Downtown Development/Redevelopment

Ingredients for a successful downtown

Matt Farrar
Wyoming Working Together
Laramie, WY \ Sept 21, 2017
Our Mission
Helping local leaders create strong and prosperous communities in the American West

communitybuilders.org
Our Work
- Training and Capacity Building
- Technical Assistance
- Research and Analysis
- Communication and Outreach

communitybuilders.org
Our Issues
- Transportation
- Economic Development
- Housing
- Neighborhood Revitalization
understanding new directions in economic development...
COVER STORY

Malls are like, totally uncool, say hip teens

By Bruce Horovitz
USA TODAY

The bigger question for retailers is, will parents follow their offspring?

The future of retailing in America may all come down to where Jessica Pfeifer shops. There's one place it's not: the mall.

Anyplace but the mall.

For this 18-year-old high school senior and her 15-year-old sister, Andrea, the mall

shifting economic & market trends
Place Value

What is driving local economies in the West?
jobs follow people
If you were involved in starting the business, which best describes your decision process?

- I already lived here, and then started my business: 70%
- I moved here to start a business: 30%
people and businesses are drawn to great places
people will
sacrifice salary
for ideal community
(17% higher salary vs. 83% ideal community)
sense of place / authenticity
walkable places

90% said living within walking distance to community destinations was important to housing decisions.
convenience & access to amenities
68% of employees: insufficient housing choices

60% of employers: housing costs impact ability to attract employees

Jumps to 76% for employers seeking to fill open positions
access to open Space & recreation
where will Amazon locate?
Key Preferences & Decision Drivers:

1. Suitable Site/Building
2. Capital & Operating Costs
3. Incentives
4. Labor force
5. Logistics – access to major roadways and airport
6. Time to operations
7. Cultural Community Fit
8. Community/Quality of Life
Key Preferences & Decision Drivers:

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5. Logistics – access to major roadways and airport
6. Time to operations
7. Cultural Community Fit
8. Community/Quality of Life – want to invest in a community where our employees will enjoy living, recreational opportunities, educational opportunities, and an overall high quality of life.
how does this relate to Downtown?
how does this relate to Downtown?
what makes a great Downtown?
some key elements:

- People / Activity / Street Life
- Housing
- Multi-modal transportation systems
- Jobs
- Things to do

what makes a great Downtown?
eagle, colorado
$5 million streetscape project
no street life
empty businesses
pieces in place:
- Great Main St
- Outdoor Recreation
- Multi-modal transportation systems
- Sense of place

missing pieces:
- Housing
- Jobs
- Things to do
The National Main Street Program's Four Point Approach is a community based, grassroots revitalization effort. Laramie Main Street uses this approach to achieve its mission of preserving historic downtown Laramie while enhancing its economic and social vitality.

**Economic Vitality**
- Retain, grow, recruit business
- Acts as Downtown Development Authority
- Ensuring high sales tax generation, improving property values, redevelopment projects

**Design**
- Concerned with visual improvements downtown
- Historic Preservation
  - Façade grants
- Public Art (including bike racks)

**Promotion**
- Promoting local business in the community
  - Events
  - Advertising and awareness

**Organization**
- Volunteer support and fundraising efforts
  - Grants, donations
  - Community support
2016 Snapshot

- 8 net new businesses
- 59.5 net new jobs
- 4,986 volunteer hours valued at $112,446
- 27 private business renovations valued at $1.4 million
- For every $1 spent, another $11.16 was reinvested downtown
- 270 locally owned businesses, 3,222 jobs, and 95 residential units

*$3,056,500 in grants for downtown improvement projects*
How to Measure Success?

1. Vote!
2. Increase in sales tax revenue
3. Slower traffic speeds
4. Walkable Third Street: Pedestrian Safety
5. More street trees, art, furniture + landscaping
### ACTION PLAN THROUGH 2020

**Winter: January - March ● Spring: April - June ● Summer: July - September ● Fall: October - December**

<table>
<thead>
<tr>
<th>Project</th>
<th>Lead</th>
<th>Assistance</th>
<th>Fall 2017</th>
<th>Winter 2018</th>
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