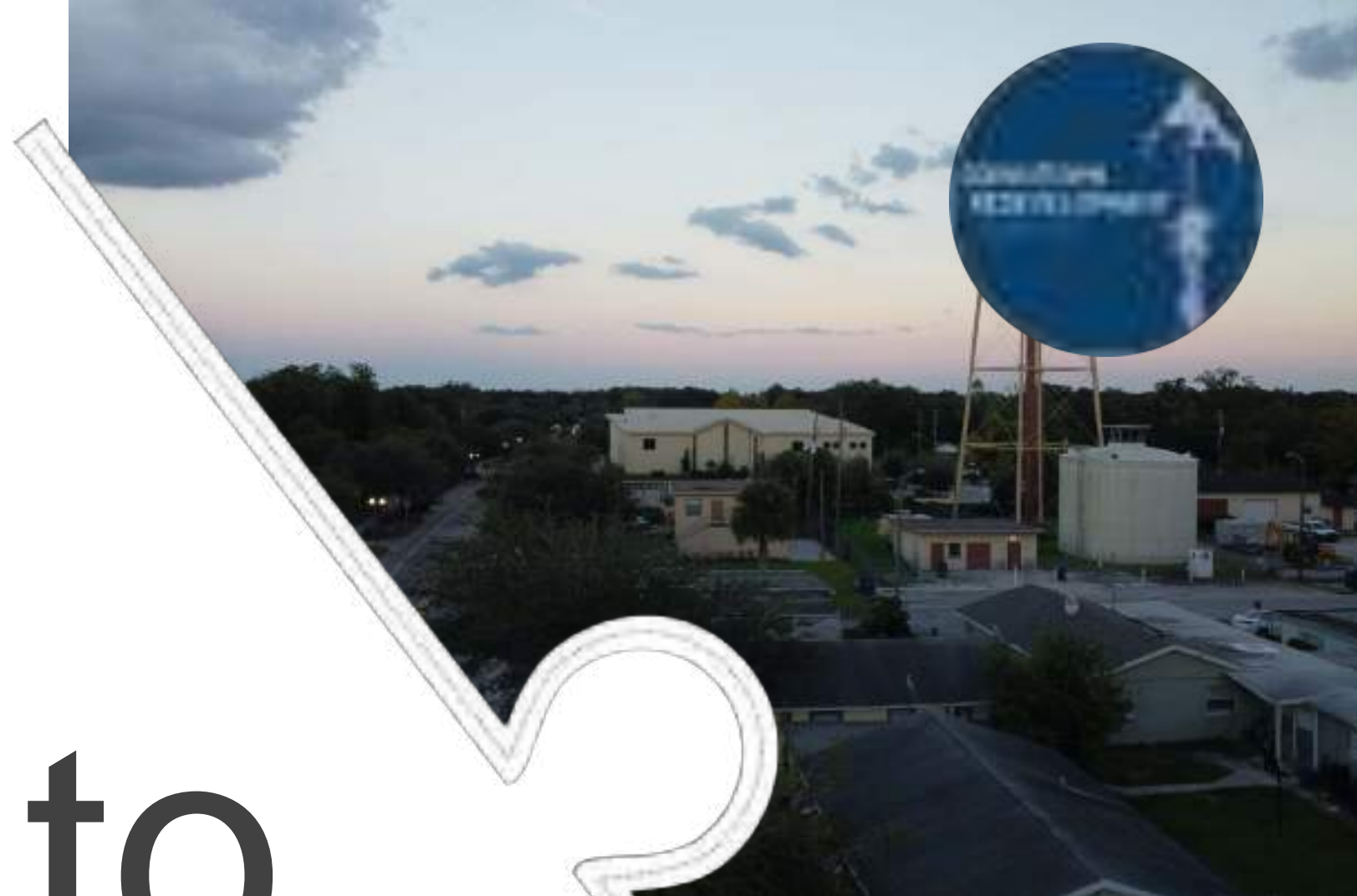
# Design Guidelines

- ❖ Design Guidelines are a collective vision for downtown





# Call to Action







# How can you help?

- ❖ Apply for the program
- ❖ Invite vested individuals





# Want to Become Part of the Movement?

Want to be kept up to date about the program implementation, or be considered as an eligible community?

<https://forms.gle/iGoYCLeXuWUcT9Co8>







# Questions/Comments

If you want a copy of the presentation, leave me a card or email be at the address below:

Ben Levenger, AICP, PLA, CEcD

[Ben@DTRedevelopment.com](mailto:Ben@DTRedevelopment.com)

801-410-0685