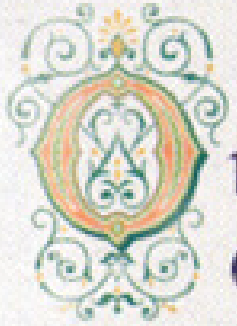
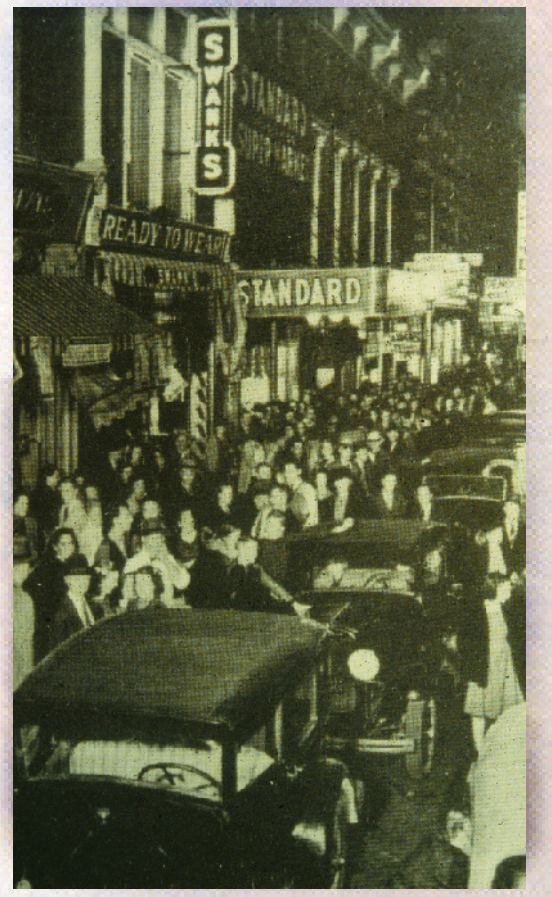
Business development On Main Street

Joshua Bloom, principal
The Community Land Use and Economics Group

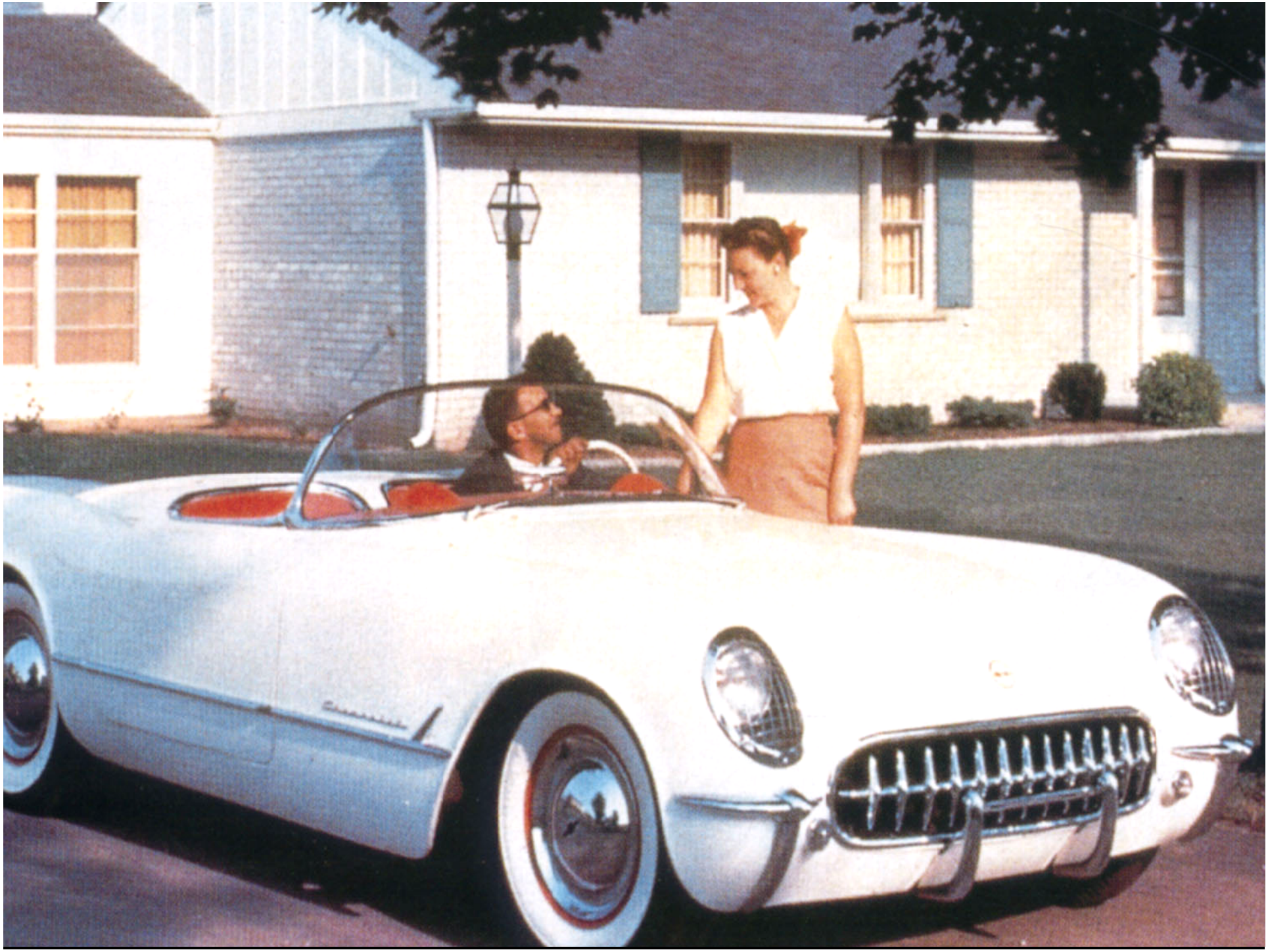


nce upon a time...



INTERSTATE
WISCONSIN
94

McCallson
MOVING STORAGE
SHIPPING CRATING
PAN AMERICAN
AND STORAGE



EAT IN YOUR CAR
PARKING IN REAR FOR INSIDE SERVICE

Cars

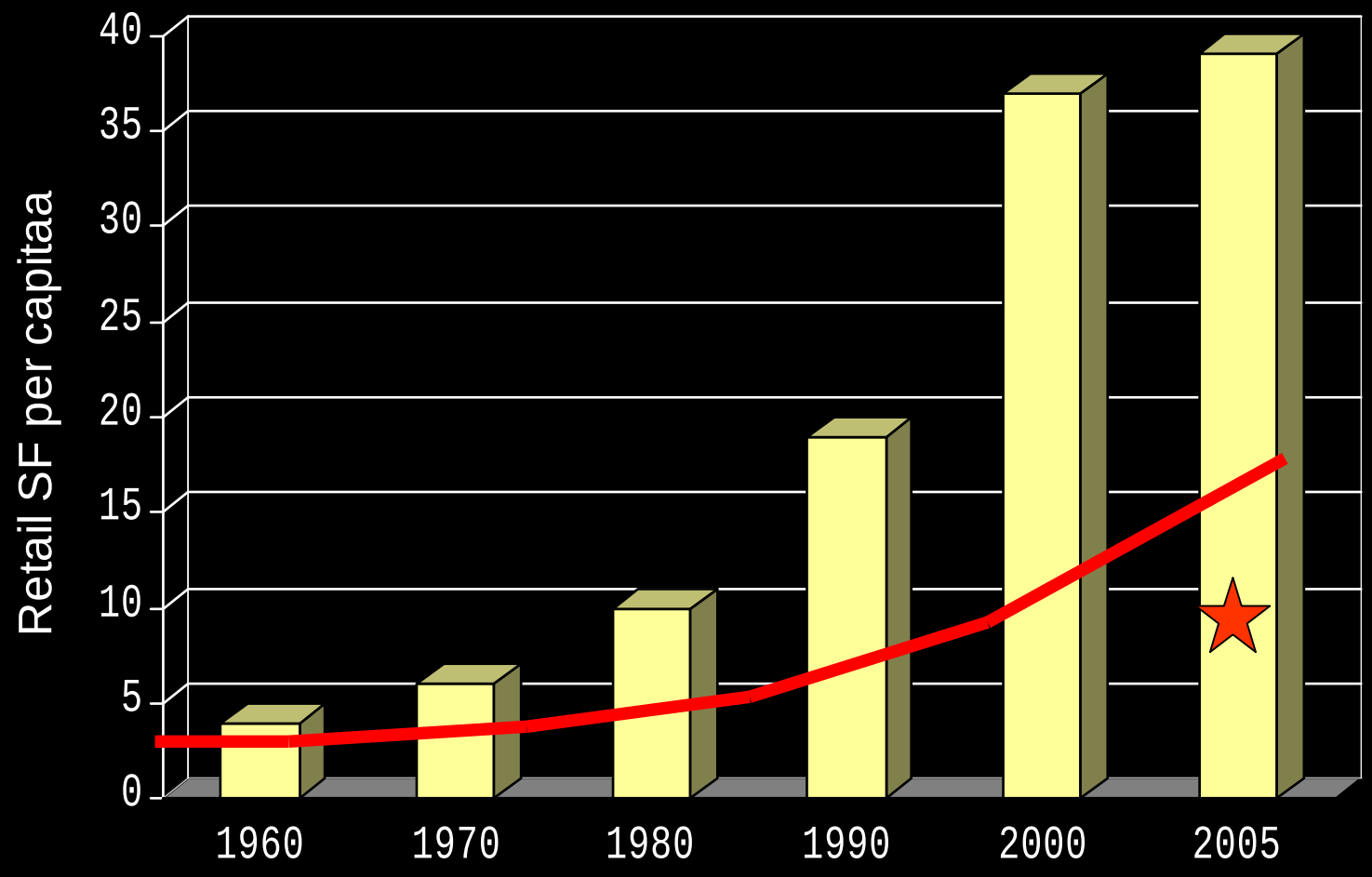
Cars

A/C

SOUTHDALE

REGIONAL SHOPPING CENTER

MAIN
STREET


Retail SF per capitaa
40
35
30
25
20
15
10
5
0
1960
1970
1980
1990
2000
2005

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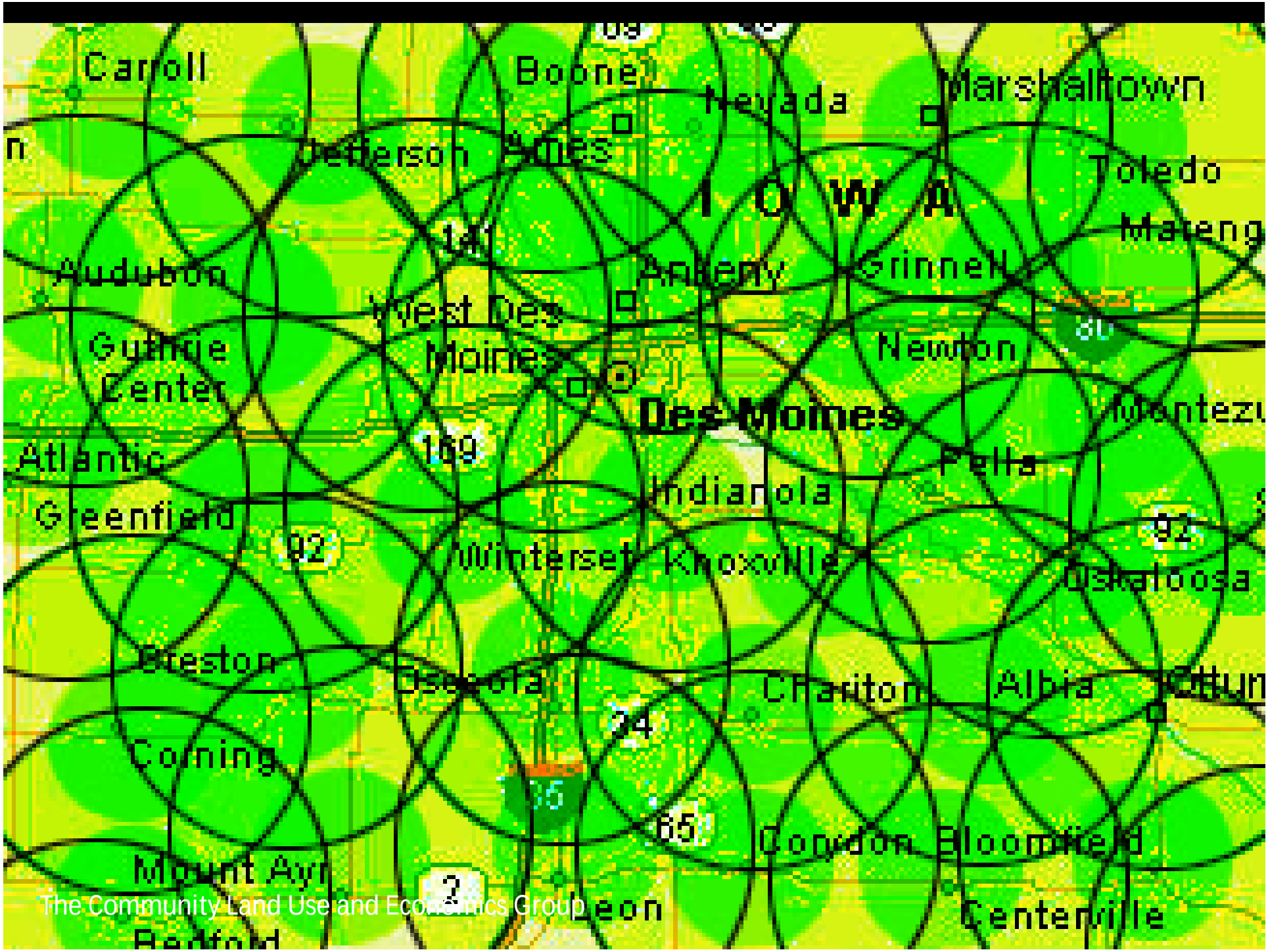

Carroll
Boone
Nevada
Marshalltown
Jefferson
Ames
I O W A
Toledo
Mateng
Audubon
Ankeny
Grinnell
West Des Moines
Guthrie Center
Newton
Des Moines
Montezu
Atlantic
Pella
Indianola
Greenfield
Winterset
Knoxville
Oskaloosa
Creston
Osceola
Chariton
Albia
Corning
Mount Ayr
London
Bloomfield
Leon
Centerville
Bedford

Retail Expenditures: Donaldsonville, Louisiana

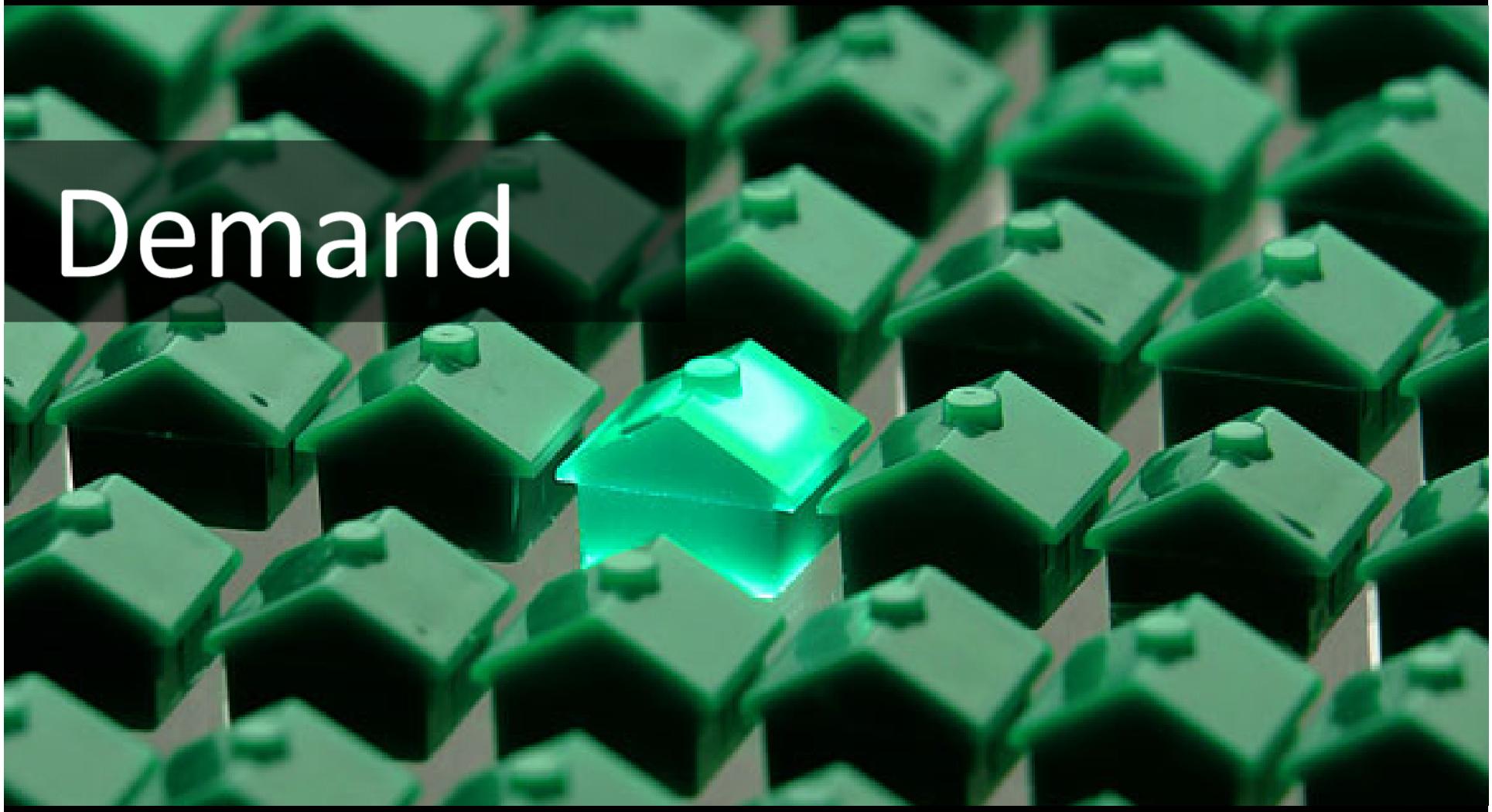
Apparel and Services	$4,193,385
Computer	390,110
Entertainment & Recreation	5,450,907
Food at home	8,675,252
Food away from home	5,715,434
Alcoholic beverages	1,026,837
Prescription drugs, eyeglasses	1,477,078
Household furnishings & equipment	2,092,528
Personal care products	811,443
Books & school supplies	206,838
Smoking products	984,618
	$31,024,430

WAL★MART
SUPERCENTER
Always
Low Prices
Satisfaction Guaranteed
1-Hr. Photo
Pharmacy
Bakery
Deli
Produce

$42,042,000

Supply

Demand



FileMaker Pro - [Contacts]

File Edit View Insert Format Records Scripts Window Help

Facade...

Records: 15

Sorted

Yi Soon Bakery

salutation	first name	last name	title
① Mr.	Bing	Huang	Owner

e-mail

work 617 555-1453

cell

home

salutation	first name	last name	title
②			

e-mail

work

street number	address line 1	address line 2
54	Main Street	

fax / alt fax 617 555-1333

city	state	zip
Anytown	MA	12345 - 6789

web site

business | affiliation | events | phys imp | properties

entered 3/11/2003 modified 3/9/2004

Mailing | Lists | Reports

PHYSICAL IMPROVEMENTS DETAIL / SUMMARY

Program type	# Businesses	Project Status
Sign Program	1	Completed

Find all projects

Prop ID 12345678 go! Property owner 2 Illustrative Property Holdings Inc.

Commitments and disbursements:

☒ Design Assistance

☐ New Construction

Actual Project Cost $3,000

Other private investment

50% Grant $1,500

50% Match $1,500

Reserved

Committed

Awarded $1,500

Total $1,500

Year completed 1/1/2004

comments regarding building project

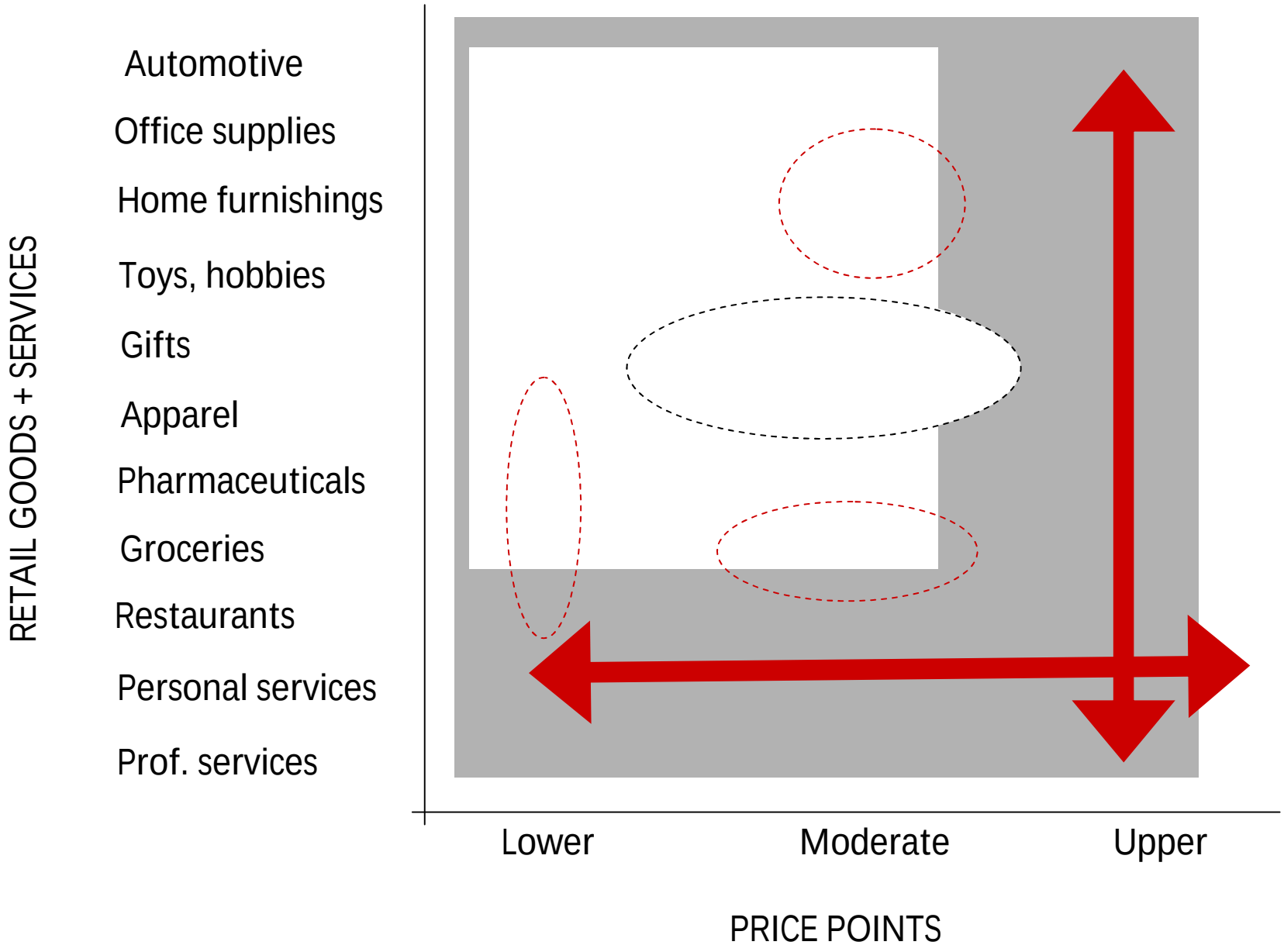
Contractor: Gamit Signs

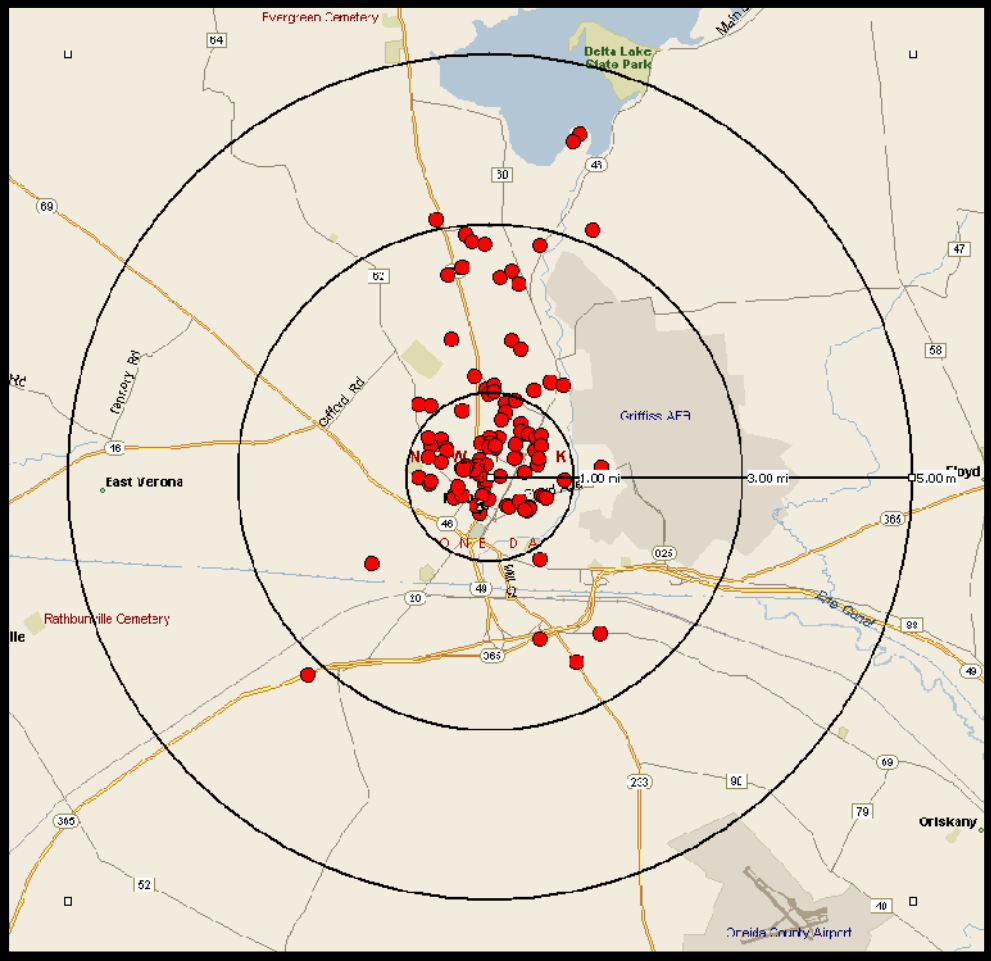
Facade Before

Facade After

100 Browse

For Help, press F1


RETAIL GOODS + SERVICES
Automotive
Office supplies
Home furnishings
Toys, hobbies
Gifts
Apparel
Pharmaceuticals
Groceries
Restaurants
Personal services
Prof. services
Lower
Moderate
Upper
PRICE POINTS



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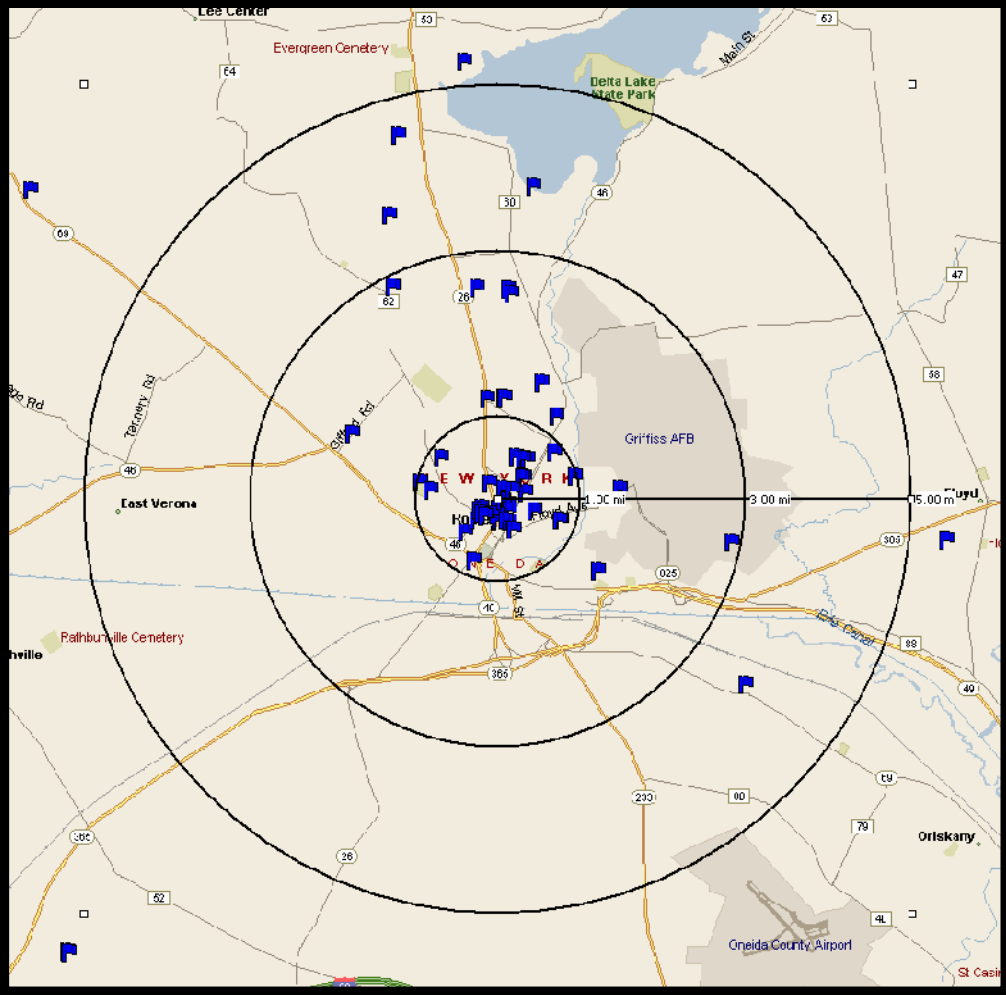

The Community Land Use and Economics Group

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Sales potential

- Consumer Expenditure Survey
- Demography reports

Actual sales

- Sales tax reports
- Census of Retail Trade
- Dollars & Cents

Sales leakage (gap, void)

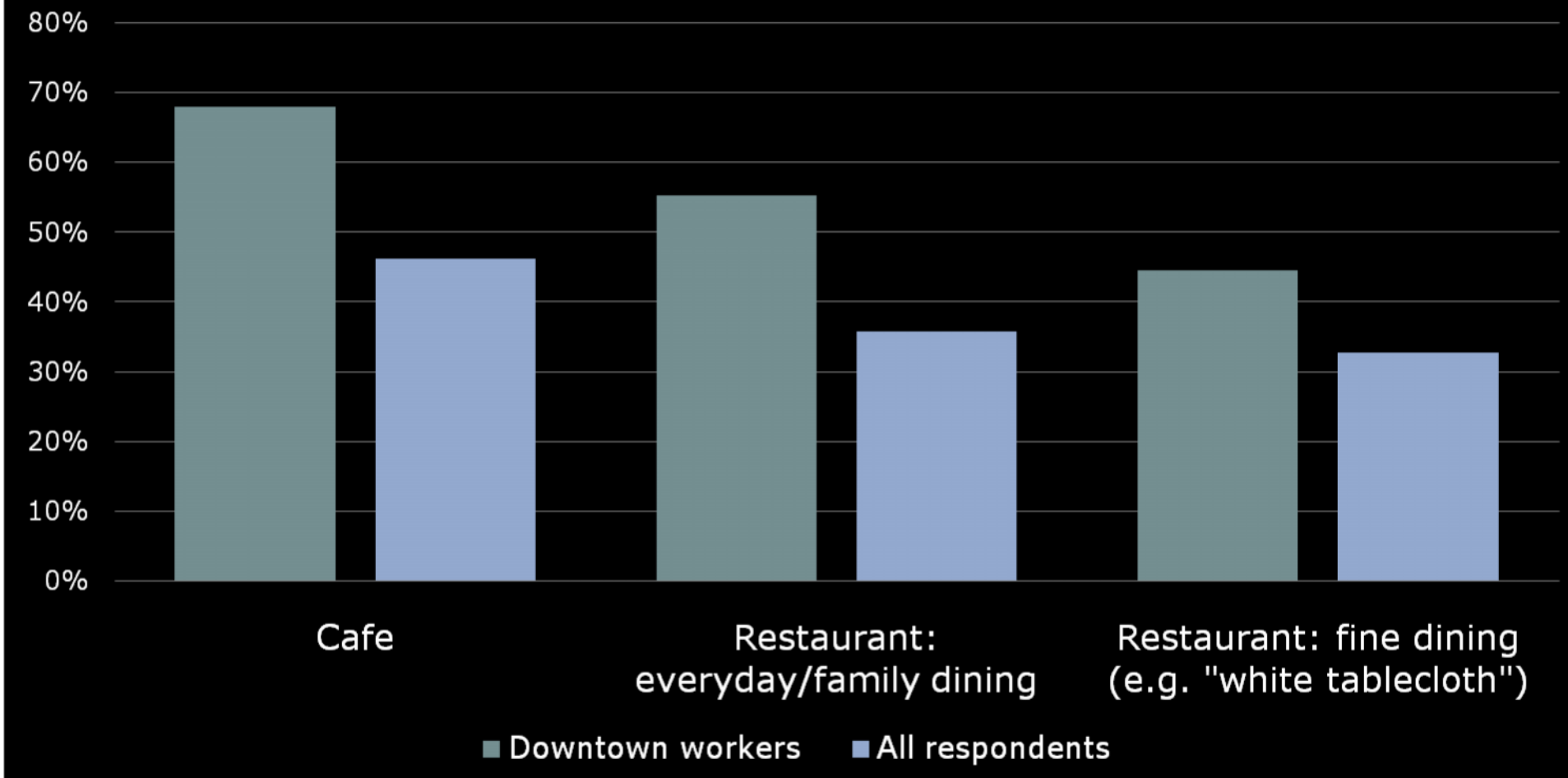
	$ XX,XXX,XXX	Sales potential
-	X,XXX,XXX	Actual sales
=		Sales gap (or surplus)

Consumer behavior

Surveys

- Intercept
- Online
- Mail

Where do downtown workers dine?



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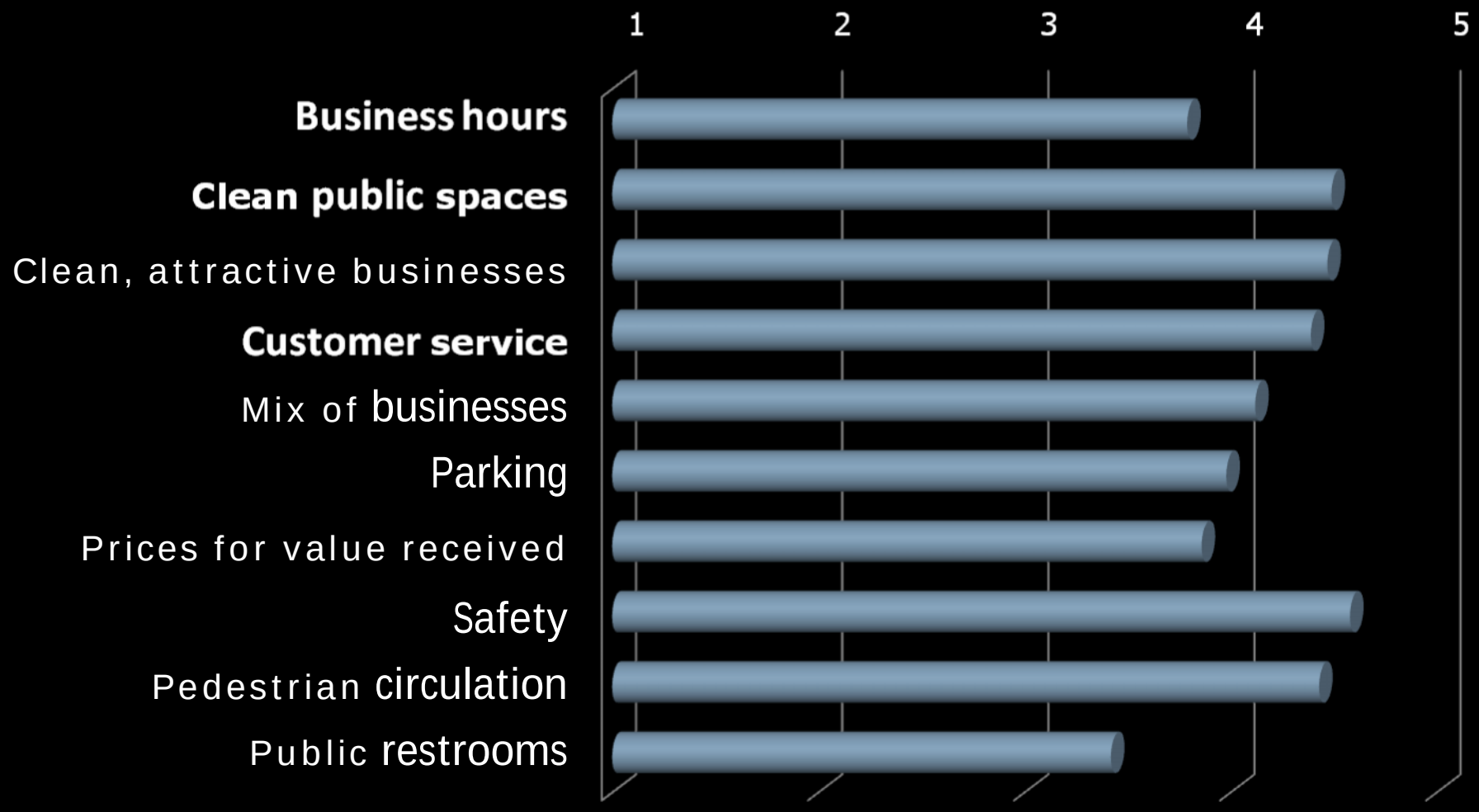
STORE
F. W. WOOLWORTH Co.
TROPOLITAN DRUG STORE
METROPOLITAN DRUG STORE

HOURS
Sorry
CLOSED
Daily
12 till 5 Sunday

Perceptions of downtown qualities and characteristics



The Community Land Use and Economics Group

Focus groups

Market viability
Community desire

Design

Tasks?
Who?
Timeline?
Budget?

Organization

Promotion/
marketing

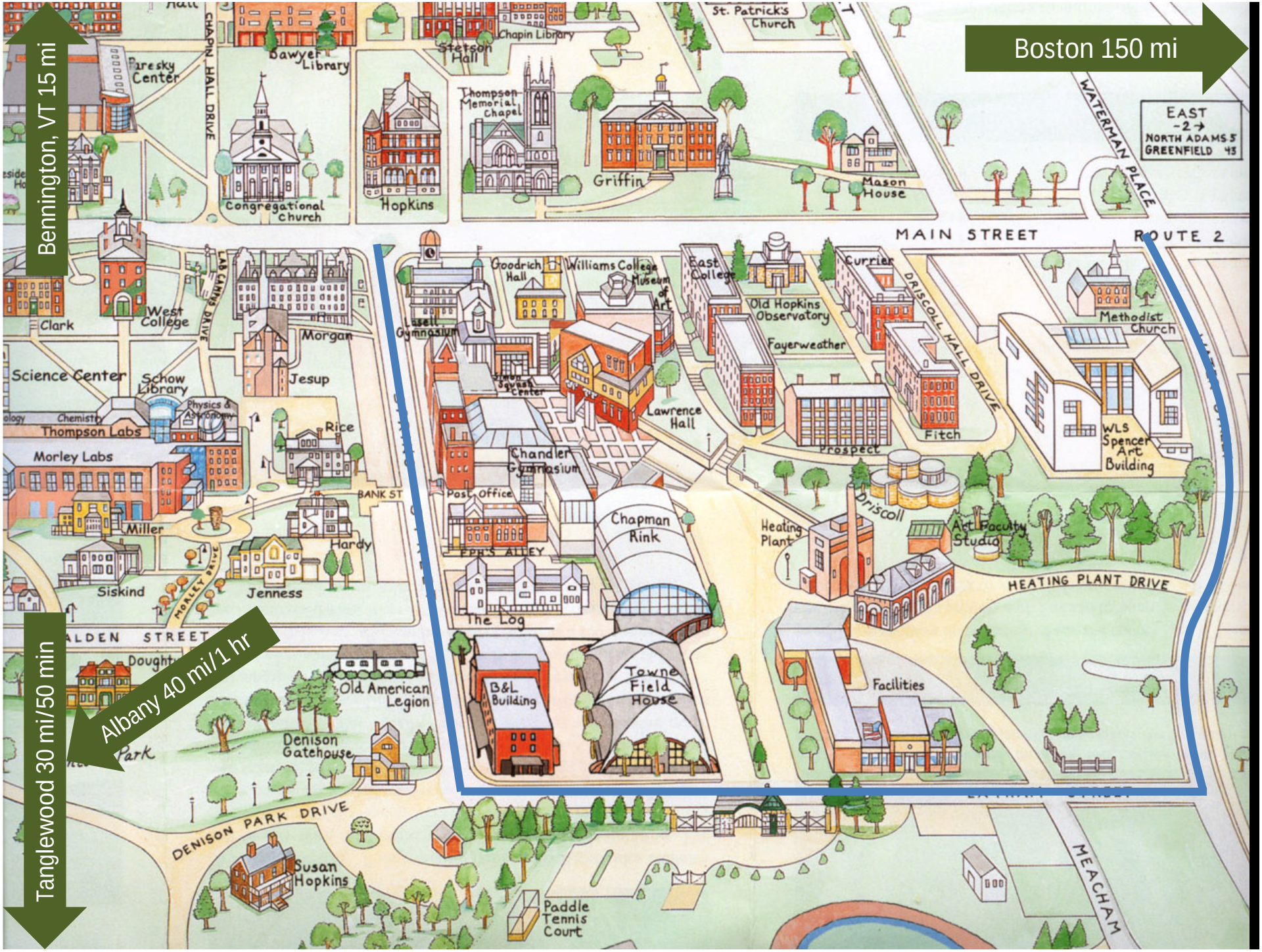
Economic
restructuring

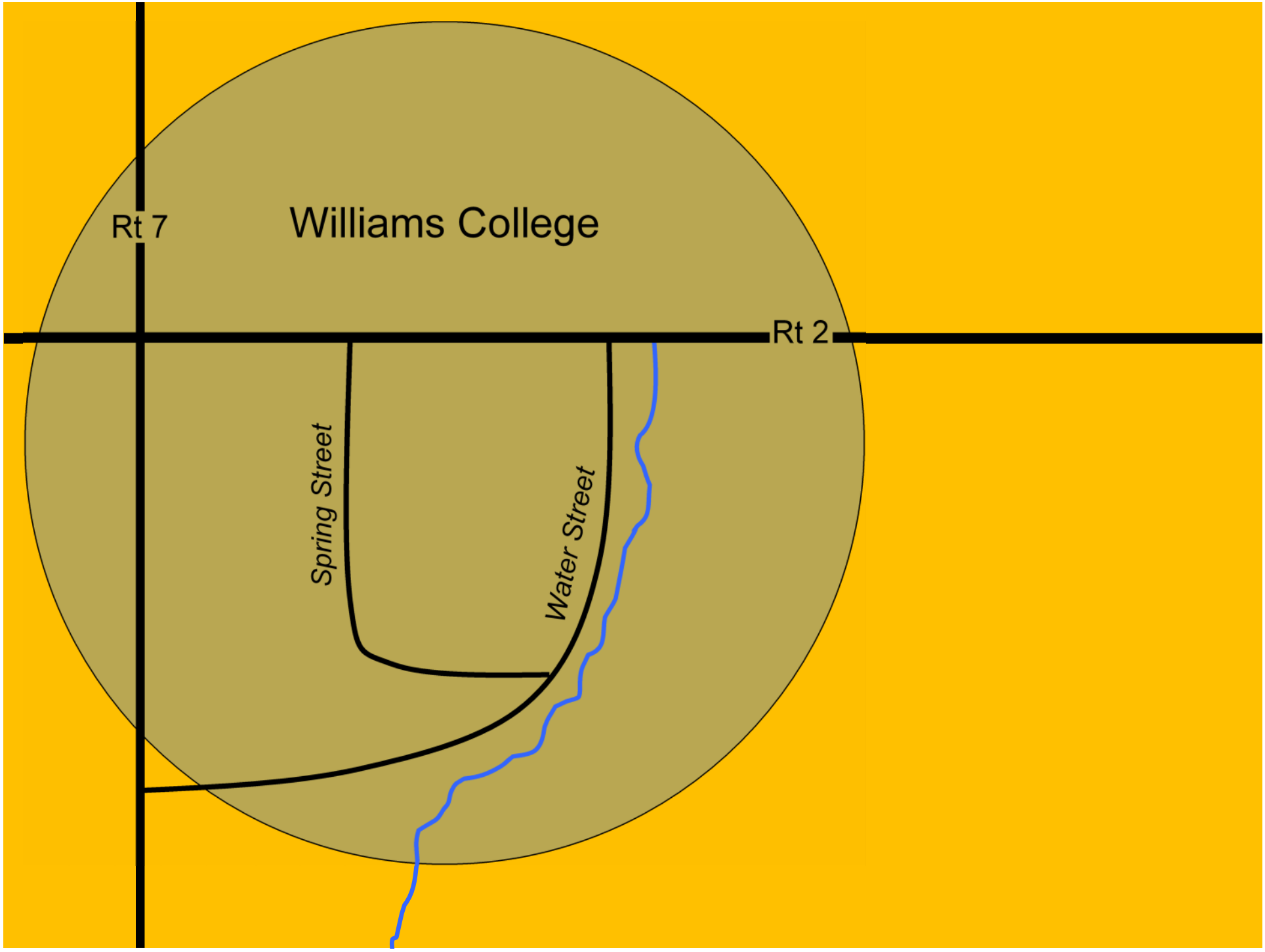
An case study

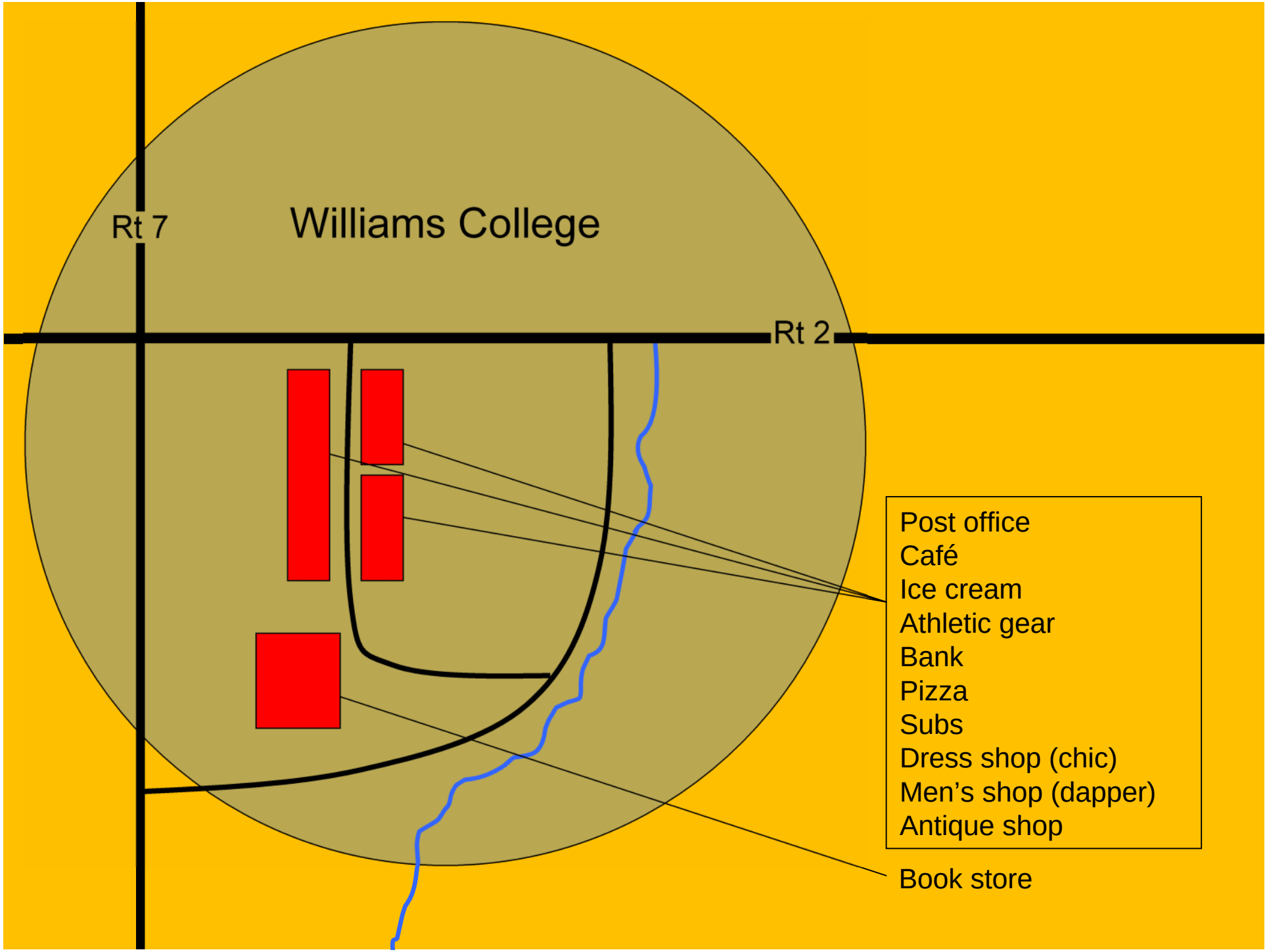
VERMONT
NEW HAMPSHIRE
MASSACHUSETTS
CONNECTICUT
RHODE ISLAND
NEW YORK
MAINE
Atlantic Ocean
Massachusetts Bay
Gulf of Maine
Boston
Worcester
Springfield
Pittsfield
Lowell
Lawrence
Manchester
Nashua
Keene
Greenfield
Holyoke
Chicopee
Ludlow
Amherst
Northampton
Fitchburg
Leominster
Gardner
Framingham
Marlborough
Cambridge
Brockton
Quincy
Lynn
Salem
Providence
Pawtucket
Woonsocket
Warwick
Cranston
Fall River
New Bedford
Hartford
Bristol
Torrington
Waterbury
Meriden
Middletown
Norwich
Groton
Mount Greylock 3495 ft

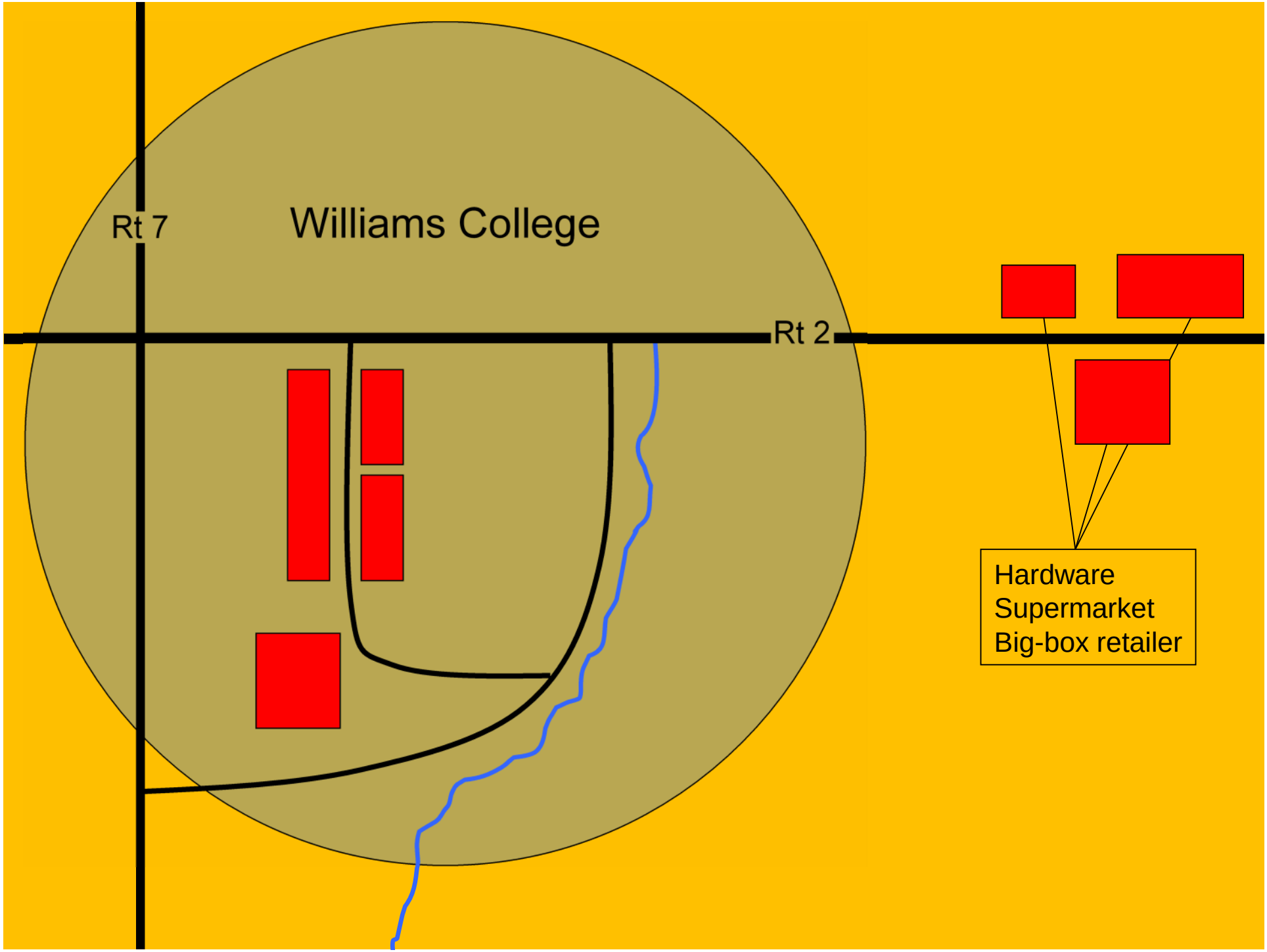
Gobb's

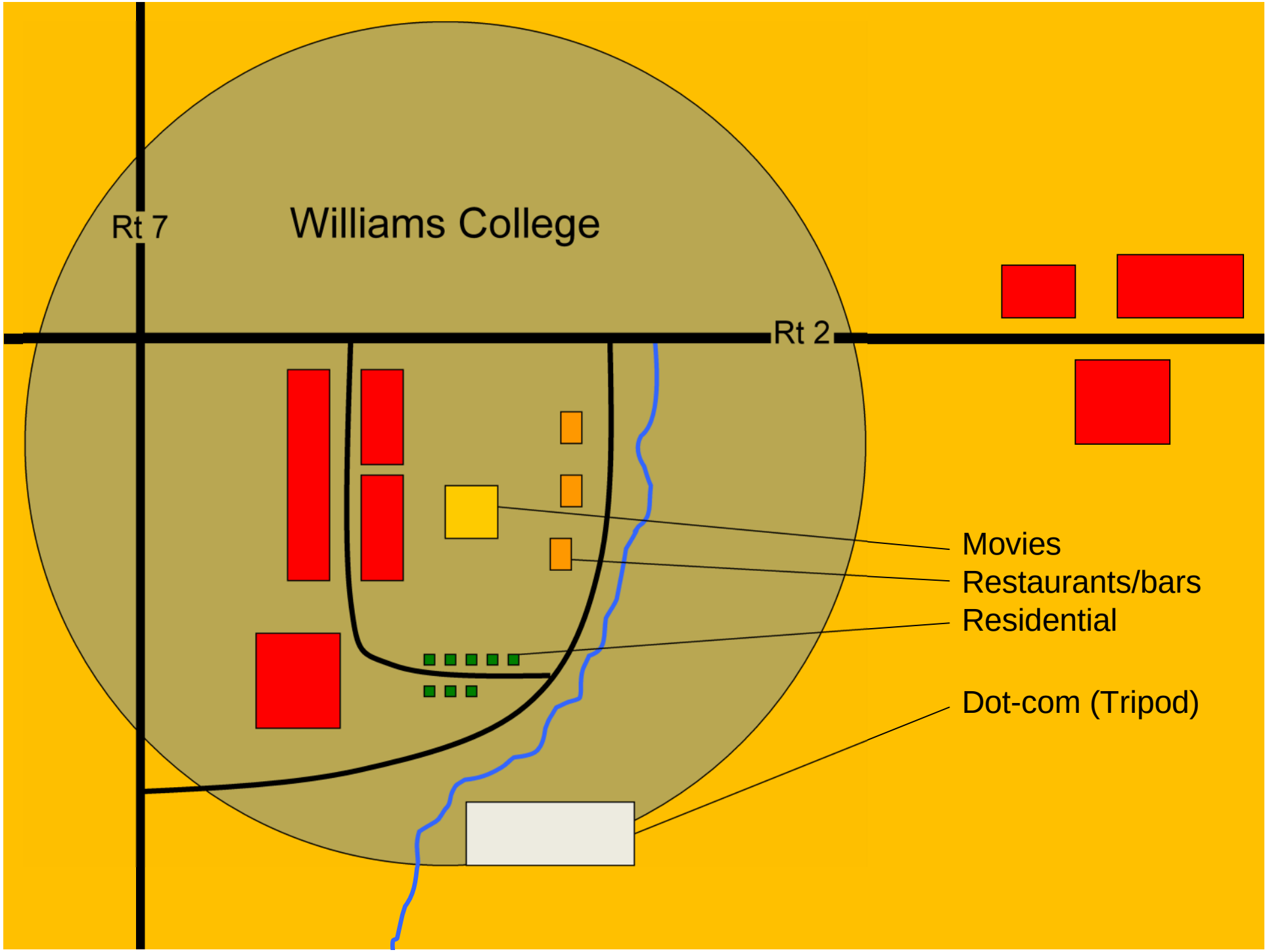
Goff's SPORTS
WILLIAMS
COLLEGE
WILLIAMS
THE CLARK
NO LOADING OR UNLOADING THIS SIDE
52 J M43

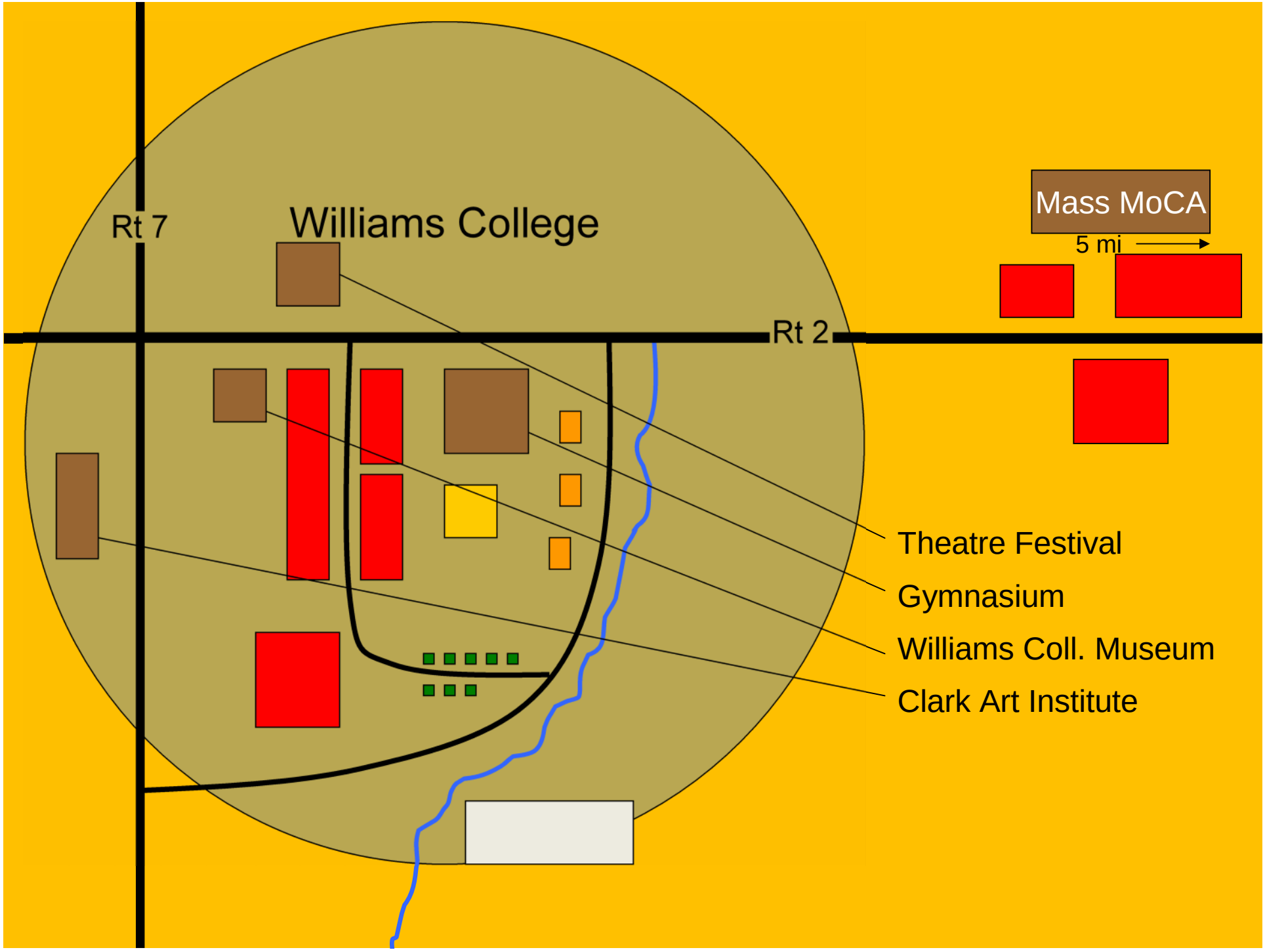

Bennington, VT 15 mi
Boston 150 mi
Albany 40 mi/1 hr
Tanglewood 30 mi/50 min
EAST
-2→
NORTH ADAMS 5
GREENFIELD 43
Paresky Center
CHAPIN HALL DRIVE
Bawyer Library
Stetson Hall
Chapin Library
St. Patrick's Church
Thompson Memorial Chapel
Griffin
Mason House
WATERMAN PLACE
Congregational Church
Hopkins
MAIN STREET
ROUTE 2
Clark
West College
LAB CAMPUS DRIVE
Morgan
Science Center
Schow Library
Jesup
Physics & Astronomy
Chemistry
Thompson Labs
Rice
Morley Labs
BANK ST
Miller
Hardy
Siskind
MORLEY DRIVE
Jenness
ALDEN STREET
Old American Legion
Denison Gatehouse
DENISON PARK DRIVE
Susan Hopkins
Paddle Tennis Court
MEACHAM
Goodrich Hall
Williams College Museum of Art
Lasell Gymnasium
Stetson Squash Center
Chandler Gymnasium
Post Office
EPH'S ALLEY
The Log
B&L Building
Chapman Rink
Towne Field House
Lawrence Hall
East College
Old Hopkins Observatory
Fayerweather
Prospect
Currier
DRISCOLL HALL DRIVE
Fitch
Methodist Church
WLS Spencer Art Building
Driscoll
Heating Plant
Art Faculty Studio
HEATING PLANT DRIVE
Facilities


Rt 7
Williams College
Rt 2
Spring Street
Water Street


Rt 7
Williams College
Rt 2
Post office
Café
Ice cream
Athletic gear
Bank
Pizza
Subs
Dress shop (chic)
Men's shop (dapper)
Antique shop
Book store


Rt 7
Williams College
Rt 2
Hardware
Supermarket
Big-box retailer


Rt 7
Williams College
Rt 2
Movies
Restaurants/bars
Residential
Dot-com (Tripod)


Rt 7
Williams College
Rt 2
Mass MoCA
5 mi
Theatre Festival
Gymnasium
Williams Coll. Museum
Clark Art Institute

Area characteristics

- **Picture-perfect**
- **Cultural attractions**
- **Outdoor attractions**
- **4-season activities?**

- **Isolated**
- **Small downtown**
- **Limited lodging**

Market characteristics

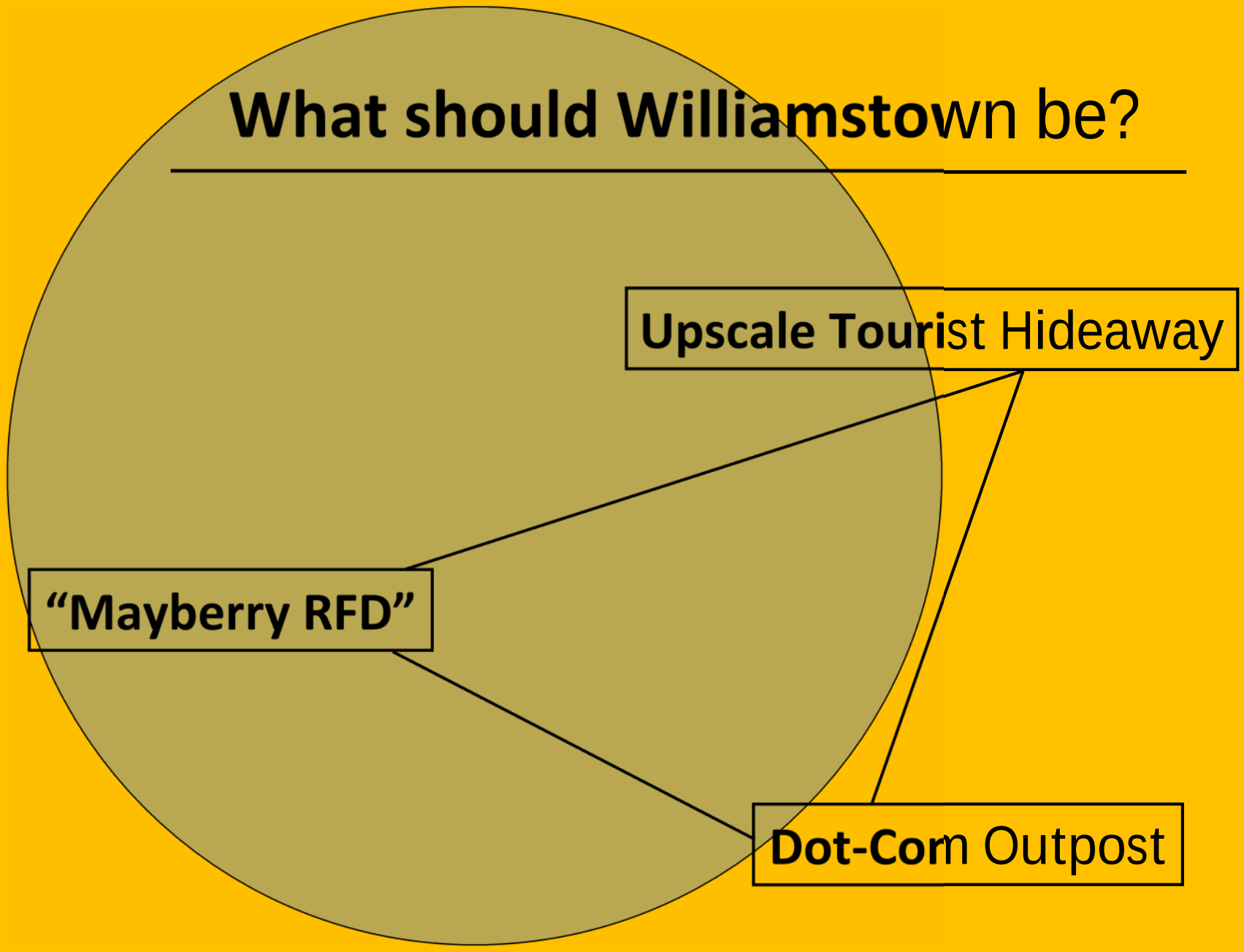
Local demographics

- **4,754 pop./2,796 HH**
- **Higher income**
- **Highly educated**

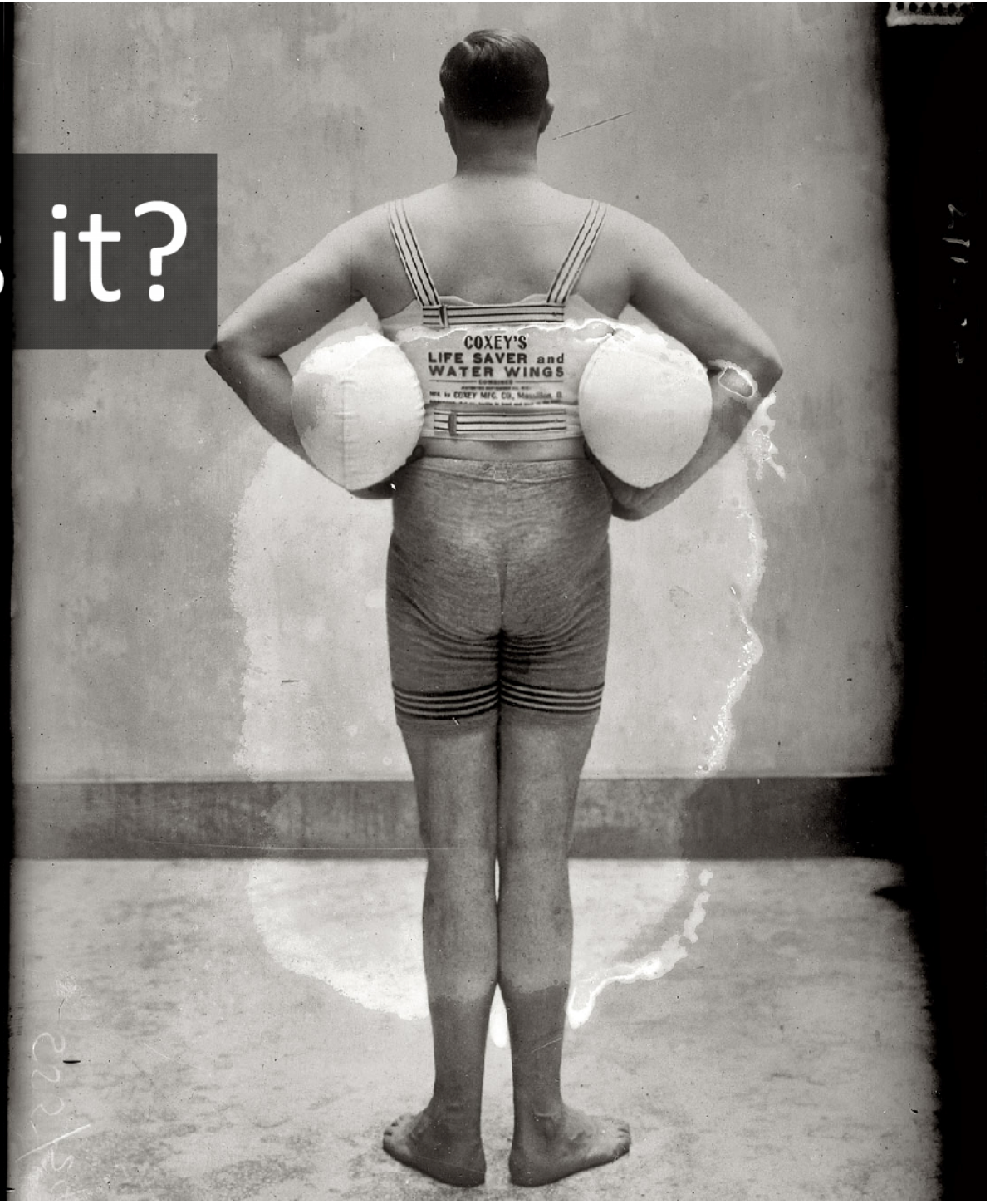
Customer groups

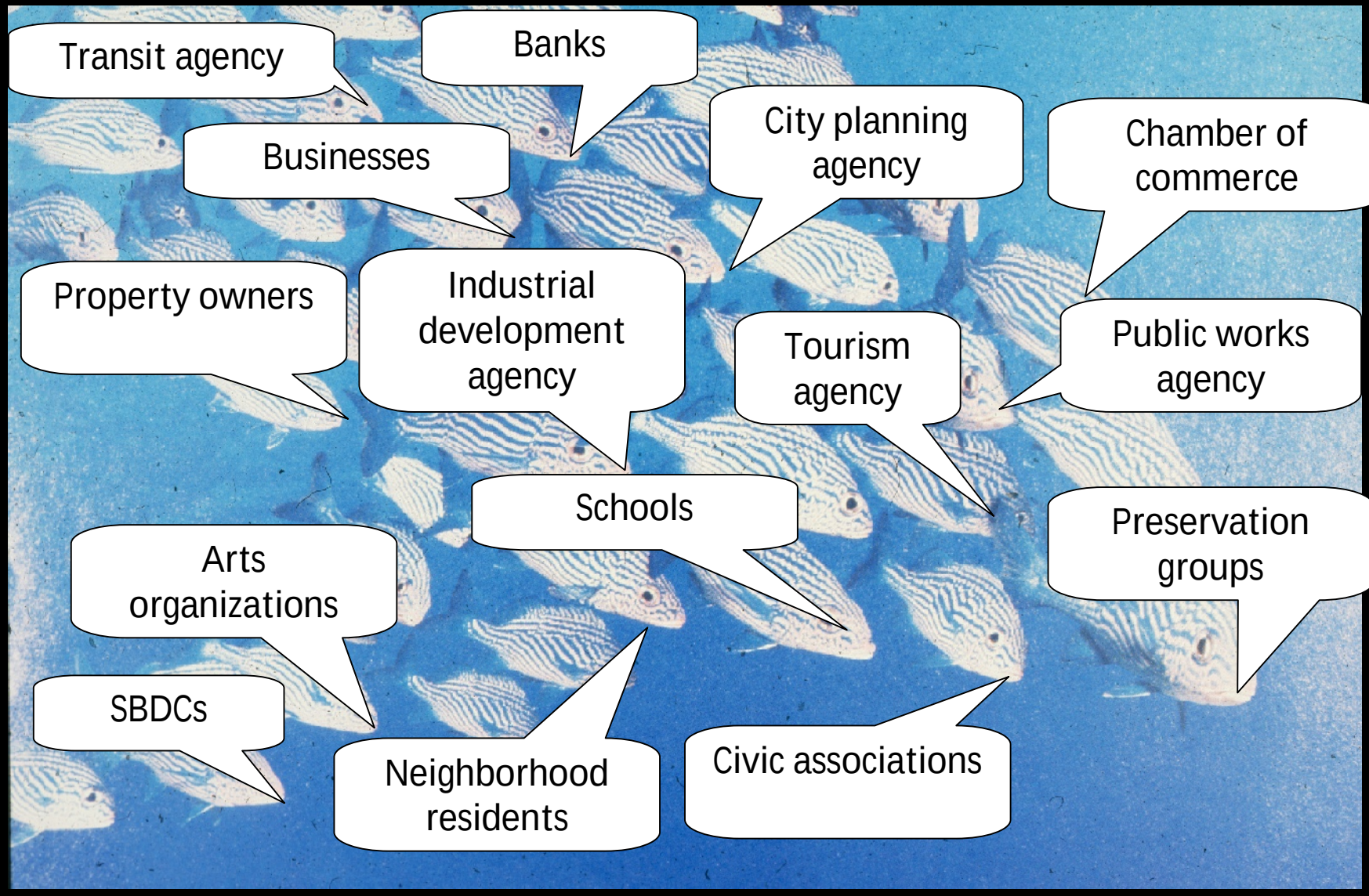
- **Alumni**
- **Faculty** & staff
- **Students**
- **Summer** programs
- **Tourists**
- **Visiting** parents

What should Williamstown be?



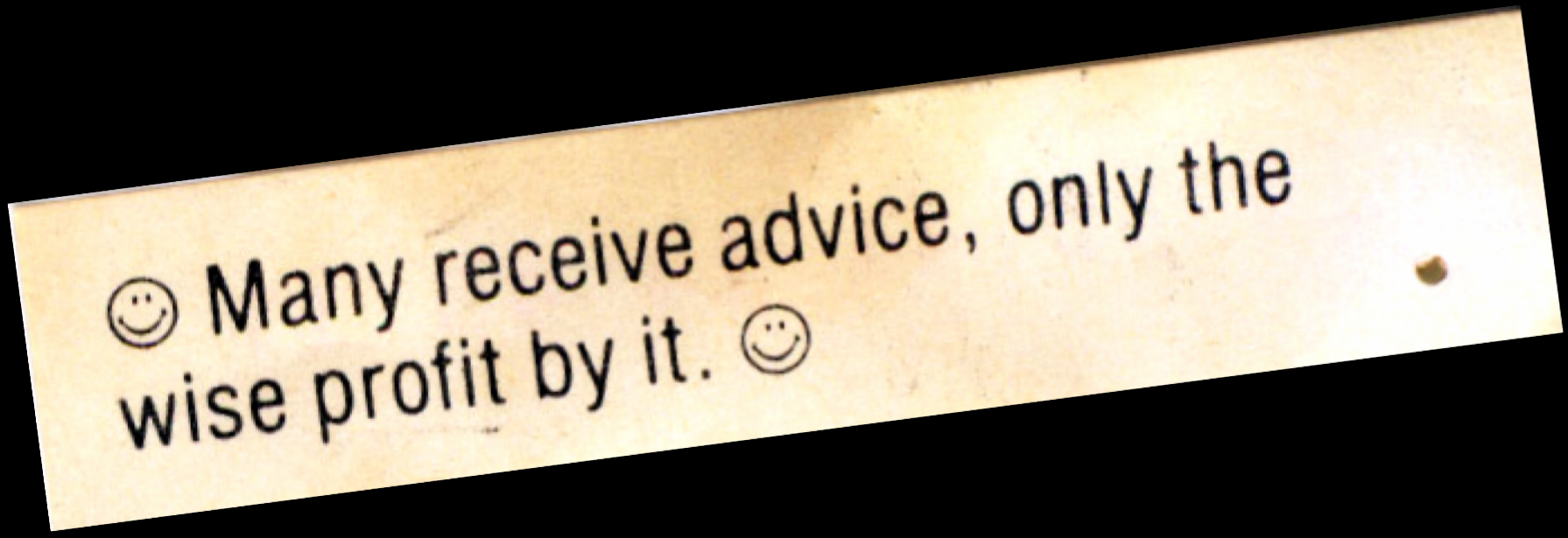
Who does it?




Transit agency
Banks
Businesses
City planning agency
Chamber of commerce
Property owners
Industrial development agency
Tourism agency
Public works agency
Schools
Preservation groups
Arts organizations
SBDCs
Neighborhood residents
Civic associations

Who pays?

Questions?



josh@cluegroup.com