DATA
DISCUSSION

Agenda

- Introductions

- Meeting Outcome

- Issues, Concerns & Needs

- Define the Problem

- Strategic Alignment (capacity, funding)

- Examples from other downtowns

- Next Steps/Other

- Adjourn

STATING THE PROBLEM

As humans, we're wired to jump past the problem and go directly to the solution stage.

A problem statement is a short, clear explanation of an issue or challenge that sums up what you want to change.

Example

Issue - Downtown has a XX% storefront vacancy rate creating the perception there nothing to do and other businesses are suffering.

Background - COVID-19 hit our downtown businesses hard; many retail stores have closed.

Relevance - With so many closures, there is a lack of downtown foot traffic negatively impacting other downtown retailers.

Objectives: The primary objective is to support remaining retailers and recruit new retailers to storefront locations to help create a destination and aligns with mission and vision.

PROBLEM STATEMENT

An increase in retail storefront vacancy is threatening downtown's vibrancy.

PEDESTRIAN COUNTS

Average foot traffic increased during the street market.

+40%
Market Impact

72°
Avg Weather

2900
Event Avg Foot Traffic

EVENT SALES

$6K
Avg Daily Gross Sales

About 30 retail and food vendors participated in the market. A number of local businesses increased their marketing efforts during the event.

RETAIL VENDORS

$223
Avg Daily Gross Sales

8
Avg # of Daily Transactions

$34
Avg Sale per Transaction

FOOD VENDORS

$741
Avg Daily Gross Sales

78
Avg Daily Transactions

$10
Avg Sale per Transaction

Metrics

CREATED FROM PROBLEM STATEMENT

BASELINE (CURRENT CONDITIONS)

NUMBER OF RETAIL LEADS & CONVERSIONS TO LEASES

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Metrics

PROBLEM STATEMENT

An increase in retail storefront vacancy is threatening downtown's vibrancy.

MEASUREMENTS

- Pedestrian Counts
- Vacancy Rate
- Number of retail handoffs to owners/brokers

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Discussion Points

- What information do you already have and or is readily available?

- Are the property owners willing to share information?

- What tools do you have currently, what might you need to execute?

- Budget, time, roles & responsibilities, capacity

Tools

- District360
  - San Antonio
  - Nashville

- Other
  - Excel
  - Other CRMs

Software for Today's Downtown Districts

The CRM built exclusively for Downtown Districts.

Built on the **Salesforce** platform, **District360** brings all of your property, business, and stakeholder information into one system giving your team a 360-degree view of all operations in your District.

With add-on modules to meet needs across departments, District 360 provides the interconnectivity for today's busy team.

ITP CONSULTING

About Us

We help clients create and implement successful strategies.

We specialize in downtown revitalization, retail development, cultural arts and parks.

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