GREENBERG

DEVELOPMENT

SERVICES

PRESCRIPTION FOR A HEALTHY MIX

Presented by

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COPIES OF PRESENTATION

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PRESCRIPTIONS FOR A HEALTHY MIX

TOPICS

1. BUSINESS RETENTION

KEEP THE “GOOD ONES”

2. BUSINESS RECRUITMENT

FIND SOME NEW ONES

MARKET ANALYSIS

Annual check-up

- TRENDS
- TRADE AREA
- CHARACTERISTICS
- LIFESTYLES
- SALES GAPS
- NICHES

TRENDS

First half of this decade

- SAFETY/COCOONING
- HEALTH
- PETS
- ETHNIC
- RECREATION

PetSpa

TRENDS

Next five years

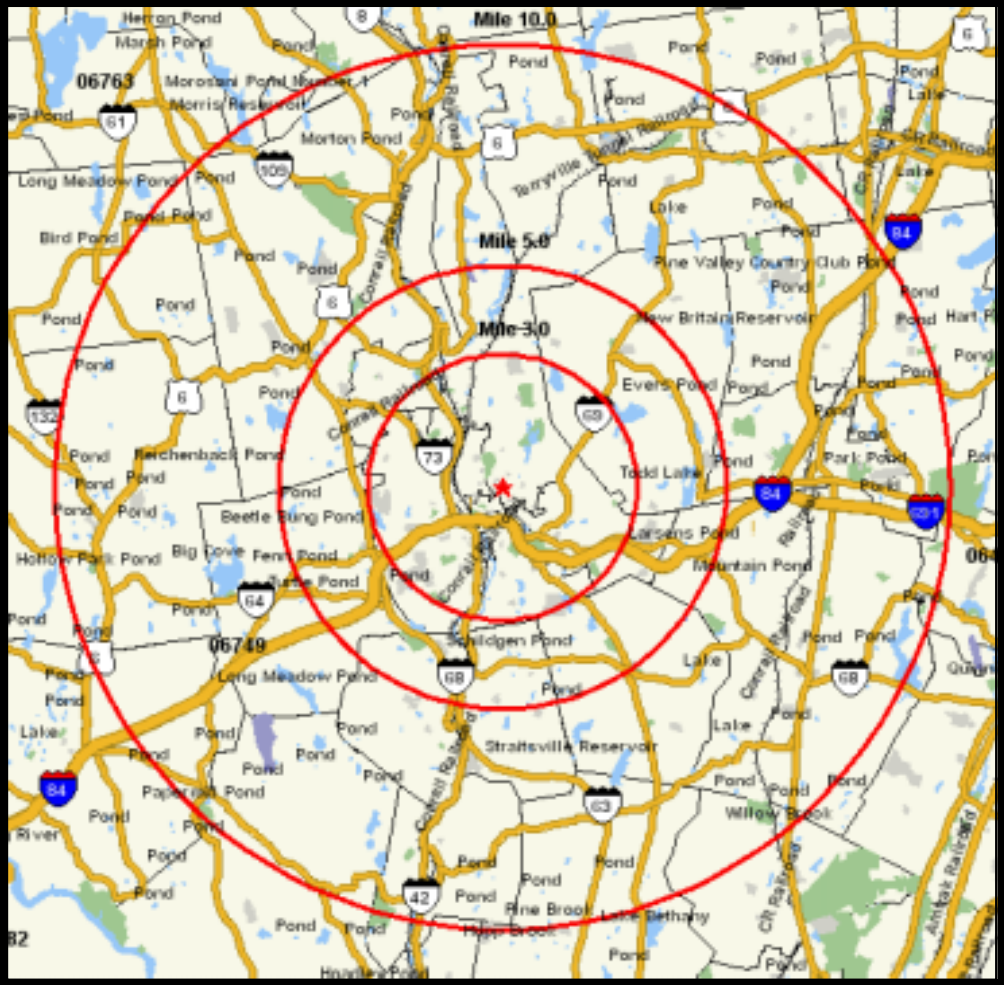
- TEENS
- HISPANIC
- WELL BEING
- GO GREEN
- MADE IN USA

SAFE

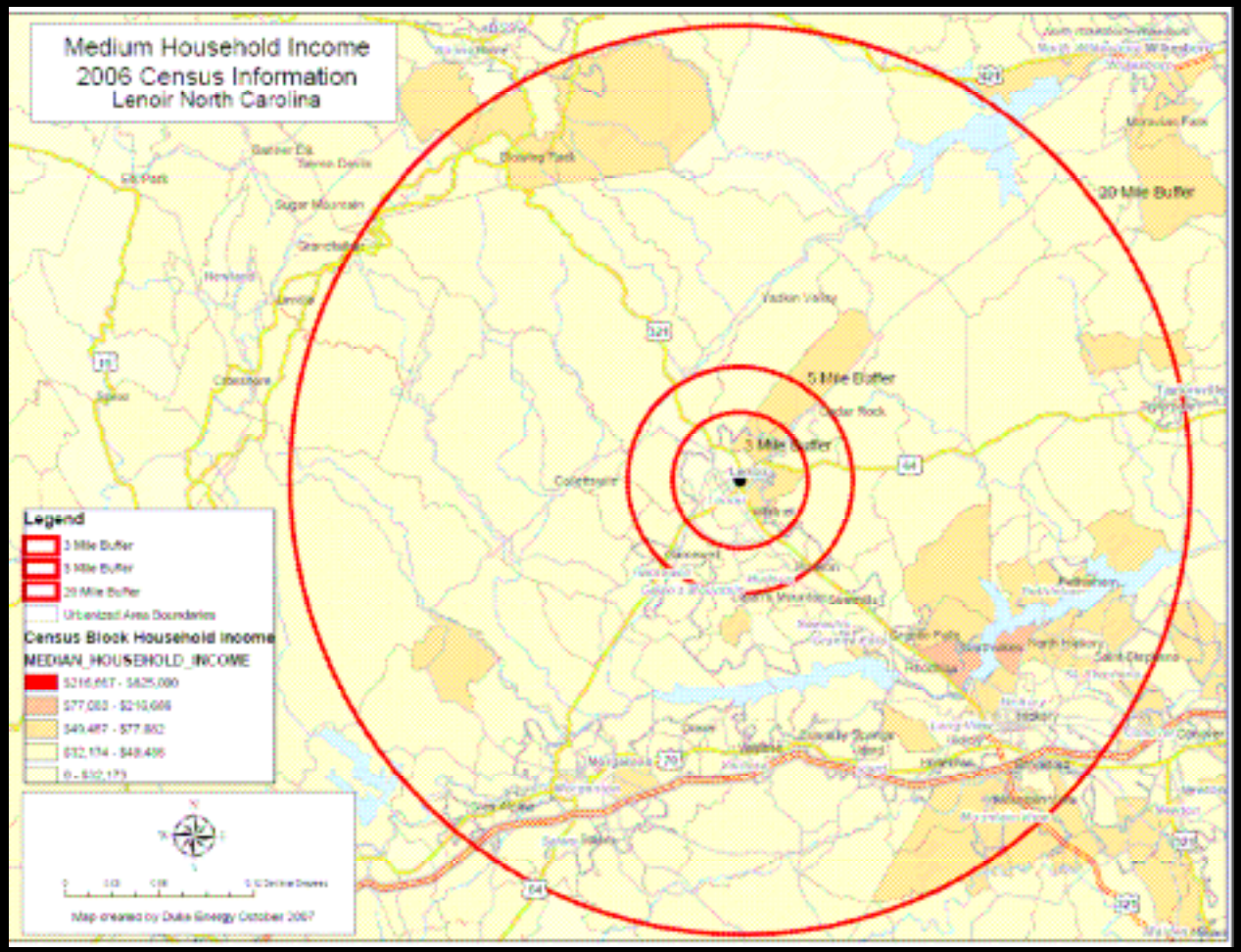
MARKET INFORMATION

TIP:

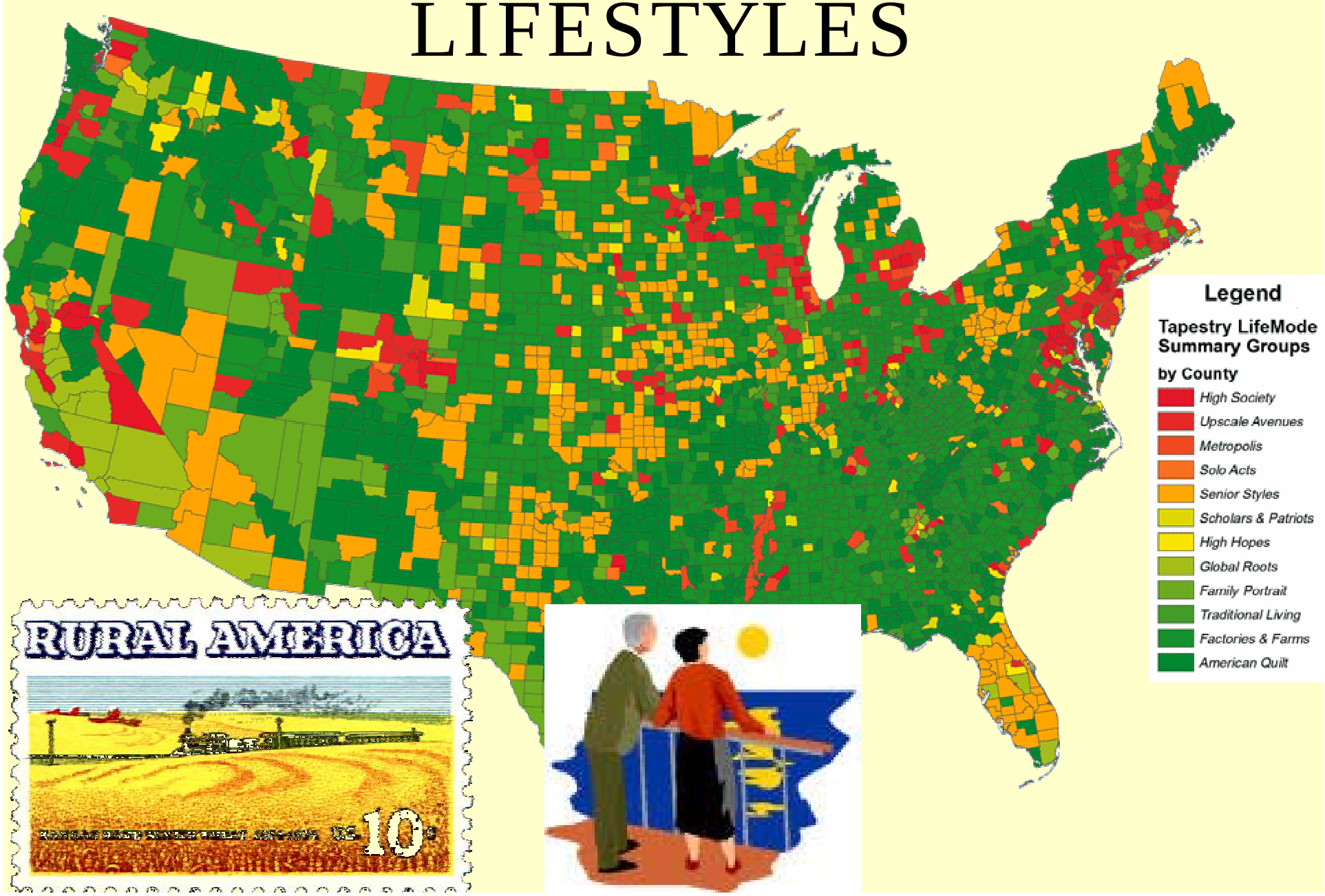
Try Claritas' free data report



MARKET INFORMATION



LIFESTYLES

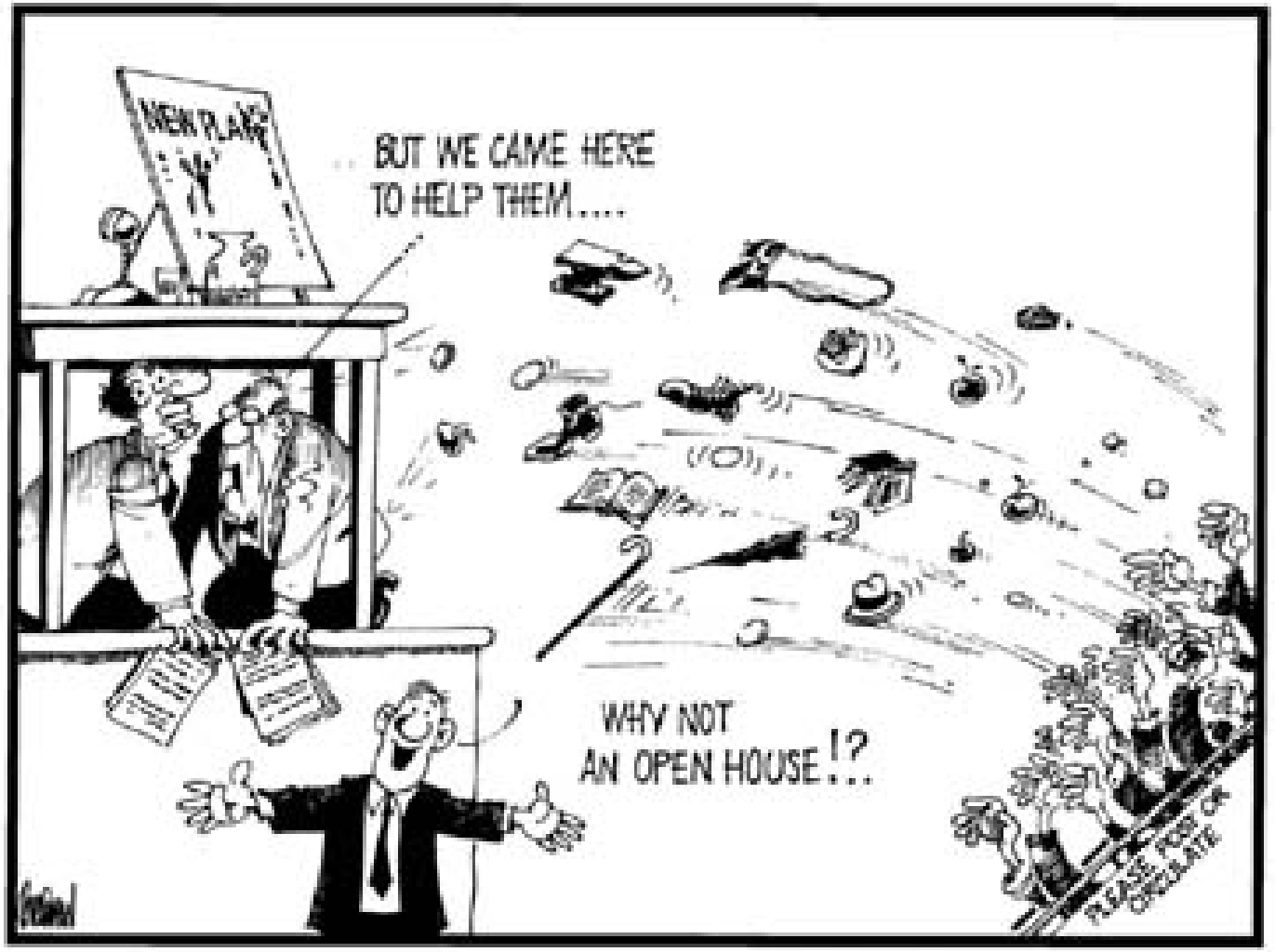

Legend
Tapestry LifeMode Summary Groups
by County
High Society
Upscale Avenues
Metropolis
Solo Acts
Senior Styles
Scholars & Patriots
High Hopes
Global Roots
Family Portrait
Traditional Living
Factories & Farms
American Quilt
RURAL AMERICA
10¢

CONSUMER ATTITUDES

TIP:

USE E-SURVEY

TO SOLICIT OPINIONS



PUBLIC MEETINGS .....THE LAST OF THE BLOOD SPORTS

THE CONNOR COLLECTION(NO 3

RETAIL SALES GAPS

TIP:

BUY DATA

POTENTIAL SALE

\- ACTUAL SALES

LEAKAGE OR (SURPLUS)

PS. NO ONE HAS A SALES LEAKAGE

HH X AVERAGE SALES = POT. SALES

NC DEPT REVENUE = ACTUAL SALES

RETAIL SALES

TIP:

2-4% of regional market

SALES LEAKAGE X DOWNTOWN CAPTURE RATE= DOWNTOWN SALES

ULI $ CENTS FOR SHOPPING

DOWNTOWN SALES/SALES FT

=

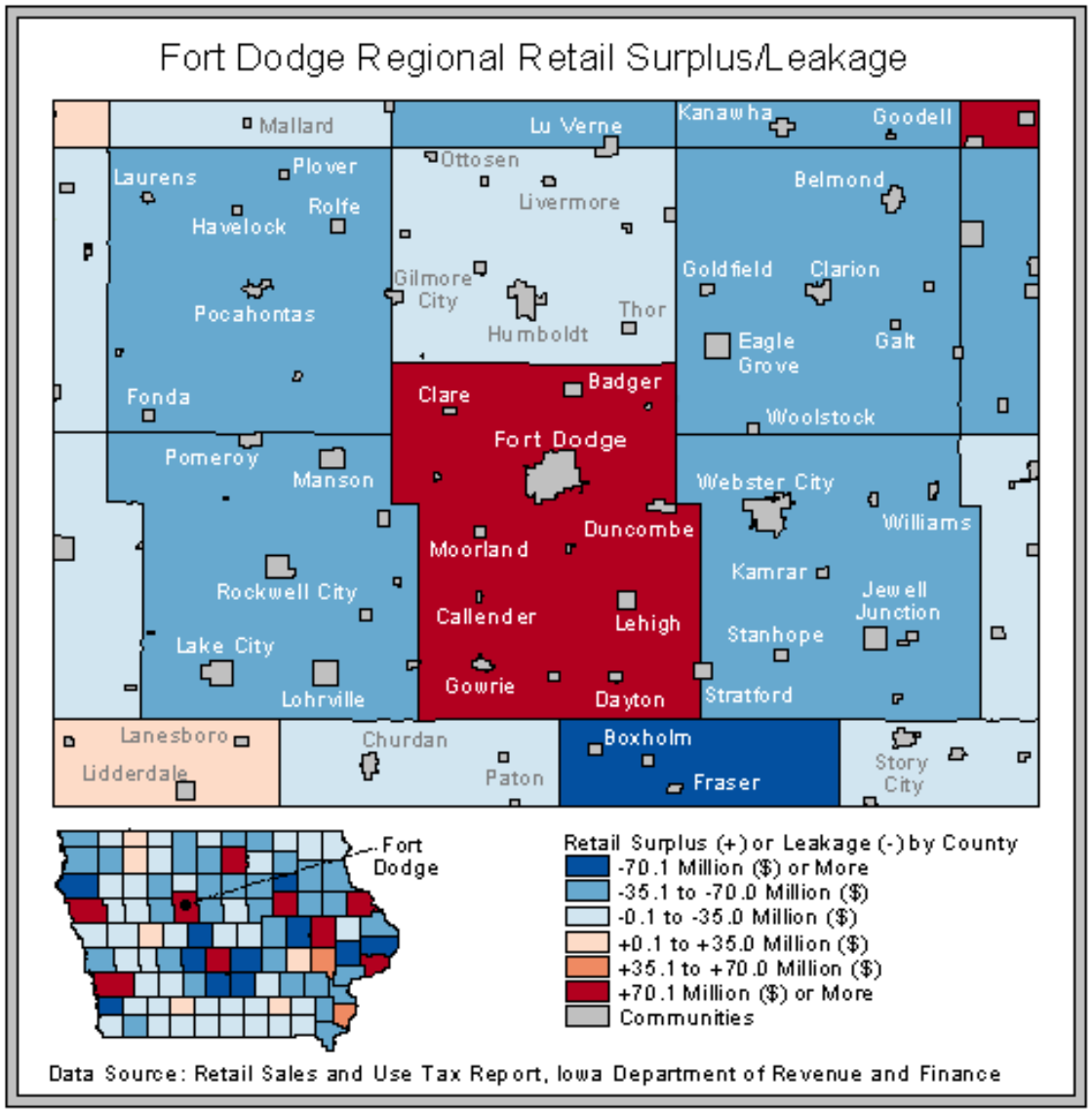
DOWNTOWN SQUARE FEET

(100,000 ft)

DATA SOURCES

- CONSUMER EXP. SURVEY
- CLARITAS, ESRI (data company)
- SURVEY OF BUYING POWER
- ULI -DOLLARS AND CENTS OF SHOPPING
- http://www.uwex.edu/ces/cced/dma/

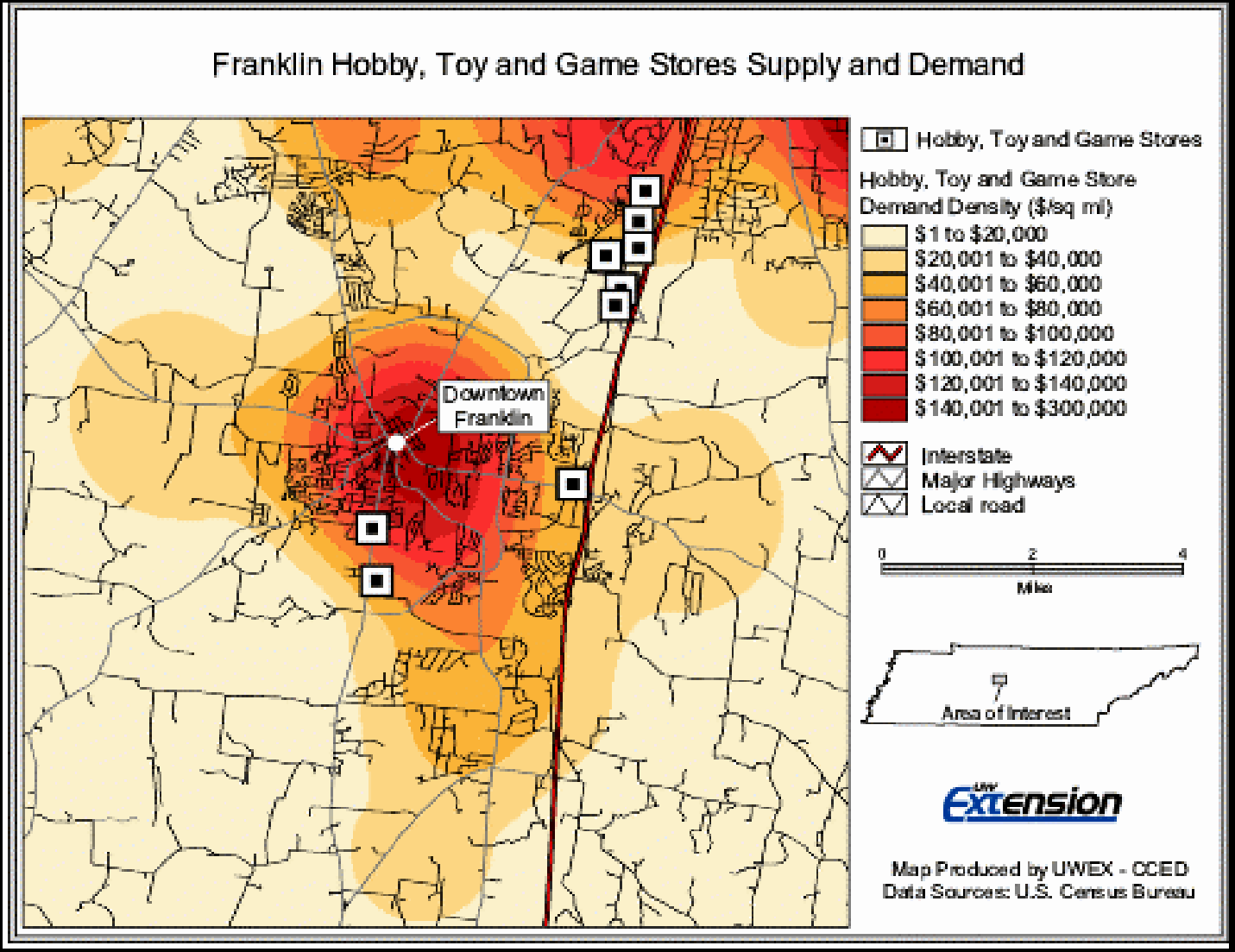
RETAIL SALES ANALYSIS



RETAIL SALE ANALYSIS

TIP:

GIS MAPPING

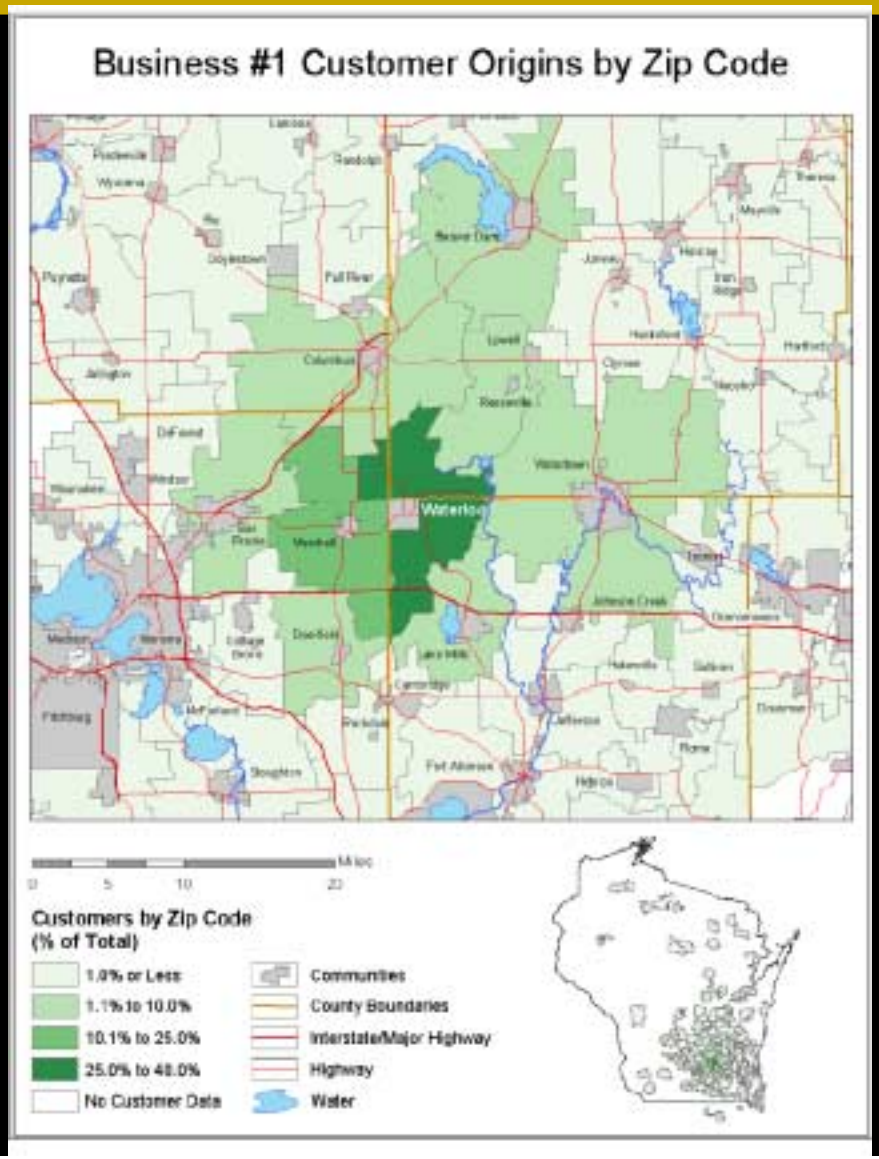


COMMERCIAL ASSESSMENT

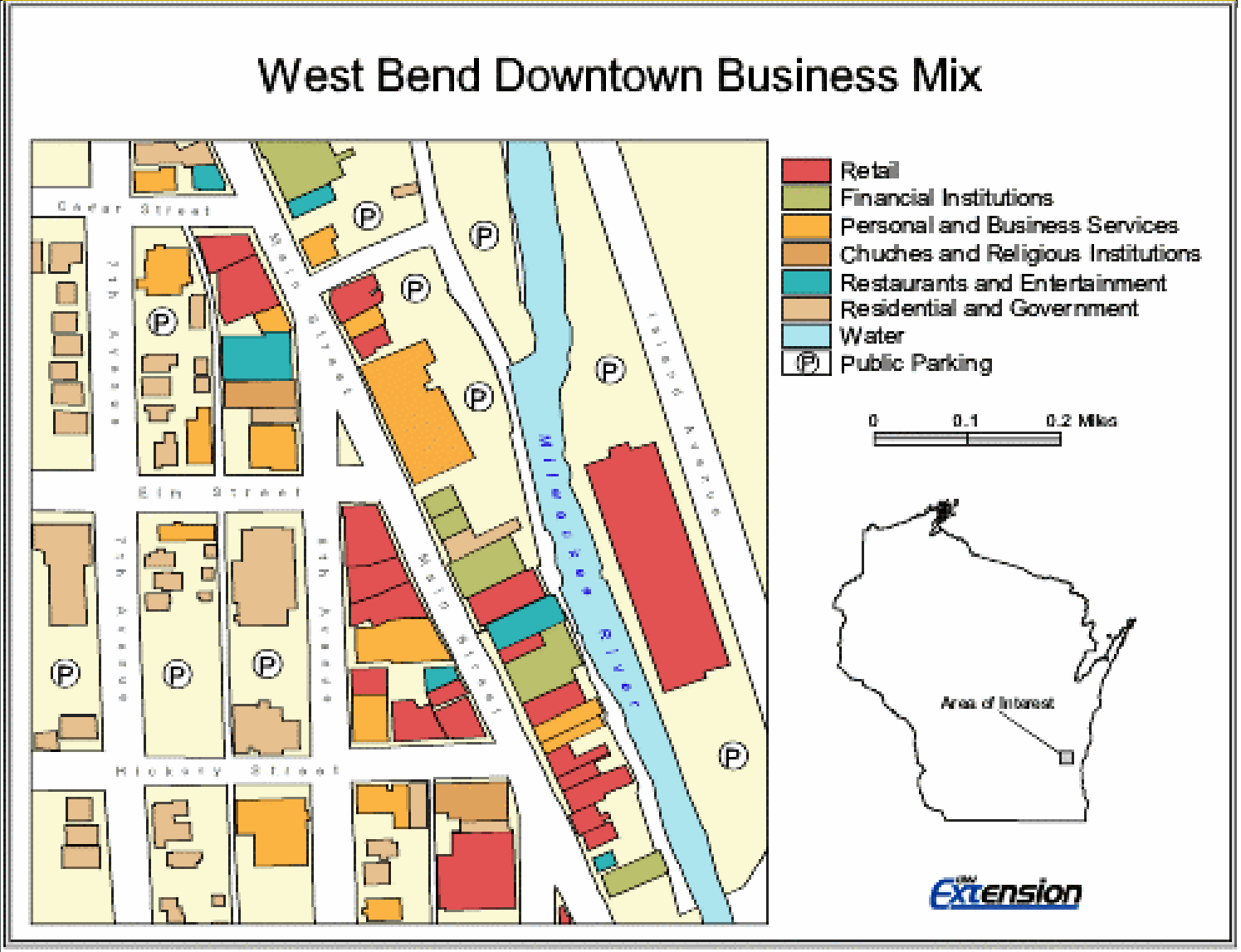
- TARGET CUSTOMER
- TYPES OF USE
- RELATIONSHIPS
- COMPETITION
- ENVIRONMENT

TARGET CUSTOMER

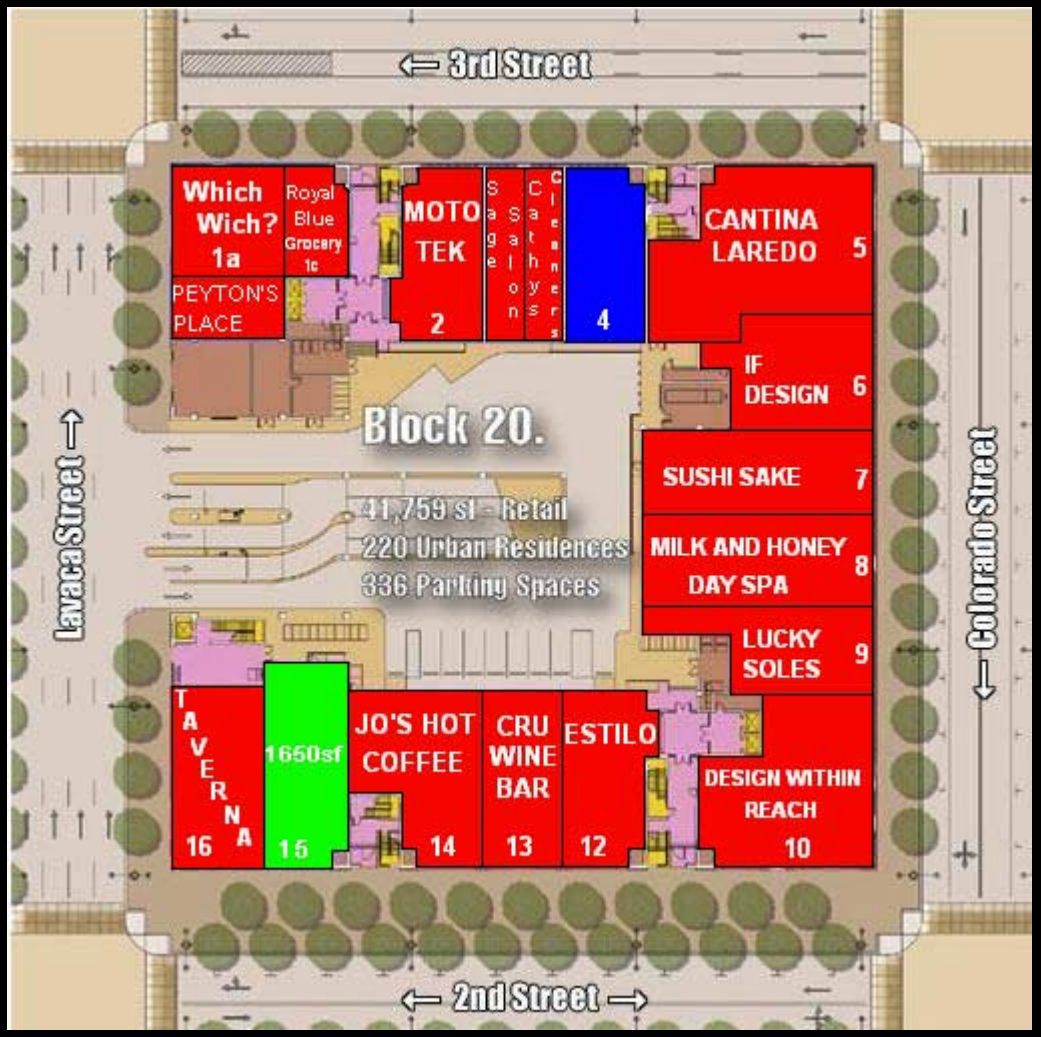
ZIP CODE SURVEY



TYPE OF USES


West Bend Downtown Business Mix
Retail
Financial Institutions
Personal and Business Services
Chuches and Religious Institutions
Restaurants and Entertainment
Residential and Government
Water
Public Parking
0
0.1
0.2 Miles
Area of Interest
Cedar Street
Elm Street
Hickory Street
Main Street
Milwaukee River
Island Avenue
Extension

BUSINESS USES



RELATIONSHIPS

COMPLEMENTARY:

BUSINESSES THAT TARGET SIMILAR CUSTOMERS OR CARRY PRODUCTS THAT COMPLEMENT

RELATIONSHIPS

TIP:

ETHNIC MARKETS

CROSS-OVER BUSINESSES

NEIGHBORHOOD CONVENIENCE

FREQUENT PURCHASE

RELATIONSHIPS

TIP:

SOCCER FIELDS

GREENWAYS

ICE SKATING RINKS

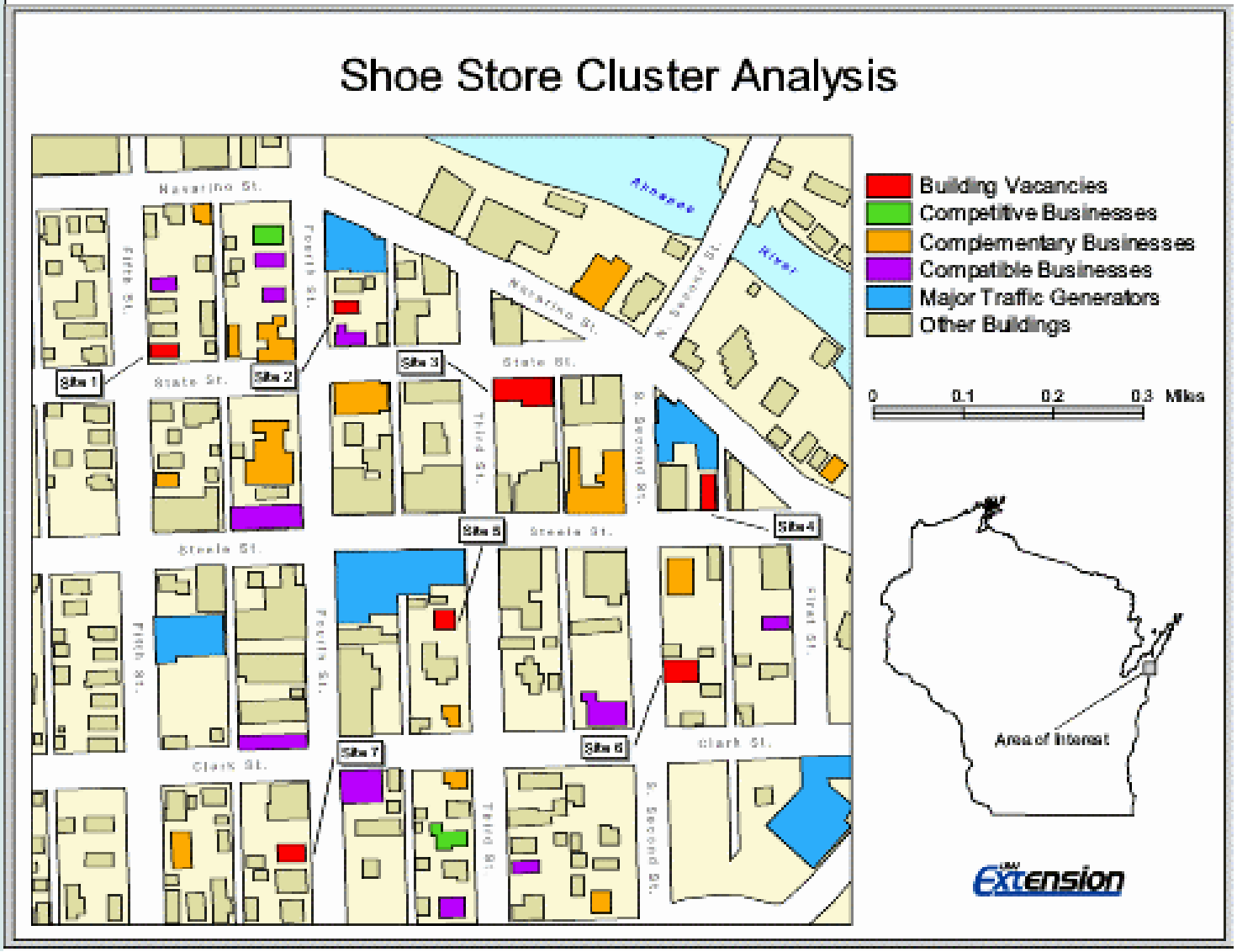
ANTIQUE EMPORIUM

MOVIE/THEATER

DESTINATIONS

pedestrian traffic

RELATIONSHIPS

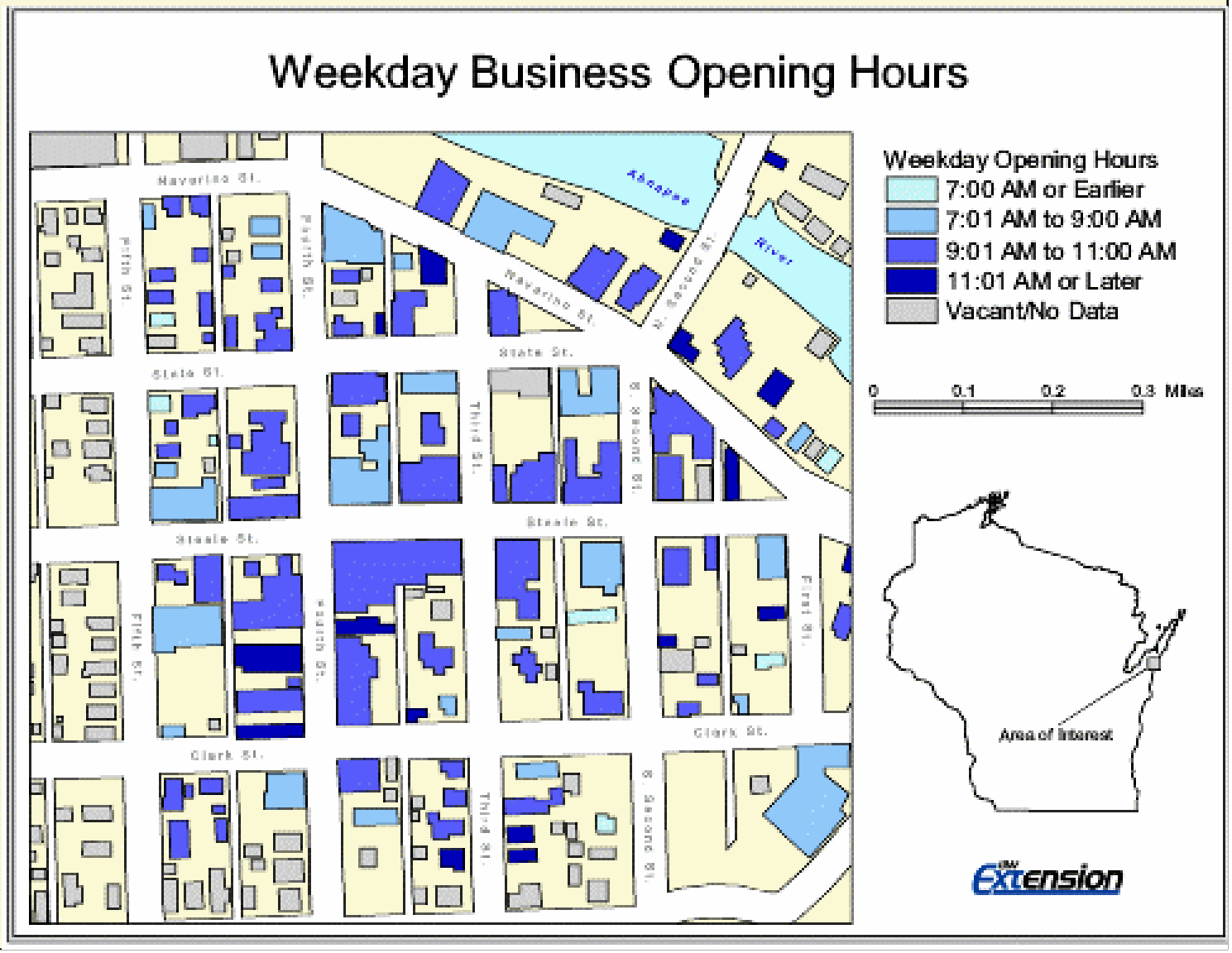


COMPETITION

TIP:

MYSTERY SHOPPER SURVEYS

BUSINESS INTERVIEWS


Weekday Business Opening Hours
Weekday Opening Hours
7:00 AM or Earlier
7:01 AM to 9:00 AM
9:01 AM to 11:00 AM
11:01 AM or Later
Vacant/No Data
0
0.1
0.2
0.3 Miles
Area of Interest
Extension
Mayerling St.
State St.
Clark St.
Fifth St.
Third St.
S. Second St.
Fifth St.
Mayerling St.
Mayerling St.
Mayerling

ENVIRONMENT

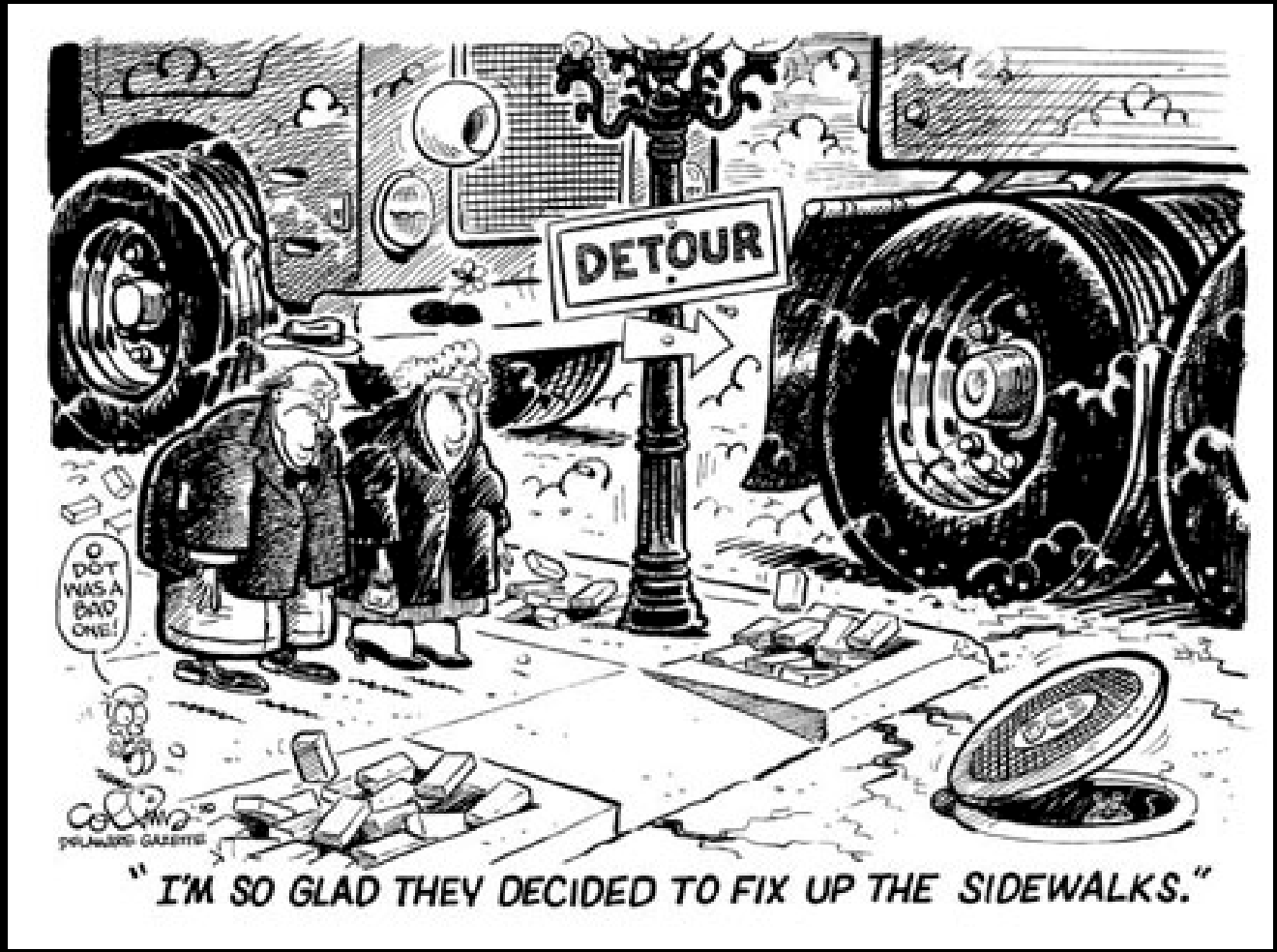
SOCIAL

REGULATORY

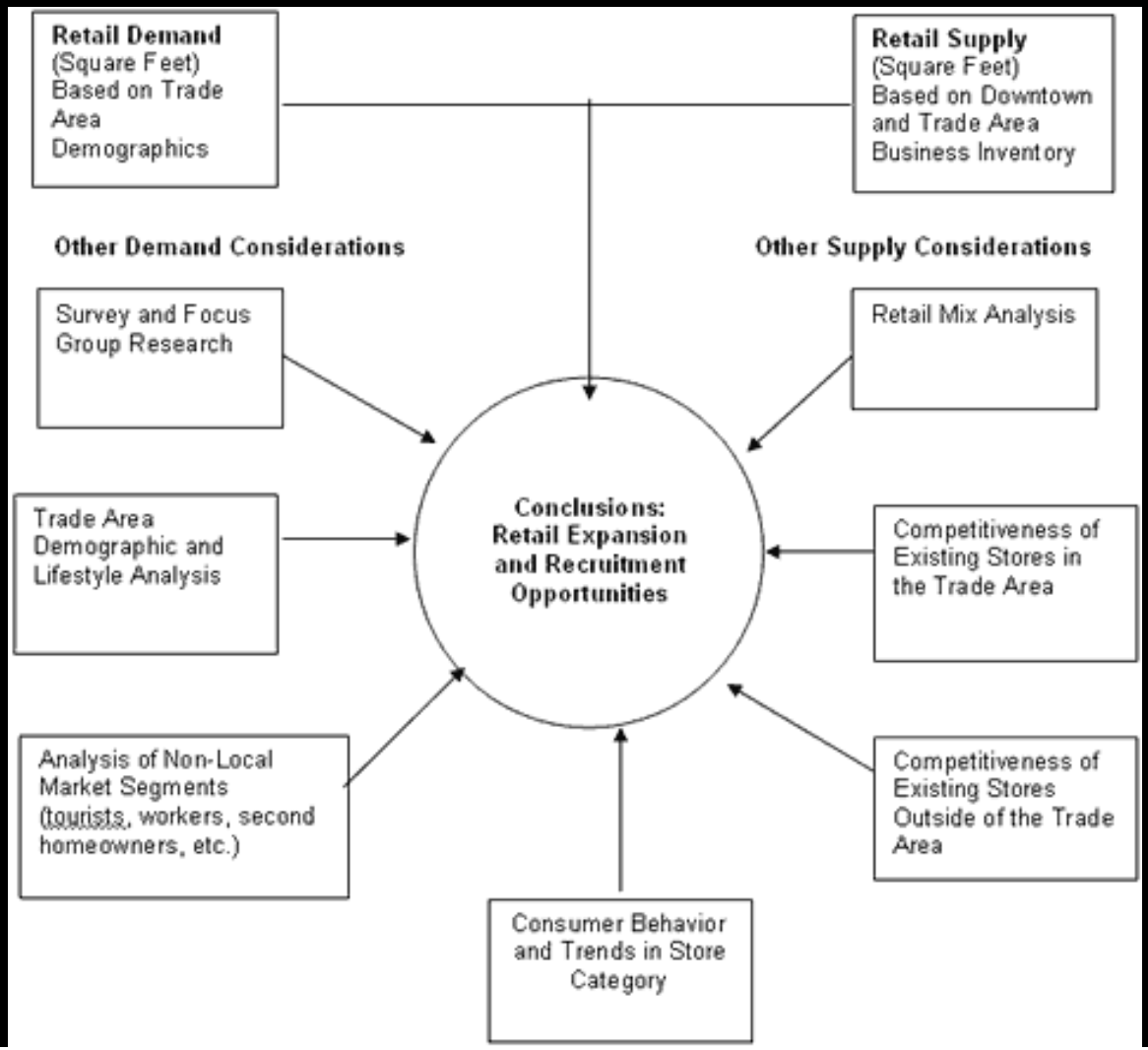
- Crime
- Litter
- Homelessness
- Building code
- Zoning

ENVIRONMENT

PHYSICAL



MARKET ANALYSIS AND COMMERCIAL ASSESSMENT



DOWNTOWN'S PRESCRIPTION

THE PLAN

1. Business Retention
2. Business Recruitment
3. Property Development

WHAT DO RETAILERS NEED?

- HIGHER SALES
- LOWER COSTS
- BETTER SPACE
- BETTER ENVIRONMENT
- BETTER NEIGHBORS

BUSINESS RETENTION

- IMAGE AND IDENTITY
- PROMOTIONS
- STREETSCAPE
- RENOVATION
- RELOCATION

AND EXPANSION

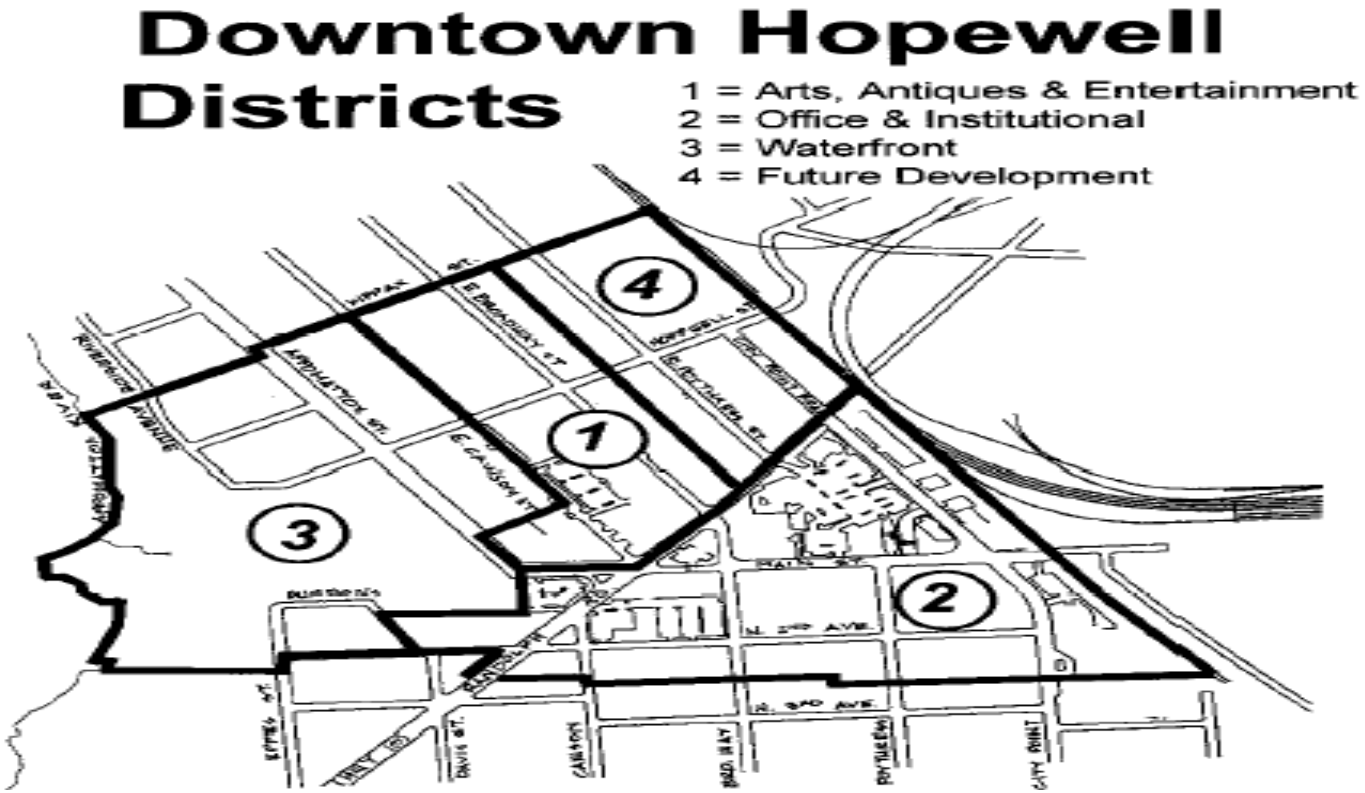
WHAT KIND OF BUSINESS DO YOU NEED?

- New niche, expand existing niche
- Destination, Complementary, Convenience
- Independent, franchise, chain
- New store, expansion, relocation

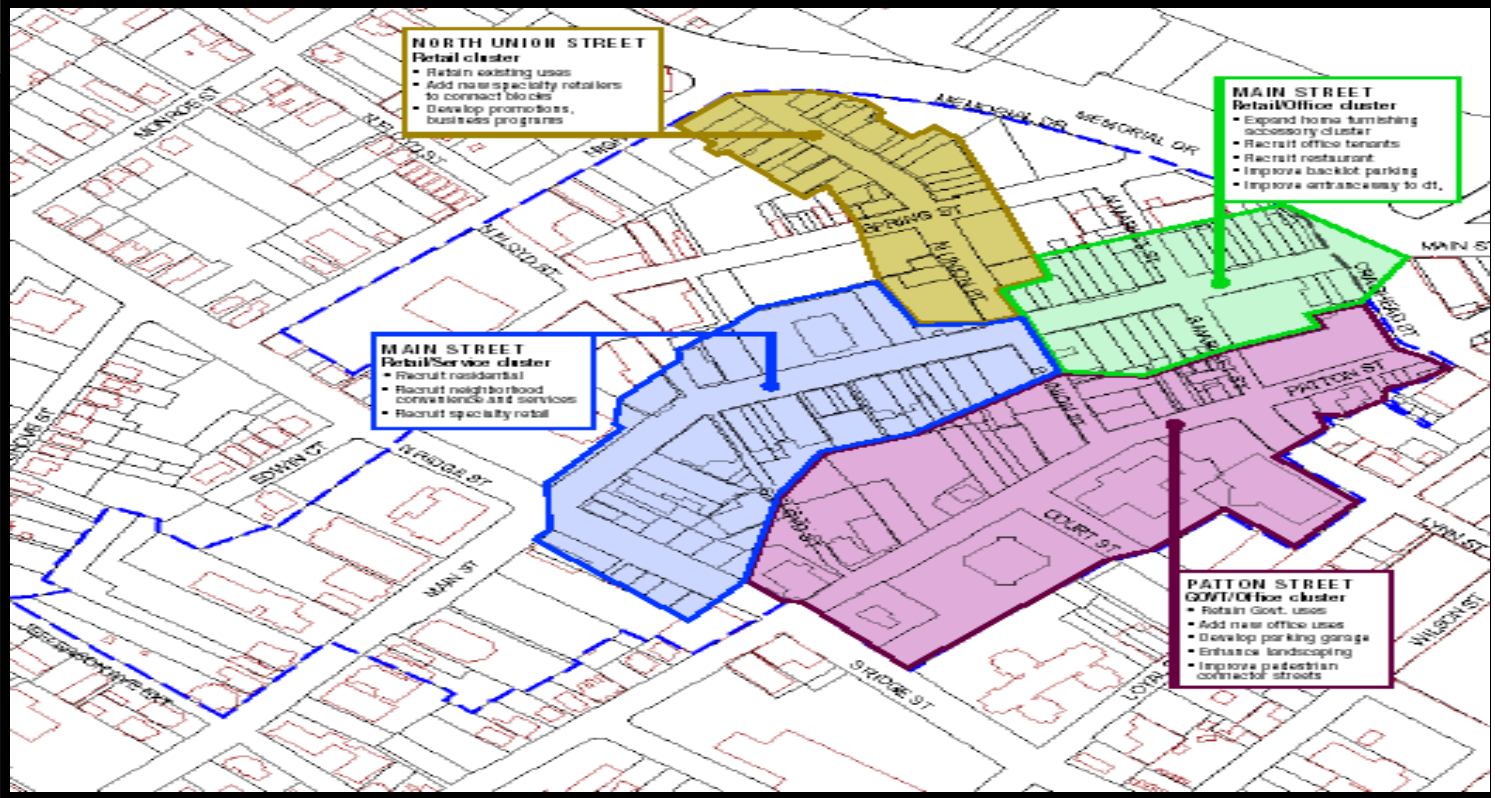
BUSINESS RECRUITMENT

- Concept Map
- Tools to control/influence
- Tools to close the deal
- Market downtown opportunities
- Prospecting

CONCEPT MAP


Downtown Hopewell
Districts
1 = Arts, Antiques & Entertainment
2 = Office & Institutional
3 = Waterfront
4 = Future Development
1
2
3
4

CONCEPT MAP

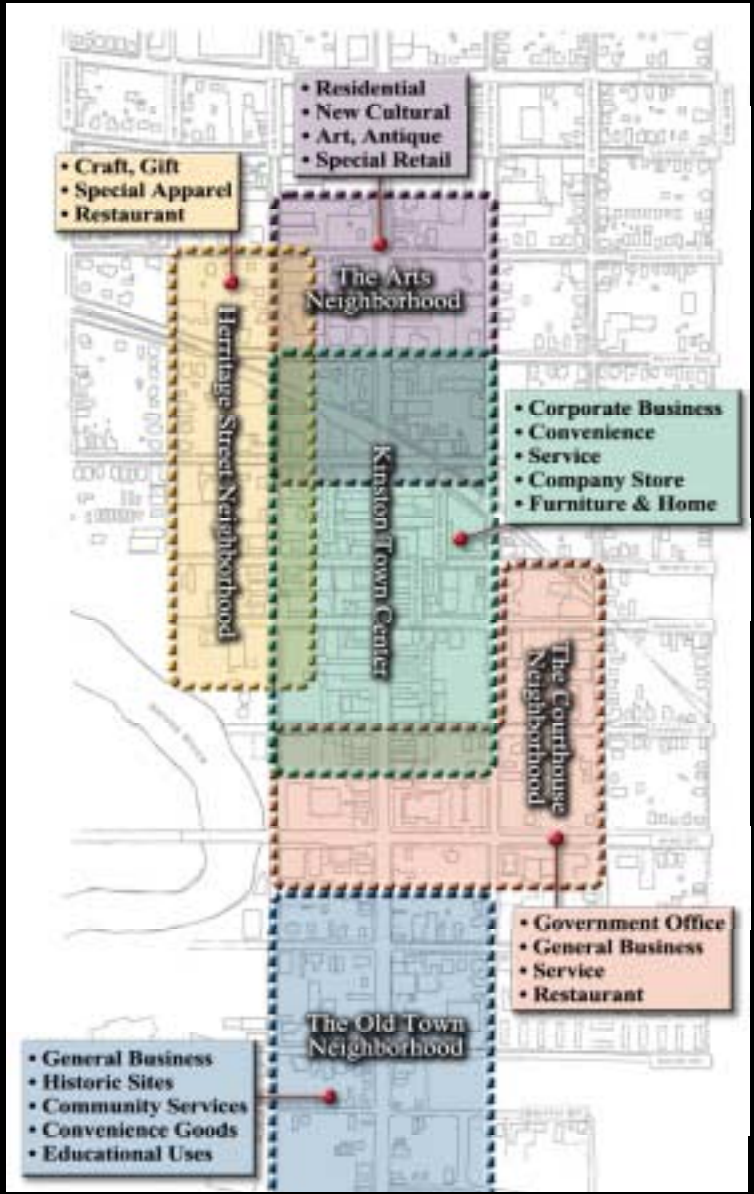


NEIGHBORHOOD RETAIL

GOVT. SERVICE

SPECIALTY RETAIL

HOME FURNISHING


• Residential
• New Cultural
• Art, Antique
• Special Retail
• Craft, Gift
• Special Apparel
• Restaurant
The Arts Neighborhood
Heritage Street Neighborhood
Kinston Town Center
• Corporate Business
• Convenience
• Service
• Company Store
• Furniture & Home
The Courthouse Neighborhood
• Government Office
• General Business
• Service
• Restaurant
The Old Town Neighborhood
• General Business
• Historic Sites
• Community Services
• Convenience Goods
• Educational Uses

The Market District

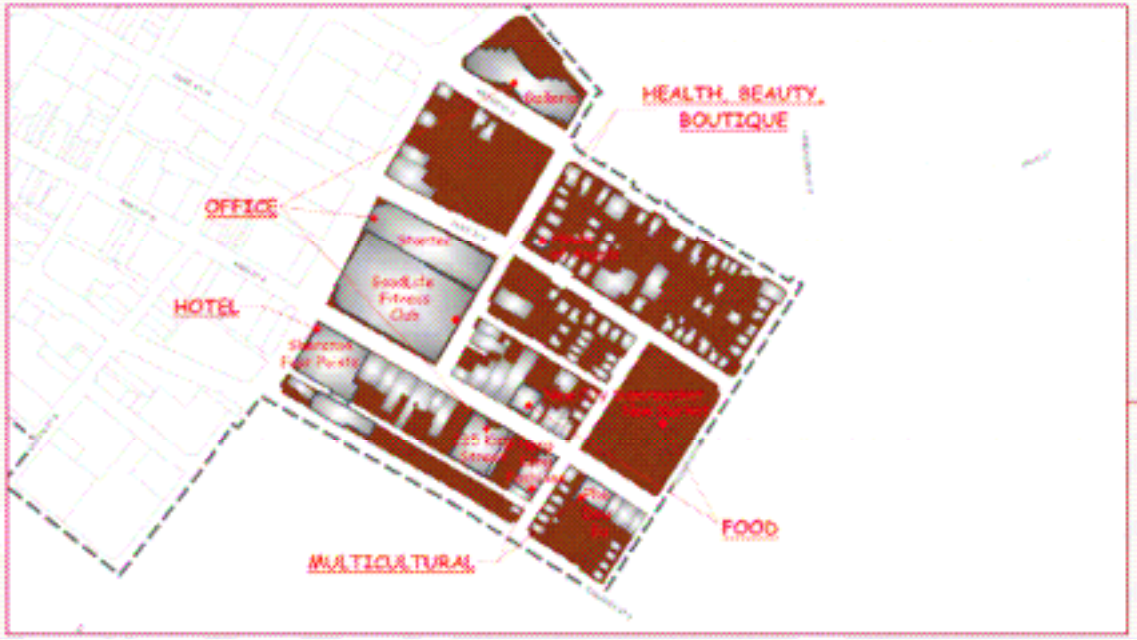
Downtown's gateway in the east, the Market District is a vibrant area with a diverse multicultural population and a rich blend of culturally-diverse restaurants and shops. The area offers visitors and residents a unique cosmopolitan experience in the heart of Kitchener's downtown.

Core function

The market location of the downtown for food, in addition to major offices, multicultural shops and restaurants, and health, beauty and boutique uses, and a vibrant ethnic and multicultural character.

Anchors

- Food: Your New Kitchener Market, New City Supermarket
- Office: Market Square (Stantec), 235 King Street East, The Galleria
- Multicultural: Hong Kong Fashion, New City Supermarket, Pho Dam Bo
- Health, Beauty, Boutique: Market Square (Good Life Fitness Club), House of Angels
- Hotel: Sheraton Four Points Hotel



Market District Anchors

CONCEPT MAP

Apartments
Office building
Main Street
Parking deck
First Street
Convenience
Comparison
Anchor
Hub

	CONTROL/INFLUENCE
STICKS **CARROTS**	› Peer pressure › Zoning & Ordinances › Financial loans, grants, zones › Options and purchase › CDC › LLC

	INCENTIVES
RESTAURANTS & ENTERTAINMENT	▪ Valet ordinance ▪ Business relocation incentive ▪ Waive license fee ▪ Pre-recruitment inspection ▪ Kitchen equipment loan ▪ Lower interest loan program ▪ Façade grant ▪ Private security ▪ LLC

MARKET DOWNTOWN'S OPPORTUNITIES

- Fact sheets
- Bounce back card
- Ads
- Web site
- Folder, brochure
- Signs
- Banners
- Billboard
- Business Stories
- Newsletter
- Tours
- Signage in windows

FINDING PROSPECTS

TIP:

ASK CIVIC CLUBS TO HELP

- WORD OF MOUTH
- LOCAL RESIDENTS
- REALTORS
- WEB SITE
- FIELD TRIPS

- TRADE SHOWS (ICSC)
- RETAIL LEASE TRAC (www.plainvanillashell.com)

COMMON PROBLEMS

TIP:

BUY THE PROPERTY

CREATIVE RENT AGREEMENTS

BONUS COMMISSIONS

- Property owners want to rent “AS IS”
- Vacant Space is obsolete for today’s retailer
- “Robbing Peter to Pay Paul”
- Qualified labor
- No Brokers in area/ Rental commission too low
- Cranky merchants

LESSONS TO BE LEARNED

- RECRUITMENT TAKES TIME
- HIGH STANDARDS
- COLLABORATION
- REALISTIC WORK PLAN
- MAKE IT WORK