



# ECONOMIC VITALITY: IS YOUR COMMUNITY READY FOR NEW BUSINESS?

SACO MAIN STREET AND CITY OF SACO



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# WHY SACO?



# WHERE I'M COMING FROM

- 30+ YEARS IN CORPORATE REAL ESTATE, CONSTRUCTION & FACILITY MANAGEMENT
- BUSINESS OWNER
- RECENTLY RELOCATED BACK TO NEW ENGLAND
- WANTED TO CONNECT DIRECTLY TO "MY WORK"
- SACOMANIAC



# MAIN STREET

- **MAIN STREET** IS A GENERIC PHRASE USED TO DENOTE A PRIMARY RETAIL STREET OF A VILLAGE, TOWN OR SMALL CITY IN MANY PARTS OF THE WORLD. IT IS USUALLY A FOCAL POINT FOR SHOPS AND RETAILERS IN THE CENTRAL BUSINESS DISTRICT, AND IS MOST OFTEN USED IN REFERENCE TO RETAILING AND SOCIALIZING. *WIKIPEDIA*
- **MAIN STREET** IS MORE THAN JUST AN ADDRESS, IT'S A MINDSET THAT EMBRACES A STRONG SENSE OF COMMUNITY BASED ON SHARED NEIGHBORLY VALUES. IT'S A PLACE WHERE HANDSHAKES, SMILES AND PERSONAL GREETINGS STILL MEAN SOMETHING AND WHERE PROMISES ARE MADE AND KEPT. *STOLEN FROM SOMEWHERE*

# WHAT DO YOU WANT?

- KNOW YOUR CUSTOMER BASE... WHAT DO THEY WANT.
- NEEDS ASSESSMENT
- SURVEYS, TOWN HALL MEETINGS, WALK THE STREET
- SPEAK, SPEAK, DID I SAY SPEAK?
  - CITY GOVERNMENT, CITY STAFF, CIVIC GROUPS, SENIOR LIVING, CHURCH GROUPS, HIGHER EDUCATION FACILITIES, HIGH SCHOOLS AND MIDDLE SCHOOLS
- AND LISTEN!

# WHY (YOUR CITY)?

- UNDERSTAND WHAT YOU ARE SELLING
  - WHAT ARE YOU OR WHAT DO YOU WANT TO BE
  - JUST WHO IS YOUR TOWN – PERSONALITY AND POLITICS
  - ARE THERE OPPORTUNITIES FOR IMPROVEMENT THAT NEED TO BE ADDRESSED
- KNOW YOUR PRODUCT
  - DEMOGRAPHICS
  - POPULATION, AGES, BUYING POWER
  - TRAFFIC COUNTS
  - VACANCIES AND RENTAL RATES
  - GROWTH RATES
- CAN'T MANAGE WHAT YOU DON'T MEASURE!



# WHAT NEXT?

- MAKE A STATEMENT
  - FLAGS, CHAIRS, SOCIAL MEDIA
  - YOU DON'T KNOW SACO MAIN STREET
- MAKE YOUR TOWN WORK BETTER,
  - MOVE INTO CITY HALL, BECOME PART OF THE CITY TEAM
  - PROJECT MEETING (GSD)
- BECOME AN ADVOCATE FOR, BUSINESSES, LANDLORDS, CITIZENS
  - MAKE CHALLENGES BECOME OPPORTUNITIES
  - NO IS NOT FOLLOWED BY A PERIOD.
- BRAIN STORM
  - WHAT'S THE BIG IDEA?



# WHAT DO YOU NEED?

- 4 POINTS - BALANCED AND STRONG
- MARKETING MATERIALS – CLEARLY TELL YOUR STORY
- STRONG RELATIONSHIPS, CITY GOVERNMENT, CITY STAFF, TRANSPORTATION DISTRICT, LANDLORDS, DEVELOPERS AND MERCHANTS
- A BOATLOAD OF ENERGY!

# MAIN STREET AND MUNICIPAL ECONOMIC DEVELOPMENT

- THE BEST MATH

- $1 + 1 = 3$

- A PARTNERSHIP

- P P P & G

- POLITE

- PROFESSIONAL

- PATIENT (VERY PATIENT) . . . AS PATIENT AN NECESSARY

- AND **ALWAYS** GRATEFUL

# MAIN STREET AND MUNICIPAL ECONOMIC DEVELOPMENT

• ~~HELP ME HELP YOU!~~

• HOW CAN YOU HELP THE MUNICIPALITY HELP MAIN STREET?

- BUSINESS AND BUILDING INVENTORY
- CONFIDENTIALITY
- FREEDOM OF ACCESS
- A POTENTIAL SOURCE OF REVENUE (CONTRACT/SPONSORSHIP/FUNDRAISING)

# MAIN STREET AND MUNICIPAL ECONOMIC DEVELOPMENT

- HOW THE CITY CAN HELP MAIN STREET
  - HELPING TO FUND BUSINESS PLAN COMPETITIONS
    - *THESE ARE MAIN STREET INITIATIVES - - NOT CITY*
  - REVOLVING LOAN FUNDS
  - MATCHING FAÇADE GRANTS
  - TAX INCREMENT FINANCING
  - PROJECT COORDINATION COMMITTEE – DEVELOPMENT IS A TEAM SPORT
  - SHOWING SOME LOVE (TOURING / LINKING TO RESOURCES / INVOLVE MAYOR (IF YOU CAN OR IT IS APPROPRIATE\*))
  - TOURS/ SOME 'EM WHAT YA GOT . . . THANK FOR OPPORTUNITY – OFFER TO DO MORE!!!!

# MAIN STREET AND MUNICIPAL ECONOMIC DEVELOPMENT

- HOW THE CITY CAN HELP MAIN STREET (CONTINUED)
- ACCESS TO MAINE DEPARTMENT OF COMMUNITY DEVELOPMENT RESOURCES
- FEDERAL GRANTS
- DOWNTOWN AND BUSINESS DISTRICT MARKET ANALYSIS
  - [HTTP://WWW.UWEX.EDU/CES/CCED/DOWNTOWNS/DMA/INDEX.CFM](http://www.uwex.edu/ces/cced/downtowns/dma/index.cfm)



MAIN STREET AND  
MUNICIPAL ECONOMIC DEVELOPMENT

**THANK YOU!**

**AND**

**QUESTIONS???**

