



Retail Therapy: Attracting Specialty Retailers, Entertainment, Food and Beverage

FRA Conference
Daytona Beach
October 2017

Entertainment Food and Beverage Attraction

Moderator:

Lynn Dehlinger, RMA Sr Economic Development Manager ICSC P3
Private Chair

Panelists:

David Barilla, Orlando Downtown CRA Director,
ICSC P3 Public Chair

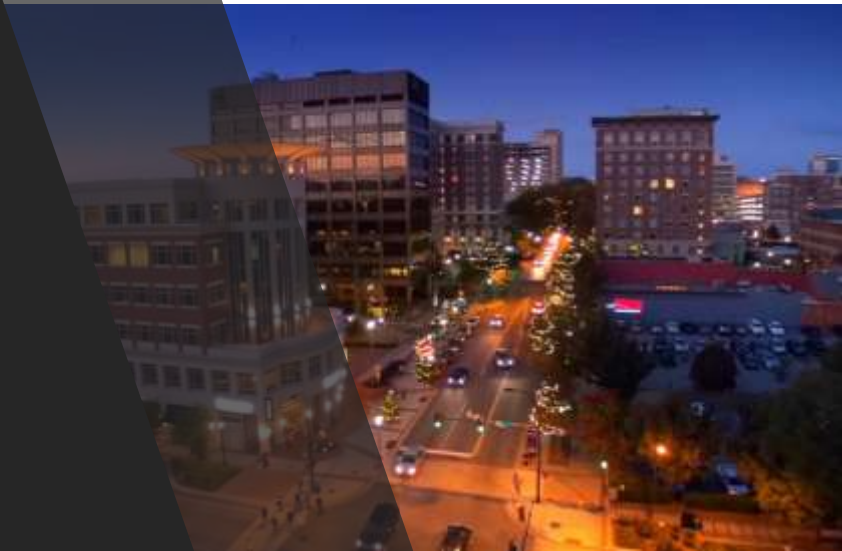
Kevin Crowder, CEcD, RMA Economic Development Director
Farrell Tiller, RMA Economic Development Industry Specialist



*What did
Greenville,
SC do?*



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Entertainment, Food and Beverages!



And it paid off!



**Best Places to Live:
Top 18 Coolest Towns in
America**
- Men's Journal



**America's Top 10
Greatest Main
Streets**
- Travel & Leisure

**Top 10
Best
Downtown**
- Livability.com

**2017 Hottest New
Vacation Destination**
- CBS News

...Nationally Cities are Doing These Things Right



- ❖ Hard-nosed market analysis and actually talking to retailers
- ❖ Marketing through ICSC and other trade organizations
- ❖ Understanding the relationship between retail and the trend toward urban housing

...Biggest Mistakes Cities are making



- ❖ Unrealistic view of the market
- ❖ Cities think they can attract Trader Joe's or Cheesecake Factory
- ❖ Cities often think that if they provide a deep enough subsidy, they'll get the high-end retail they want

... Attracting Retailers

- ❖ **Establish Needs the Retailer Would Fulfill**
- ❖ **Establish Consensus**
- ❖ **Identify Detractors**
- ❖ **Incentive Packages in Place**
- ❖ **Minimize Regulatory and Procedural Issues**



Historic Third Ward, Milwaukee

... Attracting Small Shop and Specialty Retailers

Thoughtful retail planning

Be Proactive and understand desired tenant's business models

- ❖ *Demographics*
- ❖ *For Restaurants, know how many day parts (meals) each concept can expect*

Consider required parking requirements for desired uses

- ❖ *Accessible and/or short term parking*
- ❖ *Rent structure and Tenant Improvement Allowance that provides confidence that ROI can be met*





Revitalization

Business Attraction



Events and Tourism



Industry Trends

Room to grow

Keep it local

Big beer vs. Craft beer

Consumer expectations

Craft Distilleries, Wineries?



Thank You!

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FRA Annual Conference Daytona Beach October 2017

Retail Therapy: Attracting
Specialty Retailers,
Entertainment, Food and
Beverage



www.icsc.org

Life is About Relationships

- Food
- Drink
- Music
- Dance

Hospitality is the
Art and Science of
Creating Places
to **Socialize**



21st Century City

- Sociability is an economic engine driving the development of cities throughout the world. As more people seek an urban lifestyle, there is increased demand for places to eat, drink, listen to music and dance.
- More people can bring more vibrancy, but can also place burdens on public safety resources.



The Three Story House

A wealthy man visited his friend and toured her new house.

They went to the first floor, the second floor and when they got to the third floor, and the man saw the wonderful view of the country and the city, he decided he wanted the same house.

The man hired the same contractor. The first day the contractor was laying the foundation. The man asked “what are you doing?” The contractor replied, “I’m laying the foundation.

The man said I don’t want a foundation.



The Three Story House

The contractor said “I need the foundation for the first floor” to which the man replied “I don’t want a first floor.”

Confused the contractor said “but the first floor is needed for the second floor.”

The man quickly shot back “I only want the third floor!”



The Building Blocks of a Sociable City



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The Building Blocks of a Sociable City



FORM AN ALLIANCE

RESOURCES | ACTION TEAMS

PLAN FOR PEOPLE

QUALITY OF LIFE | MOBILITY



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ASSURE SAFETY

PUBLIC SAFETY | VENUE SAFETY



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ENHANCE VIBRANCY

ENTERTAINMENT | PUBLIC SPACE

THE NIGHTTIME ECONOMY IS ALSO THE DAYTIME ECONOMY

Daytime	Nighttime
<ul style="list-style-type: none">• Food Companies• Beverage Companies• Equipment and Supplies• Graphic Artists• Printers• Weekly Papers and Magazines• Pest Control• Services (Banking, Insurance, Legal)• Government (Licensing, Tax)• Waste Management• Fashion• Spas• Event and Party Planners	<ul style="list-style-type: none">• Restaurants• Cafes• Take-out• Vendors• Nightclubs• Cinema• Theater• Markets• Arenas• Stadiums• Transportation• Parking• Security

MANAGING THE NIGHTTIME ECONOMY

Daytime	Nighttime
<ul style="list-style-type: none">• Police Patrol• Community Policing• Fire Inspections• Health Inspections• License Inspections• Building Inspections• Public Works – Vendors• Public Works – Buskers• Public Works – Outdoor Seating• Alcohol Regulation Enforcement• Trash Management• BID Ambassadors• Public Transportation• Parking Security• Parking Enforcement• Traffic Control• Event Management	

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THE SOCIABLE CITY: STAKEHOLDERS PARTNER ON NIGHTLIFE SOLUTIONS



Dedicated Resources are needed to maintain the critical balance of vibrancy and safety in the nighttime economy.

Action Teams exist to oversee implementation of next steps.

- City Administration
- City Manager
- Economic Development
- Licensing and Permitting
- Transportation and Public Works
- Hospitality Business Network
- Residents
- Public Safety Departments
- Planning Department
- District Representatives

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THE SOCIABLE CITY: MOBILIZE RESOURCES TO IMPROVE QUALITY OF LIFE



The **Mobility** measure evaluates systems to improve late-night transportation options and traffic safety

The **Quality of Life** measure examines your city's current approach to sound, litter and trash management.

- Public Works
- Residents
- Public Transportation Planning
- Private Transportation (Taxi, TNC)
- Sound Engineers
- Highway Safety
- Code Compliance
- Clean and Safe Program
- Waste Management
- Social Service Agencies and Advocates



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NIGHT
24/7
CLUB



THE SOCIABLE CITY | PUBLIC SAFETY AND NIGHTLIFE SECURITY JOIN FORCES



Venue Safety is the measure of how well venues are organized and best practices implemented for safety and security management.

The **Public Safety** measure evaluates the process of regulation, enforcement, and licensing of venues as well as coordinating code compliance.

- Licensing
- Police, Fire, Health, Compliance
- Municipal Safety Services
- Private Safety/Security
- Safety Data
- Venue Owners and Associations
- Risk Management Consultants
- Security and Safety Training
- Technology Services



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THE SOCIABLE CITY | SOCIABILITY ACCELERATES ECONOMIC DEVELOPMENT

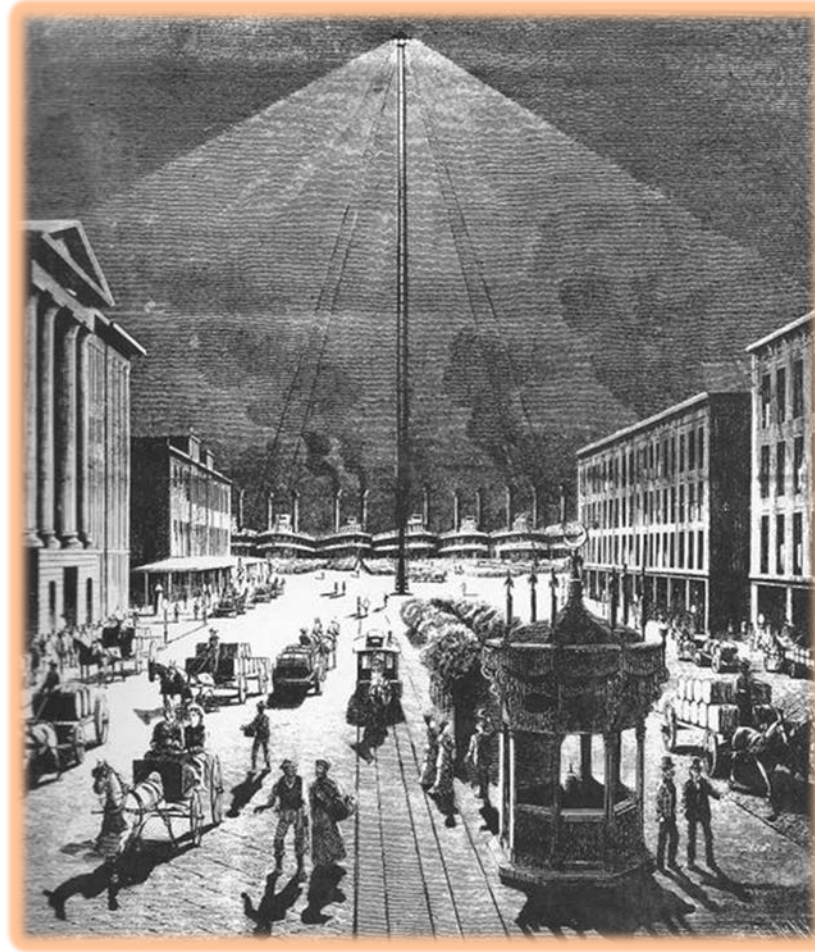


The **Entertainment** measure reviews current social options (e.g. dining, live entertainment), evaluates mix of clientele, systems for promotion, as well as attraction and retention of talent.

Vibrancy in the **Public Space** is evaluated by systems in place for outdoor dining, street performers, vendors, ADA compliance, as well as addressing panhandling.

- Patron Representatives
- Venue Owners and Associations
- Economic Development
- Business Development
- Arts, Culture, Event Experts
- Musicians and Advocates
- Public Space Planners
- Street Vendors and Performers
- Event Planners
- Public Space Management
- Street Ambassadors
- Marketing and Media

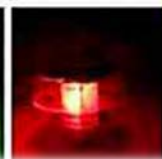
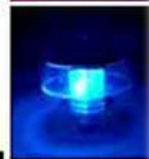
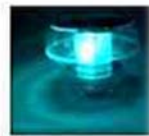
Light up the Night





- Lighting as **Public Art**
- Lighting for **Wayfinding**
- Lighting for **Safety**
- Lighting for **Transport Hubs**
- Lighting for **Food Trucks**
- Lighting for **Venue Security**
- Lighting for **Entertainment**







Affirmative
Consent

Take Back
the
Night



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Thanks for Your Attention

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