

MAIN STREET ENTERPRISE REAL ESTATE REDEVELOPMENT PLAN



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About The Project



Main Street Alabama in partnership with Opportunity Alabama and the Business Council of Alabama applied for and received an EDA grant in 2020. Main Street Alabama will use our portion of the grant to provide services to our designated communities in the form of a real estate redevelopment plan, small scale production workshop, and incremental development training.

[About The Process]

This plan was created utilizing the expertise of outside consultants, state and local-level partners, and community input. More specifically, the process included:

Third-Party Data Analysis- Market data provided by Claritas and extrapolated and interpreted by Place + Main Advisors, this data gives a snapshot of the potential opportunities for the district.

Community Tour- Understanding the context of the district and community is critical to developing a plan that takes the community's needs into account.

Individual Property Tours- Representatives from several properties provided our team access to the vacant buildings highlighted in this plan.

Our thanks to Main Street Enterprise and the numerous residents, businesses, and property owners who participated in the creation of this plan.

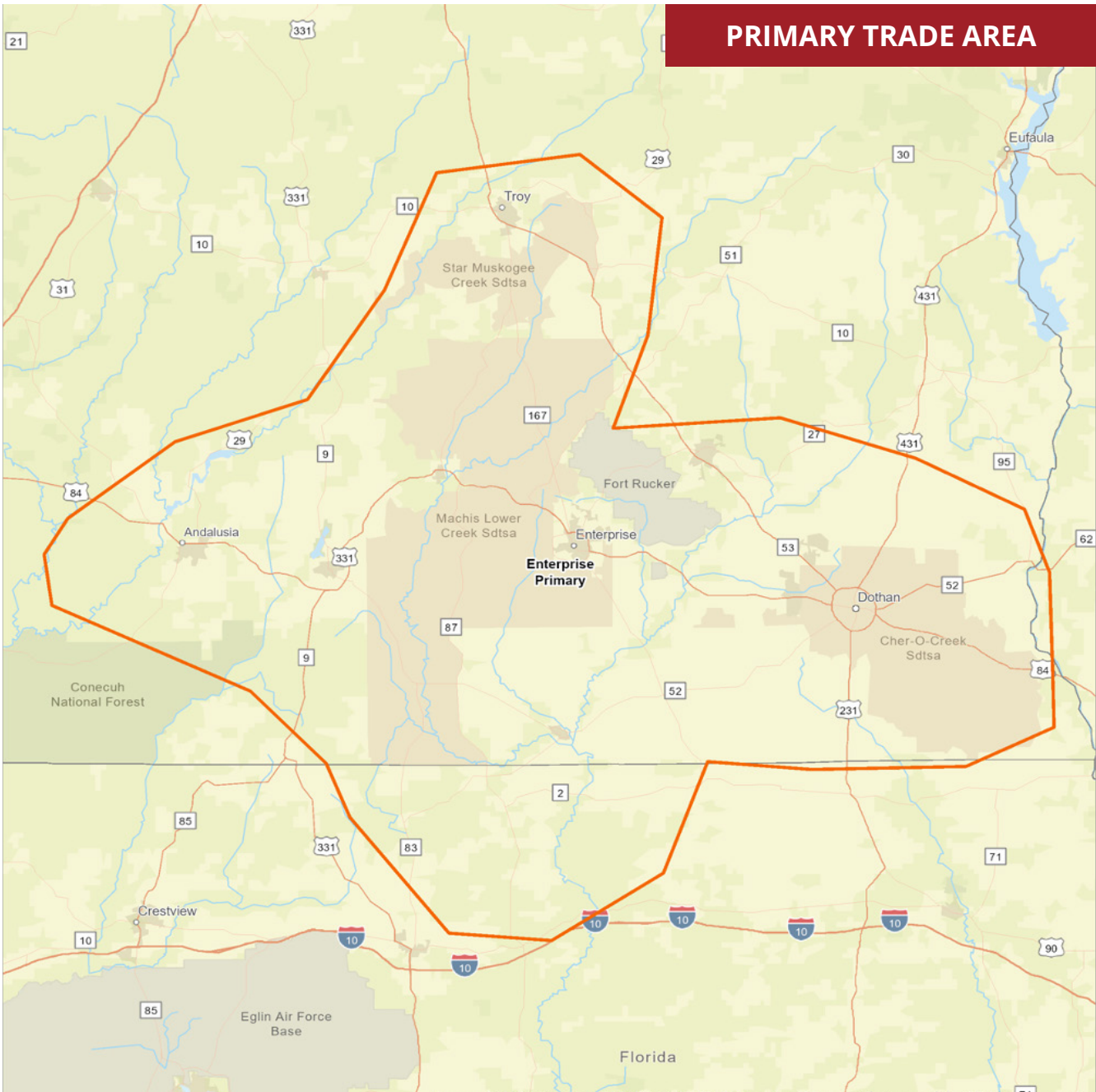


[Market Data]

The primary and secondary trade areas for this report were established by using mobility data, or cell phone data, to determine where people are coming from into the Main Street district. Using this GPS-enabled technology called geofencing, Main Street Enterprise can understand at the zip code level where current customers in the district are originating. This allows for a better understanding of customer spending, needs, and the types of businesses that would be a best fit for the district.

This data is widely available to national-level retailers and was provided to Main Street Enterprise through a partnership with Alabama Power using their resources to pull this data from a third party geofence data provider.

This mobility data allows for the identification of geographic areas that make up the district's primary and secondary areas. Once these areas are identified, Place + Main Advisors, LLC used this map to pull additional market data, including the following demographic and market retail data from data sources including Claritas, the U.S. Census, ESRI, and augmented with their own analysis and extrapolation of data.



PRIMARY TRADE AREA

POPULATION

HOUSEHOLDS

2010 CENSUS

308,020

123,274

2022 ESTIMATE

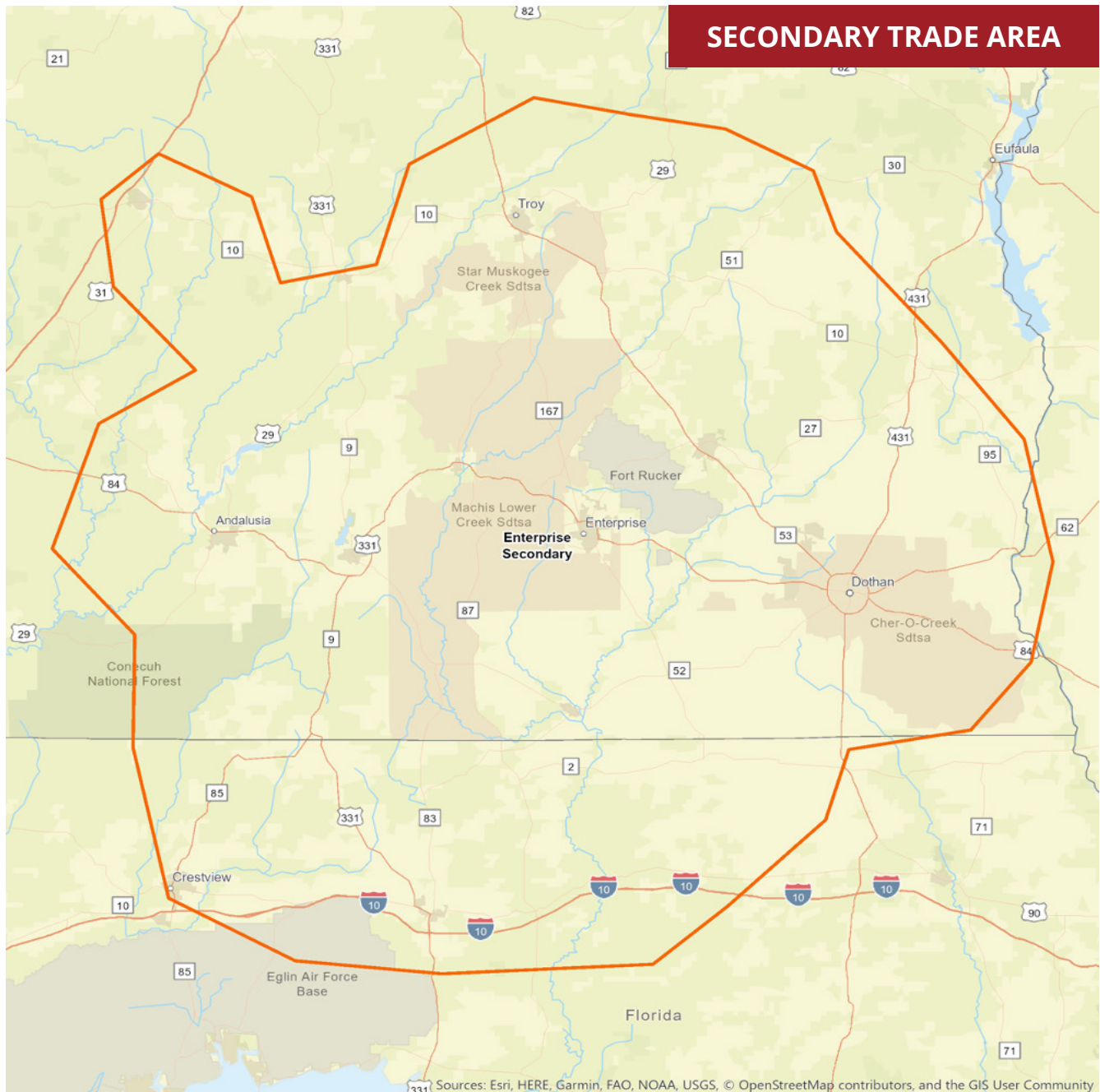
323,354

129,669

2027 PROJECTION

336,941

135,257

**SECONDARY TRADE AREA****POPULATION****HOUSEHOLDS****2010 CENSUS**

424,602

166,901

2022 ESTIMATE

448,202

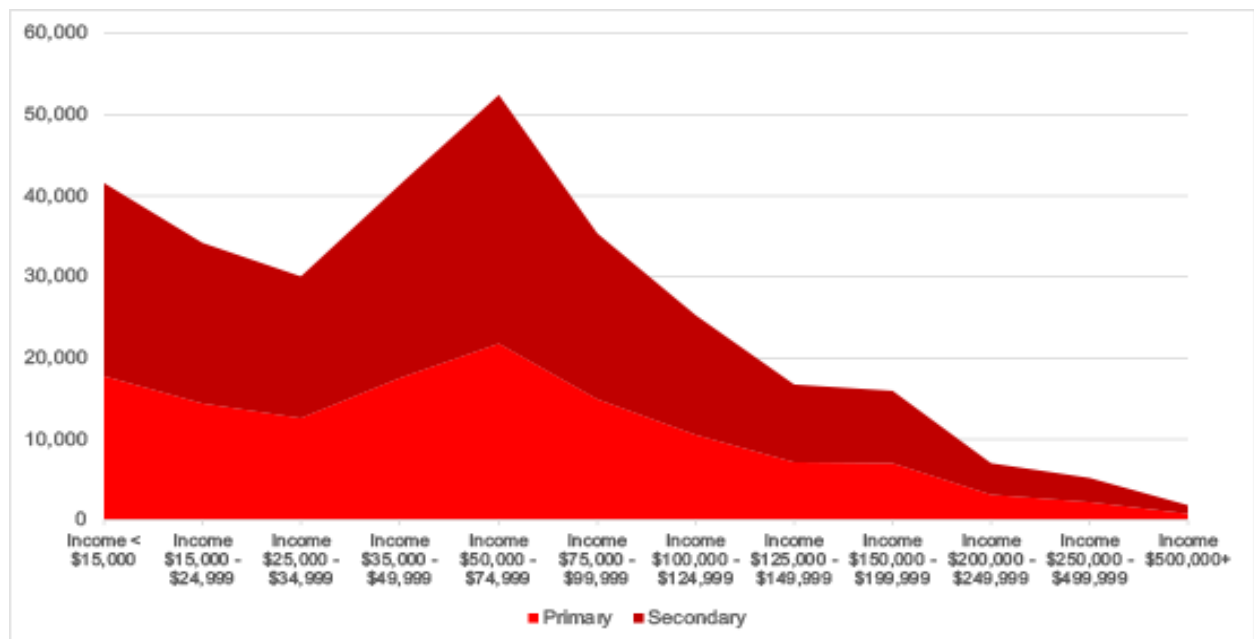
177,187

2027 PROJECTION

465,833

184,537

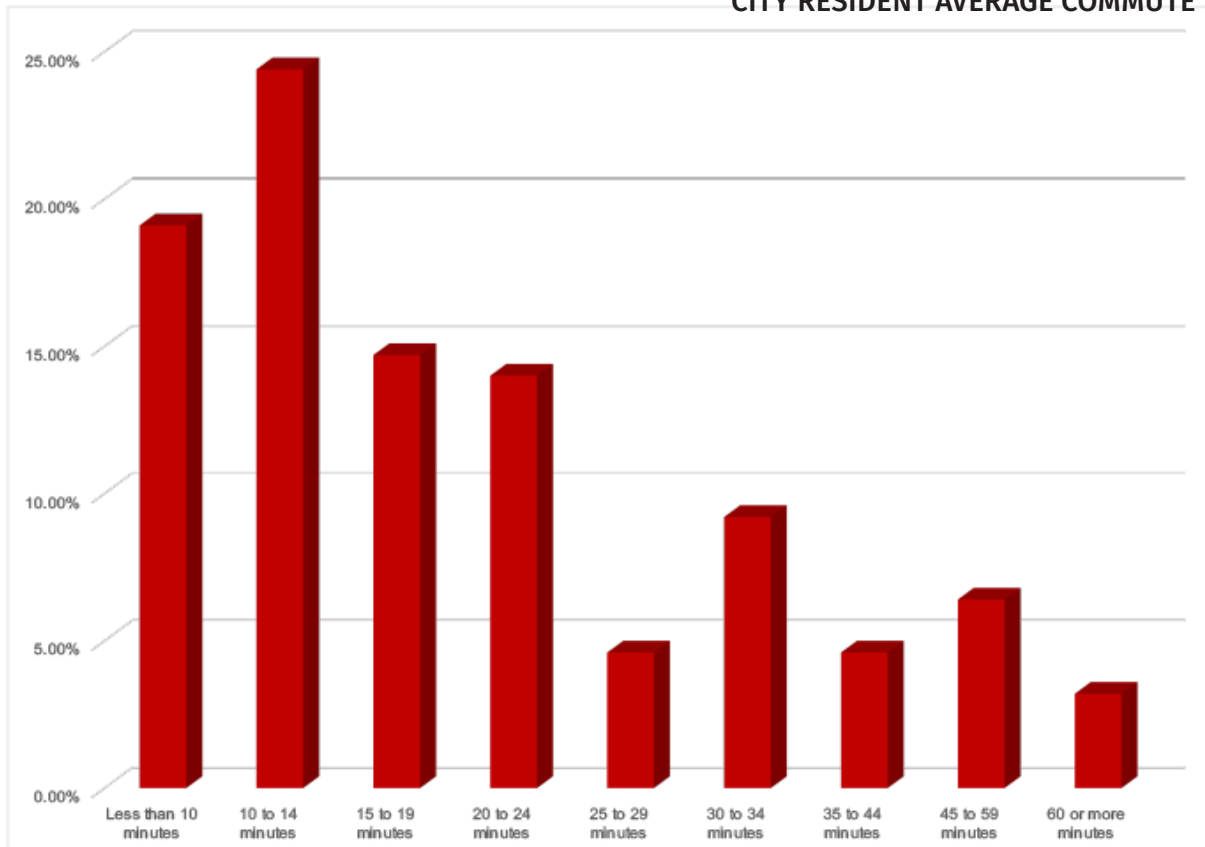
HOUSEHOLD INCOME	PRIMARY TRADE AREA	SECONDARY TRADE AREA
INCOME < \$15,000	17,808	23,735
INCOME \$15,000 - \$24,999	14,364	19,822
INCOME \$25,000 - \$34,999	12,545	17,502
INCOME \$35,000 - \$49,999	17,460	23,861
INCOME \$50,000 - \$74,999	21,829	30,580
INCOME \$75,000 - \$99,999	14,881	20,475
INCOME \$100,000 - \$124,999	10,581	14,695
INCOME \$125,000 - \$149,999	7,102	9,619
INCOME \$150,000 - \$199,999	6,974	8,961
INCOME \$200,000 - \$249,999	3,110	3,910
INCOME \$250,000 - \$499,999	2,236	2,979
INCOME \$500,000+	779	1,048
AVERAGE HOUSEHOLD INCOME	\$73,188.00	\$72,464.00
MEDIAN HOUSEHOLD INCOME	\$52,596.46	\$52,584.90



CITY RESIDENT COMMUTE DATA

LEAVING HOME	% OF POPULATION	ARRIVING HOME
12:00 A.M. TO 4:59 A.M.	7.5%	9:00 A.M. TO 1:59 P.M.
5:00 A.M. TO 5:29 A.M.	7.4%	2:00 P.M. TO 2:29 P.M.
5:30 A.M. TO 5:59 A.M.	5.8%	2:30 P.M. TO 2:59 P.M.
6:00 A.M. TO 6:29 A.M.	6.9%	3:00 P.M. TO 3:29 P.M.
6:30 A.M. TO 6:59 A.M.	11.4%	3:30 P.M. TO 3:59 P.M.
7:00 A.M. TO 7:29 A.M.	13.0%	4:00 P.M. TO 4:29 P.M.
7:30 A.M. TO 7:59 A.M.	9.6%	4:30 P.M. TO 4:59 P.M.
8:00 A.M. TO 8:29 A.M.	10.7%	5:00 P.M. TO 5:29 P.M.
8:30 A.M. TO 8:59 A.M.	4.7%	5:30 P.M. TO 5:59 P.M.
9:00 A.M. TO 11:59 P.M.	23.0%	6:00 P.M. TO 8:59 P.M.

CITY RESIDENT AVERAGE COMMUTE TIME



Retail Gap Data

About Retail Gap Data

When an area's demand for retail goods and services does not match the supply, it creates what is called a Retail Gap. If there is more supply than demand in a geographic area, then one of two things (or a combination of the two) are occurring:

- 1) There may be a strong enough draw from a specific retailer/service provider or group of them that brings in additional customers from outside the defined area and/or;
- 2) There is an over-supply of a business type. Conversely, if there is more demand for a good or service than what exists in the area's supply, a gap (or leakage) is created.

This leakage is money that leaves the area to spend in another area because the particular good or service is not available within the defined area. This leakage is the best potential source for the types of additional businesses the area may need.

Local Advantages + Challenges

The retail gap data for the Enterprise area suggests the market is currently overbuilt. However, there are significant opportunities to serve both the primary and secondary trade areas in numerous categories. Additionally, based on projected growth, even more opportunities are anticipated in the next five years.

The following charts show the market demand and highest leakage areas for primary and secondary trade areas.

The presence of a gap is not a guarantee of success for prospective businesses.

PRIMARY TRADE AREA

	2022 Demand	2022 Supply	2022 Retail Gap	2027 Projected Demand	Projected Opportunity
Total Retail Trade and Food + Drink	\$5,518,767,768	\$6,138,238,949	(\$619,471,181)	\$6,202,379,752	\$64,140,803
Total Retail Trade	\$4,984,393,922	\$5,659,229,759	(\$674,835,837)	\$5,582,376,467	(\$76,853,292)
Total Food + Drink	\$534,373,846	\$479,009,190	\$55,364,656	\$620,003,285	\$140,994,095

SECONDARY TRADE AREA

	2022 Demand	2022 Supply	2022 Retail Gap	2027 Projected Demand	Projected Opportunity
Total Retail Trade and Food + Drink	\$7,498,533,147	\$7,707,421,091	(\$208,887,944)	\$8,411,698,030	\$704,276,939
Total Retail Trade	\$6,775,924,049	\$7,098,981,947	(\$323,057,898)	\$7,574,005,439	\$475,023,492
Total Food + Drink	\$722,609,098	\$608,439,144	\$114,169,954	\$837,692,591	\$229,253,447

Retail Opportunities

There are significant opportunities in both the primary and secondary trade area in specific sectors. This section shows the largest areas of opportunity.

PRIMARY TRADE AREA



OTHER HOME FURNISHINGS STORES (NAICS 44229)

2022 Demand (\$)	\$22,568,447
2022 Supply (\$)	\$16,316,703
Opportunity Gap/ Surplus (\$)	\$6,251,744
2027 Demand	\$24,212,508
Projected Opportunity	\$7,895,805
Max. Supportable Sq Ft	37,421



HARDWARE STORES (NAICS 44413)

2022 Demand (\$)	\$28,191,261
2022 Supply (\$)	\$29,541,624
Opportunity Gap/ Surplus (\$)	(\$1,350,364)
2027 Demand	\$31,725,644
Projected Opportunity	\$2,184,020
Max. Supportable Sq Ft	15,826



SUPERMARKETS AND OTHER GROCERY STORES (NAICS 44511)

2022 Demand (\$)	\$641,564,127
2022 Supply (\$)	\$637,672,754
Opportunity Gap/ Surplus (\$)	\$3,891,373
2027 Demand	\$712,322,580
Projected Opportunity	\$74,649,826
Max. Supportable Sq Ft	149,300

PRIMARY TRADE AREA



**CONVENIENCE STORES
(NAICS 44512)**

2022 Demand (\$)	\$27,710,567
2022 Supply (\$)	\$18,950,423
Opportunity Gap/ Surplus (\$)	\$8,760,145
2027 Demand	\$30,996,148
Projected Opportunity	\$12,045,725
Max. Supportable Sq Ft	150,572



**SPECIALTY FOOD STORES
(NAICS 4452)**

2022 Demand (\$)	\$18,443,229
2022 Supply (\$)	\$9,031,885
Opportunity Gap/ Surplus (\$)	\$9,411,344
2027 Demand	\$20,298,984
Projected Opportunity	\$11,267,099
Max. Supportable Sq Ft	22,534



**BEER, WINE, AND LIQUOR STORES
(NAICS 4453)**

2022 Demand (\$)	\$50,415,890
2022 Supply (\$)	\$39,101,479
Opportunity Gap/ Surplus (\$)	\$11,314,411
2027 Demand	\$57,517,008
Projected Opportunity	\$18,415,529
Max. Supportable Sq Ft	16,741



**COSMETICS & BEAUTY SUPPLIES
(NAICS 44612)**

2022 Demand (\$)	\$18,507,397
2022 Supply (\$)	\$16,324,763
Opportunity Gap/ Surplus (\$)	\$2,182,633
2027 Demand	\$21,553,239
Projected Opportunity	\$5,228,476
Max. Supportable Sq Ft	16,088



**OPTICAL GOODS STORES
(NAICS 44613)**

2022 Demand (\$)	\$7,632,248
2022 Supply (\$)	\$3,240,850
Opportunity Gap/ Surplus (\$)	\$4,391,398
2027 Demand	\$8,501,783
Projected Opportunity	\$5,260,933
Max. Supportable Sq Ft	13,152



**OTHER HEALTH AND PERSONAL
CARE STORES (NAICS 44619)**

2022 Demand (\$)	\$14,648,306
2022 Supply (\$)	\$6,522,024
Opportunity Gap/ Surplus (\$)	\$8,126,281
2027 Demand	\$17,020,012
Projected Opportunity	\$10,497,988
Max. Supportable Sq Ft	29,994

PRIMARY TRADE AREA



CHILDREN'S AND INFANTS' CLOTHING STORES (NAICS 44813)

2022 Demand (\$)	\$3,839,714
2022 Supply (\$)	\$1,403,505
Opportunity Gap/ Surplus (\$)	\$2,436,209
2027 Demand	\$3,933,300
Projected Opportunity	\$2,529,795
Max. Supportable Sq Ft	8,433



FAMILY CLOTHING STORES (NAICS 44814)

2022 Demand (\$)	\$67,562,330
2022 Supply (\$)	\$59,221,467
Opportunity Gap/ Surplus (\$)	\$8,340,863
2027 Demand	\$68,753,575
Projected Opportunity	\$9,532,108
Max. Supportable Sq Ft	31,774



CLOTHING ACCESSORIES STORES (NAICS 44815)

2022 Demand (\$)	\$5,413,059
2022 Supply (\$)	\$339,253
Opportunity Gap/ Surplus (\$)	\$5,073,806
2027 Demand	\$5,431,786
Projected Opportunity	\$5,092,533
Max. Supportable Sq Ft	16,975



HOBBY, TOY, AND GAME STORES (NAICS 45112)

2022 Demand (\$)	\$11,469,567
2022 Supply (\$)	\$8,588,306
Opportunity Gap/ Surplus (\$)	\$2,881,261
2027 Demand	\$11,841,124
Projected Opportunity	\$3,252,818
Max. Supportable Sq Ft	9,294



MUSICAL INSTRUMENT AND SUPPLIES STORES (NAICS 45114)

2022 Demand (\$)	\$3,212,818
2022 Supply (\$)	\$607,069
Opportunity Gap/ Surplus (\$)	\$2,605,749
2027 Demand	\$3,434,265
Projected Opportunity	\$2,827,196
Max. Supportable Sq Ft	8,078



GIFT, NOVELTY, AND SOUVENIR STORES (NAICS 45322)

2022 Demand (\$)	\$12,138,237
2022 Supply (\$)	\$7,091,807
Opportunity Gap/ Surplus (\$)	\$5,046,430
2027 Demand	\$12,829,553
Projected Opportunity	\$5,737,746
Max. Supportable Sq Ft	28,689

PRIMARY TRADE AREA



**USED MERCHANDISE STORES
(NAICS 4533)**

2022 Demand (\$)	\$14,080,695
2022 Supply (\$)	\$5,779,121
Opportunity Gap/ Surplus (\$)	\$8,301,574
2027 Demand	\$14,870,561
Projected Opportunity	\$9,091,440
Max. Supportable Sq Ft	30,305



**ART DEALERS
(NAICS 45392)**

2022 Demand (\$)	\$8,560,716
2022 Supply (\$)	\$100,066
Opportunity Gap/ Surplus (\$)	\$8,460,651
2027 Demand	\$8,764,945
Projected Opportunity	\$8,664,879
Max. Supportable Sq Ft	14,441



**DRINKING PLACES (ALCOHOLIC
BEVERAGES) (NAICS 7224)**

2022 Demand (\$)	\$14,542,457
2022 Supply (\$)	\$2,042,798
Opportunity Gap/ Surplus (\$)	\$12,499,659
2027 Demand	\$16,982,927
Projected Opportunity	\$14,940,129
Max. Supportable Sq Ft	42,686



**FULL-SERVICE RESTAURANTS
(NAICS 722511)**

2022 Demand (\$)	\$234,032,850
2022 Supply (\$)	\$168,379,373
Opportunity Gap/ Surplus (\$)	\$65,653,477
2027 Demand	\$271,699,937
Projected Opportunity	\$103,320,564
Max. Supportable Sq Ft	169,378



**SNACK AND NON-ALCOHOLIC
BEVERAGE BARS (NAICS 722515)**

2022 Demand (\$)	\$31,600,685
2022 Supply (\$)	\$312,187
Opportunity Gap/ Surplus (\$)	\$31,288,498
2027 Demand	\$36,579,824
Projected Opportunity	\$36,267,637
Max. Supportable Sq Ft	85,336

SECONDARY TRADE AREA



**FURNITURE STORES
(NAICS 4421)**

2022 Demand (\$)	\$67,576,404
2022 Supply (\$)	\$60,188,859
Opportunity Gap/ Surplus (\$)	\$7,387,546
2027 Demand	\$71,605,252
Projected Opportunity	\$11,416,393
Max. Supportable Sq Ft	54,106



**OTHER HOME FURNISHINGS
STORES (NAICS 44229)**

2022 Demand (\$)	\$30,546,775
2022 Supply (\$)	\$19,310,313
Opportunity Gap/ Surplus (\$)	\$11,236,462
2027 Demand	\$32,728,383
Projected Opportunity	\$13,418,070
Max. Supportable Sq Ft	63,593



**HARDWARE STORES
(NAICS 44413)**

2022 Demand (\$)	\$38,409,022
2022 Supply (\$)	\$37,427,648
Opportunity Gap/ Surplus (\$)	\$981,374
2027 Demand	\$43,144,268
Projected Opportunity	\$5,716,620
Max. Supportable Sq Ft	41,425



**SUPERMARKETS AND OTHER
GROCERY STORES (NAICS 44511)**

2022 Demand (\$)	\$835,066,733
2022 Supply (\$)	\$822,032,648
Opportunity Gap/ Surplus (\$)	\$13,034,086
2027 Demand	\$924,945,531
Projected Opportunity	\$102,912,883
Max. Supportable Sq Ft	205,826



**CONVENIENCE STORES
(NAICS 44512)**

2022 Demand (\$)	\$37,655,514
2022 Supply (\$)	\$27,772,484
Opportunity Gap/ Surplus (\$)	\$9,883,030
2027 Demand	\$42,037,226
Projected Opportunity	\$14,264,742
Max. Supportable Sq Ft	178,309



**SPECIALTY FOOD STORES
(NAICS 4452)**

2022 Demand (\$)	\$25,084,580
2022 Supply (\$)	\$12,897,072
Opportunity Gap/ Surplus (\$)	\$12,187,508
2027 Demand	\$27,550,067
Projected Opportunity	\$14,652,995
Max. Supportable Sq Ft	29,306

SECONDARY TRADE AREA



COSMETICS, BEAUTY SUPPLIES, AND PERFUME STORES (NAICS 44612)

2022 Demand (\$)	\$25,269,265
2022 Supply (\$)	\$17,323,321
Opportunity Gap/ Surplus (\$)	\$7,945,945
2027 Demand	\$29,363,317
Projected Opportunity	\$12,039,996
Max. Supportable Sq Ft	37,046



OPTICAL GOODS STORES (NAICS 44613)

2022 Demand (\$)	\$10,424,159
2022 Supply (\$)	\$4,369,545
Opportunity Gap/ Surplus (\$)	\$6,054,613
2027 Demand	\$11,580,129
Projected Opportunity	\$7,210,584
Max. Supportable Sq Ft	18,026



OTHER HEALTH AND PERSONAL CARE STORES (NAICS 44619)

2022 Demand (\$)	\$19,996,585
2022 Supply (\$)	\$8,187,449
Opportunity Gap/ Surplus (\$)	\$11,809,136
2027 Demand	\$23,183,514
Projected Opportunity	\$14,996,065
Max. Supportable Sq Ft	42,846



CHILDREN'S AND INFANTS' CLOTHING STORES (NAICS 44813)

2022 Demand (\$)	\$5,206,586
2022 Supply (\$)	\$2,599,276
Opportunity Gap/ Surplus (\$)	\$2,607,310
2027 Demand	\$5,320,558
Projected Opportunity	\$2,721,282
Max. Supportable Sq Ft	9,071



FAMILY CLOTHING STORES (NAICS 44814)

2022 Demand (\$)	\$91,372,624
2022 Supply (\$)	\$73,423,988
Opportunity Gap/Surplus (\$)	\$17,948,636
2027 Demand	\$92,825,494
Projected Opportunity	\$19,401,506
Max. Supportable Sq Ft	64,672



CLOTHING ACCESSORIES STORES (NAICS 44815)

2022 Demand (\$)	\$7,316,865
2022 Supply (\$)	\$817,082
Opportunity Gap/ Surplus (\$)	\$6,499,783
2027 Demand	\$7,330,288
Projected Opportunity	\$6,513,206
Max. Supportable Sq Ft	21,711

SECONDARY TRADE AREA



SHOE STORES
(NAICS 4482)

2022 Demand (\$)	\$32,473,483
2022 Supply (\$)	\$27,796,125
Opportunity Gap/ Surplus (\$)	\$4,677,358
2027 Demand	\$33,104,344
Projected Opportunity	\$5,308,219
Max. Supportable Sq Ft	17,694



JEWELRY STORES
(NAICS 44831)

2022 Demand (\$)	\$27,702,878
2022 Supply (\$)	\$24,181,114
Opportunity Gap/ Surplus (\$)	\$3,521,764
2027 Demand	\$27,641,162
Projected Opportunity	\$3,460,048
Max. Supportable Sq Ft	11,533



HOBBY, TOY, AND GAME STORES
(NAICS 45112)

2022 Demand (\$)	\$15,571,096
2022 Supply (\$)	\$10,348,580
Opportunity Gap/ Surplus (\$)	\$5,222,516
2027 Demand	\$16,050,671
Projected Opportunity	\$5,702,091
Max. Supportable Sq Ft	16,292



**MUSICAL INSTRUMENT AND
SUPPLIES STORES (NAICS 45114)**

2022 Demand (\$)	\$4,382,152
2022 Supply (\$)	\$886,508
Opportunity Gap/ Surplus (\$)	\$3,495,643
2027 Demand	\$4,677,206
Projected Opportunity	\$3,790,698
Max. Supportable Sq Ft	10,831



**GIFT, NOVELTY, AND SOUVENIR
STORES (NAICS 45322)**

2022 Demand (\$)	\$16,441,382
2022 Supply (\$)	\$10,869,909
Opportunity Gap/ Surplus (\$)	\$5,571,472
2027 Demand	\$17,352,750
Projected Opportunity	\$6,482,841
Max. Supportable Sq Ft	32,414



USED MERCHANDISE STORES
(NAICS 4533)

2022 Demand (\$)	\$19,070,000
2022 Supply (\$)	\$12,633,115
Opportunity Gap/ Surplus (\$)	\$6,436,885
2027 Demand	\$20,111,895
Projected Opportunity	\$7,478,780
Max. Supportable Sq Ft	24,929

SECONDARY TRADE AREA



**ART DEALERS
(NAICS 45392)**

2022 Demand (\$)	\$11,571,946
2022 Supply (\$)	\$506,624
Opportunity Gap/ Surplus (\$)	\$11,065,322
2027 Demand	\$11,831,973
Projected Opportunity	\$11,325,349
Max. Supportable Sq Ft	18,876



**DRINKING PLACES (ALCOHOLIC
BEVERAGES) (NAICS 7224)**

2022 Demand (\$)	\$19,607,924
2022 Supply (\$)	\$2,943,156
Opportunity Gap/ Surplus (\$)	\$16,664,768
2027 Demand	\$22,899,594
Projected Opportunity	\$19,956,438
Max. Supportable Sq Ft	57,018



**FULL-SERVICE RESTAURANTS
(NAICS 722511)**

2022 Demand (\$)	\$316,399,610
2022 Supply (\$)	\$228,533,212
Opportunity Gap/ Surplus (\$)	\$87,866,398
2027 Demand	\$367,037,755
Projected Opportunity	\$138,504,543
Max. Supportable Sq Ft	227,057



**SNACK AND NON-ALCOHOLIC
BEVERAGE BARS (NAICS 722515)**

2022 Demand (\$)	\$42,754,880
2022 Supply (\$)	\$5,825,426
Opportunity Gap/Surplus (\$)	\$36,929,454
2027 Demand	\$49,442,102
Projected Opportunity	\$43,616,676
Max. Supportable Sq Ft	102,627

Market Segmentation

As important as knowing what an area's retail gap is, understanding its market segmentation is equally valuable. What is market segmentation? Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations.

To define the various market segments for Downtown Enterprise, the Primary Trade Area is divided into segments using the Tapestry Market Segmentation tool. Tapestry is a tool created by data firm ESRI to provide an accurate, detailed description of America's neighborhoods—U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition—then further classifies the segments into LifeMode and Urbanization Groups.

The charts on the following pages outline the predominant Tapestry segmentations in the three market areas. Their full profiles are included in Appendix B.

PRIMARY TRADE AREA	Tapestry Segment	% of Households
	ROOTED RURAL (10B)	15.0%
	SOUTHERN SATELLITES (10A)	14.6%
	RURAL BYPASSES (10E)	10.7%
	SMALL TOWN SINCERITY (12C)	7.0%
	MIDLIFE CONSTANTS (5E)	6.4%
	MIDDLEBURG (4C)	4.9%
	HEARTLAND COMMUNITIES (6F)	4.2%
	DOWN THE ROAD (10D)	4.1%
	BRIGHT YOUNG PROFESSIONALS (8C)	3.6%
	GREEN ACRES (6A)	3.1%

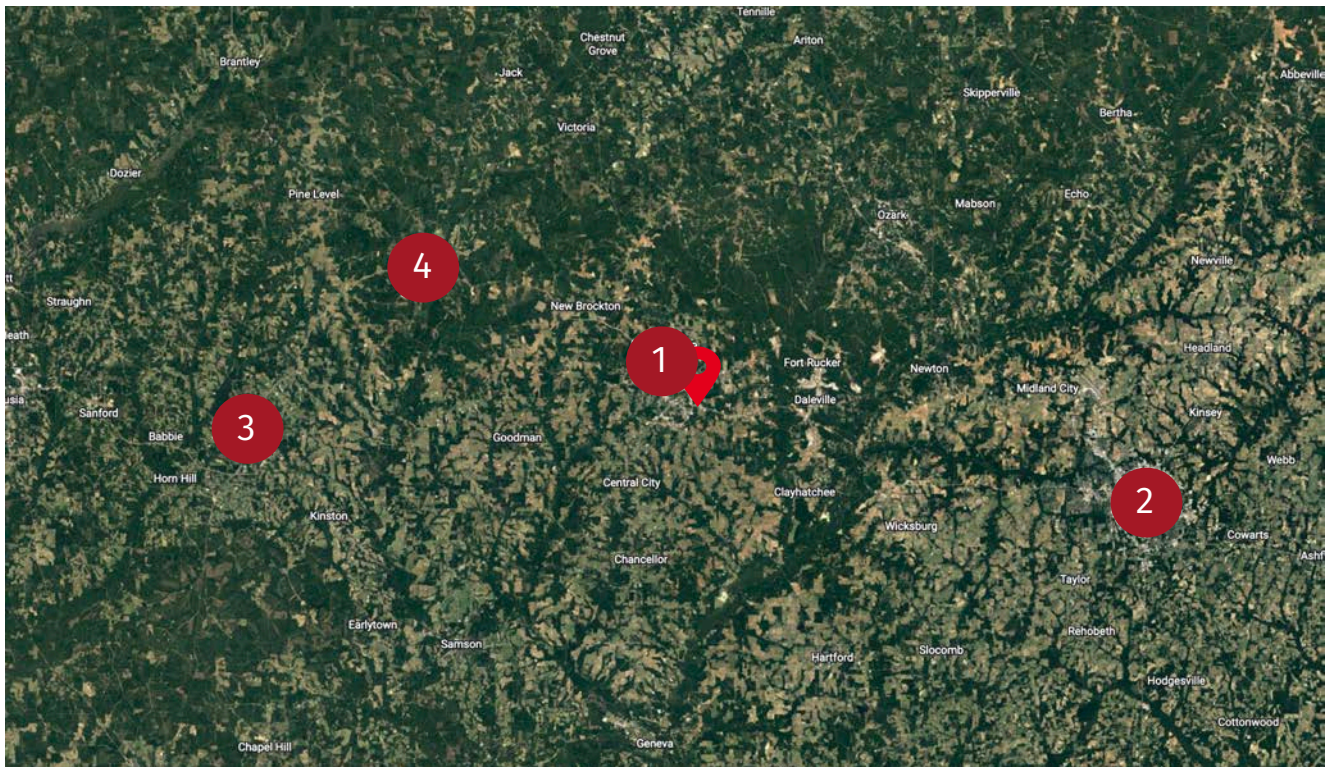
Segmentation	Socioeconomic Traits	Market Profile
Rooted Rural (10B) Average Household Size: 2.48 Median Age: 45.2 Median Household Income: \$42,300	<ul style="list-style-type: none"> • Shoppers use coupons frequently and buy generic goods. • Do-it-yourself mentality; grow their own produce and work on their cars and ATVs. • Pay bills in person and avoid using the internet for financial transactions. • Often find computers and cell phones too complicated and confusing. • Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out. 	<ul style="list-style-type: none"> • They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens. • More than half of the households have a high-speed internet connection. • They use a satellite dish to watch CMT, the History Channel, and GSN. • Pets are popular—dogs, cats, and birds. • Leisure activities include hunting and fishing. • They listen to faith-based radio, country, and gospel music. • Many are on Medicare and frequent the Walgreens pharmacy.
Southern Satellites (10A) Average Household Size: 2.67 Median Age: 40.3 Median Household Income: \$47,800	<ul style="list-style-type: none"> • Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73). • Labor force participation rate is 59.1%, slightly lower than the US. • These consumers are more concerned about cost rather than quality or brand loyalty. • They tend to be somewhat late in adapting to technology. • They obtain a disproportionate amount of their information from TV, compared to other media. 	<ul style="list-style-type: none"> • Usually own a truck; likely to service it themselves. • Frequent the convenience store, usually to fill up a vehicle with gas. • Typical household has a satellite dish. • Work on home improvement and remodeling projects. • Own a pet, commonly a dog. • Participate in fishing and hunting. • Read fishing and hunting and home service magazines. • Partial to eating at low-cost family restaurants and drive-ins. • Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).
Rural Bypasses (10E) Average Household Size: 2.55 Median Age: 40.4 Median Household Income: \$33,000	<ul style="list-style-type: none"> • Almost 25% have not finished high school; 11% have a bachelor's degree or higher. • Labor force participation is low at 47% (Index 76). • Income is primarily derived from wages and supplemented with Social Security and Supplemental Security Incomes. • Religion and faith are central in their lives. • They rely on television to stay informed. 	<ul style="list-style-type: none"> • Typical of their country lifestyle, Rural Bypasses residents prefer trucks over sedans. • To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam's Club. • Magazines are a popular source of news and entertainment, particularly fishing, hunting, and automotive types. • As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT, Freeform, USA Network, and TV Land.
Small Town Sincerity (12C) Average Household Size: 2.26 Median Age: 40.8 Median Household Income: \$31,500	<ul style="list-style-type: none"> • Education: 67% with high school diploma or some college. • Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement. • Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income. • Price-conscious consumers that shop accordingly, with coupons at discount centers. • Connected, but not to the latest or greatest gadgets; keep their landlines. • Community-oriented residents; more conservative than middle of the road. • Rely on television or newspapers to stay informed. 	<ul style="list-style-type: none"> • Small Town Sincerity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens. • Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV. • A large senior population visit doctors and health practitioners regularly. • A largely single population favors convenience over cooking—frozen meals and fast food. • Home improvement is not a priority, but vehicle maintenance is.

Segmentation	Socioeconomic Traits	Market Profile
Midlife Constants (5E) Average Household Size: 2.31 Median Age: 47.0 Median Household Income: \$53,200	<ul style="list-style-type: none"> • Education: 63% have a high school diploma or some college. • At 31%, the labor force participation rate is low in this market (Index 91). • Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149). • Traditional, not trendy; opt for convenience and comfort not cutting edge. Technology has its uses, but the bells and whistles are a bother. • Attentive to price, but not at the expense of quality, they prefer to buy American and natural products. • Radio and newspapers are the media of choice (after television). 	<ul style="list-style-type: none"> • Prefer practical vehicles like SUVs and trucks (domestic, of course). • Sociable, church-going residents belonging to fraternal orders, veterans' clubs, and charitable organizations and do volunteer work and fundraising. • Contribute to arts/cultural, educational, health, and social services organizations. • DIY homebodies that spend on home improvement and gardening. • Media preferences: country or movie channels. • Leisure activities include movies at home, reading, fishing, and golf.
Middleburg (4C) Average Household Size: 2.75 Median Age: 36.1 Median Household Income: \$59,800	<ul style="list-style-type: none"> • Education: 65% with a high school diploma or some college. • Labor force participation typical of a younger population at 66.7% (Index 107). • Traditional values are the norm here— faith, country, and family. • Prefer to buy American and for a good price. • Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment. 	<ul style="list-style-type: none"> • Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles. • Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants. • Spending priorities also focus on family (children's toys and apparel) or home DIY projects. • Sports include hunting, fishing, bowling, and baseball. • TV and magazines provide entertainment and information. • Media preferences include country and Christian channels.
Heartland Communities (6F) Average Household Size: 2.39 Median Age: 42.3 Median Household Income: \$42,400	<ul style="list-style-type: none"> • Retirees in this market depress the average labor force participation rate to less than 60% (Index 94). More workers are white collar than blue collar; more skilled than unskilled. • The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries. • These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important. • Daily life is busy, but routine. Working on the weekends is not uncommon. • Residents trust TV and newspapers more than any other media. • Skeptical about their financial future, they stick to community banks and low-risk investments. • Skeptical about their financial future, they stick to community banks and low-risk investments. 	<ul style="list-style-type: none"> • Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent. • Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless. • Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common. • To support their local community, residents participate in public activities. • Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards. • They enjoy country music and watch CMT. • Motorcycling, hunting, and fishing are popular; walking is the main form of exercise. • To get around these semirural communities, residents prefer domestic trucks or SUVs.

Segmentation	Socioeconomic Traits	Market Profile
Down the Road (10B) Average Household Size: 2.76 Median Age: 35.0 Median Household Income: \$38,700	<ul style="list-style-type: none"> • Education completed: 36% with a high school diploma only, 41% with some college education or a degree. • Labor force participation rate is 59.0%, slightly lower than the US. • Family-oriented, outgoing consumers; they place importance on preserving time-honored customs. 	<ul style="list-style-type: none"> • Purchased a used vehicle in the past year, likely maintaining the vehicle themselves. • Participate in fishing and hunting. • Use the internet to stay connected with friends and play online video games. • Listen to the radio, especially at work, with a preference for rap, R&B, and country music. • Enjoy programs on Investigation Discovery, CMT, and Hallmark, typically watching via satellite dish. • Often prepare quick meals, using packaged or frozen dinner entrees. • Favorite fast food: burgers and pizza. • Frequent Walmart Supercenters, Walgreens, dollar stores, and Big Lots for all their shopping needs (groceries, clothing, pharmacy, etc.).
Bright Young Professionals (8C) Average Household Size: 2.41 Median Age: 33.0 Median Household Income: \$54,000	<ul style="list-style-type: none"> • Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher. • Labor force participation rate of 72% is higher than the US rate. • These consumers are up on the latest technology. • They get most of their information from the internet. • Concern about the environment impacts their purchasing decisions. 	<ul style="list-style-type: none"> • Own retirement savings and student loans. • Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs. • Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games. • Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information. • Find leisure going to bars/clubs, attending concerts, going to the beach. • Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga. • Eat out often at fast-food and family restaurants.
Green Acres (6A) Average Household Size: 2.7 Median Age: 43.9 Median Household Income: \$76,800	<ul style="list-style-type: none"> • Education: More than 60% are college educated. • Labor force participation rate is high at 66.8% (Index 107). • Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement. • They are cautious consumers with a focus on quality and durability. • Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment. • Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments. 	<ul style="list-style-type: none"> • Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model. • Homeowners favor DIY home improvement projects and gardening. • Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden. • Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports. • Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

Competing Areas

Main Street Enterprise shares a primary trade area with a growing retail presence in the city's "loop." This sprawl retail is the single biggest competitor to downtown. In addition to the loop, Dothan is the next biggest competitor followed by Opp and Elba.



1) Enterprise "Loop" 2) Dothan 3) Opp 4) Elba

[District Strategies]

Main Street Enterprise has several opportunities to create a more dynamic market and have a significantly positive impact on both businesses and real estate in the Main Street district.

- 1 INCREASE HOUSING DOWNTOWN + NEARBY**
- 2 USE DEMISING WALLS TO REDUCE COMMERCIAL SQUARE FOOTAGE**
- 3 ENCOURAGE SMALL SCALE MANUFACTURING**
- 4 CREATE A COMPONENT GRANT PROGRAM**
- 5 BAN STORAGE AS AN ALLOWABLE USE IN STOREFRONTS**
- 6 LIST DOWNTOWN ON NATIONAL REGISTER OF HISTORIC PLACES**
- 7 ENCOURAGE MICRO-RETAIL**

1 INCREASE HOUSING DOWNTOWN + NEARBY

WHY?

There are a very few permanent housing units in the downtown. However, there is substantial potential for numerous units. In order for existing businesses and new businesses in the district to be more successful, the community should look to increase density by adding housing units in the downtown core.

This strategy would allow for a better utilization of private property (including increasing the value of the real estate itself) as well as add new potential customers and spending to the immediate area.

FINANCIAL IMPACT OF NEW HOUSING UNITS

The chart below shows the impact of what kind of additional spending could be captured based on the aggregate number of new units. These projections are based on estimated demand per household in 2027.

	2027 HH Demand	25 New Units	50 New Units	100 New Units	200 NEW UNITS
Total Retail Trade and Food + Drink	\$45,856.26	\$1,146,406.42	\$2,292,812.85	\$4,585,625.70	\$9,171,251.40
Total Retail Trade	\$41,272.37	\$1,031,809.16	\$2,063,618.32	\$4,127,236.64	\$8,254,473.29
Total Food + Drink	\$4,583.89	\$114,597.26	\$229,194.53	\$458,389.06	\$916,778.11
City Sales Tax (4%)	\$1,834.25	\$41,272.37	\$82,544.73	\$165,089.47	\$330,178.93

HOUSING OPPORTUNITIES

There are several opportunities for upper floor housing in downtown and in nearby parcels adjacent to the downtown. Creating studio, one- and two-bedroom units, as well as “missing middle” housing in the near downtown areas can help add density and new customers.



The outskirts of the formal Main Street district have several opportunities for redevelopment as well. Single-story, non-historic, and vacant commercial structures or vacant land are the least difficult to redevelop. Former heavy commercial or industrial uses would also be strong candidates for redevelopment.

1 INCREASE UPPER FLOOR HOUSING

NEXT STEPS

1. WORK WITH THE CITY TO IDENTIFY VACANT OR UNDERUTILIZED PROPERTY THAT COULD SUPPORT HOUSING:

Upper Floors
Nearby Vacant Lots

2. IDENTIFY OWNERS OF PROPERTIES ABOVE AND DETERMINE DESIRE TO DEVELOP OR SELL FOR REDEVELOPMENT PURPOSES

3. IDENTIFY CHALLENGES FOR REDEVELOPMENT OF EACH SITE AND PRIORITIZE PROPERTIES BASED ON:

Owner Willingness to Redevelop or Sell
Challenges of Each Property
Number of Units Each Property Can Support

4. WORK WITH CITY, IDENTIFY POTENTIAL INCENTIVES TO ASSIST IN REDEVELOPMENT

5. SOLICIT INTEREST OF DEVELOPERS

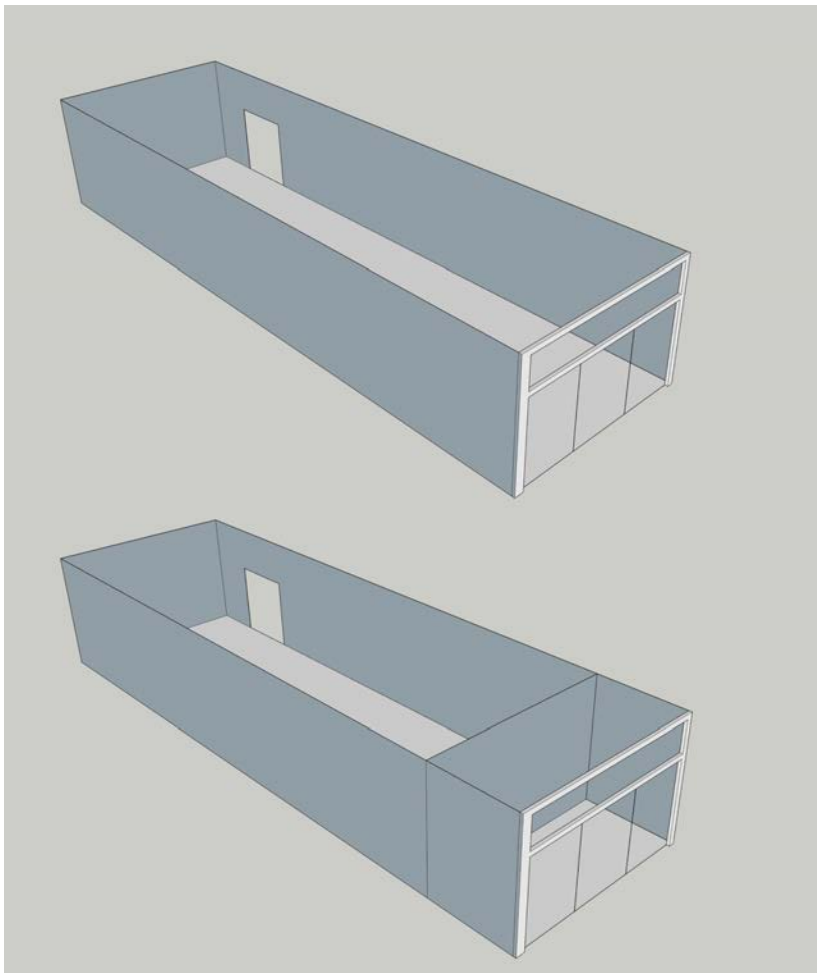
2 USE DEMISING WALLS TO REDUCE RETAIL SQUARE FOOTAGE

WHY?

There is significant demand for retail in the trade area. However, several buildings have professional services where retail can and should be located. In addition, the retail landscape has changed and it requires less space than before. A simple solution to both problems is to use a demising wall to create small retail spaces in the front while still allowing professional services to use the back portions of the building.

WHAT IS A DEMISING WALL?

A demising wall is a specially constructed wall or partition that separates two different uses or occupancies. These are most often seen in strip retail separating spaces but do so in way that is only semi-permanent. This allows for the property owner to remove the wall later for a different tenant, if needed.



A demising wall can take a 1,500 square foot first floor retail space (top, left) and shorten the retail space to 300 square feet (bottom, left.) This then allows the back half of the first floor to be used for other, non-retail uses like office or small scale manufacturing.

Graphics Courtesy Community Design Solutions

BENEFITS

Using demising walls for buildings in a downtown has several key benefits. These include:

Encourages Retail Entrepreneurship- Over the last ten years, the national retail landscape has shifted drastically. This has resulted in major changes in basic retail operations. For generations, retailers had to operate with large amounts of retail product on hand. For smaller retailers, this was an expensive proposition. In addition to inventory, on-site storage was also needed. Today's independent retailers generally operate as lean as possible, with a very limited amount of inventory. By reducing the amount of retail square footage, it allows retailers to not have to rent as much space and allows them to decrease their inventory.



Makes Larger Footprints Easier to Fill- Many historic buildings, including several in downtown Enterprise, have very large footprints. These large spaces can be difficult to fill. Using demising walls could help fill larger spaces with several smaller businesses instead of needing one larger tenant.

Diversifies Tenant Mix- By subdividing larger spaces, this creates a more diversified tenant mix for property owners. This creates more resiliency for owners should a tenant move out. This also creates the added benefit of potentially more workers in the area as well, with back of buildings being utilized for office functions or other non-retail ventures.



Maintaining Retail Frontage- A few storefronts in downtown Enterprise are occupied by professional service firms. By making retail easier to operate, getting more retailers into the downtown will create stronger retail frontage in the district. Having a strong retail presence is good not just for the local economy, but creates a critical mass that makes the district an interesting destination for shoppers and non-shoppers alike.

2 USE DEMISING WALLS TO REDUCE RETAIL SQUARE FOOTAGE

NEXT STEPS

- 1. IDENTIFY VACANT OR UNDERUTILIZED PROPERTY THAT COULD USE DEMISING WALLS**
- 2. IDENTIFY OWNERS OF PROPERTIES ABOVE AND DETERMINE DESIRE TO USE DEMISING WALLS AS A WAY TO ACTIVATE VACANT OR UNDERUTILIZED SPACE**
- 3. WORK WITH CITY, IDENTIFY POTENTIAL INCENTIVES TO ASSIST IN CREATING DEMISING WALLS**
- 4. CREATE A PROGRAM TO ASSIST PROPERTY OWNERS USING DEMISING WALLS**

3 ENCOURAGE SMALL SCALE MANUFACTURING

WHY?

Entrepreneurs in downtown manufacture things. In the economic development world, the term that's most often applied is "small scale manufacturing." As the name implies, it is a term used to describe small manufacturing operations and not the large scale factories one tends to envision hearing the word, "manufacturing." Small scale manufacturing adds to the local economy by making a product that is sold outside of the immediate market (in addition to in the market.) Small scale manufacturing also helps fill spaces.

THE IMPORTANCE OF "MAKERS" AND ADDED VALUE

Makers create added value to a product. Meaning, they don't just resell the same item they buy at wholesale. They take parts or ingredients and make something new. This new thing now has additional value because of what was done to it. Roasting coffee beans, turning hops, water, grain, and yeast into beer, or taking pieces of leather and creating purses and wallets are all examples of makers creating more value in an end product than just their individual components. These businesses also give a community something uniquely its own. Leveraging the collective efforts of these businesses to help create and attract more makers will help fill vacant spaces with unique and distinctive businesses.

NOT YOUR FATHER'S MANUFACTURING

As mentioned above, small scale manufacturing allows for things like distilleries, micro-breweries, artisan jewelry manufacturing, coffee roasting, and a host of other types of businesses. The City must review its zoning code to ensure it allows small scale manufacturing in the downtown. Once the zoning allows it, Main Street Enterprise can promote the area for these uses.



Small scale manufacturing businesses typically have a retail component, like a distillery tasting room (above), that also helps activate a storefront.

3 ENCOURAGE SMALL SCALE MANUFACTURING

NEXT STEPS

- 1. REVIEW CITY ZONING CODE TO INCLUDE SMALL SCALE MANUFACTURING DOWNTOWN**
- 2. IDENTIFY SMALL SCALE MANUFACTURING BUSINESSES IN ENTERPRISE**
- 3. IDENTIFY POTENTIAL SITES DOWNTOWN FOR ADDITIONAL SMALL SCALE MANUFACTURING**
- 3. MARKET IDENTIFIED PROPERTIES AS POTENTIAL MAKER SPACE**

4 CREATE A COMPONENT GRANT PROGRAM

WHY?

Many communities attempt to provide incentives to property owners to improve the outward appearance of their buildings. Typically, this takes the form of façade grants. Façade grants usually envision the large scale improvement of a building which may include tuck pointing, painting, awning and sign replacement, new lighting, and/or a host of other potential improvements. The challenge with these programs is often the amount of the façade grant is just a fraction of the cost of the overall project themselves and the number of these projects that occur over a five year time frame is fairly limited.

COMPONENT GRANTS AS AN ALTERNATIVE

An alternative approach to large scale façade improvements is to create a component grant which identifies one key area for improvement for a large portion of the district. An example would be for Main Street Enterprise to do a component grant program for new awnings in a given year. The program could pay up to 50% for a certain number of awnings (8-10 buildings for instance.) This would create a positive visual difference in 8-10 buildings instead of just one. Furthermore, Main Street Enterprise could facilitate the awnings, creating an economy of scale (or volume discount) as well as maintain design standards on what the respective awnings for each building would look like. The following year, Main Street Enterprise could do the same thing with a different component, such as signage. The following year would be another component.

RECOMMENDED COMPONENT GRANT PRIORITIES

Based on the existing conditions in the district, our recommendation for component grants would be the following:

Year 1- Awnings

Year 2- Signs (with an emphasis on signs that are pedestrian-oriented, otherwise known as blade signs)

Year 3- Exterior Lighting

Year 4- Paint

Year 5- Outdoor Furniture

Upon completion of these five years, Main Street Enterprise could reevaluate the effectiveness of the program and decide if they want to repeat the cycle or adjust it in any way.



Pedestrian-oriented signs, or blade signs, are perpendicular to the building.

4 CREATE A COMPONENT GRANT PROGRAM

NEXT STEPS

- 1. IDENTIFY FUNDING FOR COMPONENT GRANTS**
- 2. IDENTIFY GRANT PRIORITIES**
- 3. CREATE + DISTRIBUTE GRANT APPLICATION**
- 4. IDENTIFY GRANT RECIPIENTS**
- 5. IDENTIFY COMPONENT SUPPLIERS**
- 6. SECURE COMPONENTS**
- 7. OVERSEE INSTALLATION OF COMPONENTS**

5 BAN STORAGE AS AN ALLOWABLE STOREFRONT USE

WHY?

With Main Street Enterprise's success as a retail destination, storefronts have become scarce, which is a great problem to have. However, there are a few storefronts that are being used as storage and not as active retail space. This is bad for three reasons: 1) Storefronts that are being used for storage don't generate additional sales tax revenue for the City; 2) Storefronts being used as storage creates "dead space" that discourages foot traffic, decreasing the attractiveness of the district; and 3) Downtown is already tight on space for new or expanding retailers, using the storefronts as storage limits the potential for additional businesses and jobs.

AMEND + ENFORCE ZONING

This is one of the most straight forward solutions to any problem we've encountered. This issue can be addressed by simply banning the use of storefronts exclusively for storage. Within this ban should be recognition of the times of "ramping up" a new business or "winding down" a closing one. Perhaps a limit of three months maximum of storage during these times would be acceptable. It is important to note that this is not a recommendation to ban all storage downtown. Simply not allowing storefronts (first floor retail) to be used exclusively for storage.



Several storefronts in downtown are currently being used for storage. The owner of this storefront is currently working to remove items and locate a business in its place.

5 REMOVE STORAGE AS AN ALLOWABLE STOREFRONT USE

NEXT STEPS

- 1. WRITE LANGUAGE FOR ADOPTION OF THE PLANNING COMMISSION AND APPROVAL BY CITY COUNCIL THAT FORBIDS STOREFRONTS BE USED EXCLUSIVELY FOR STORAGE**
- 2. ADOPT AMENDED ORDINANCE**
- 3. ENFORCE ORDINANCE**

6 LIST DOWNTOWN ON NATIONAL REGISTER OF HISTORIC PLACES

WHY?

Listing on the National Register of Historic Places (National Register) allows for property owners to access both state and federal historic tax credits for historic properties. This is a powerful incentive for the redevelopment of real estate in the downtown. Individual property owners may go through the process on their own without a district in place, however, by establishing the district in advance, it dramatically shortens the time and lessens the cost on individual property owners to go through the process individually.

NATIONAL REGISTER MISCONCEPTIONS

Sometimes communities receive push back on listing a district on the National Register. This is often due to a misunderstanding of what the National Register is versus a local historic district. Being on the National Register does not restrict an owner from doing anything to their property. It simply acknowledges the historic value of their property as part of the community's past. It also makes potential projects eligible for the aforementioned tax credits. The most common misconception of a National Register District are comments like, "I don't want anyone to tell me what color to paint my building." The national register does not do that. This misconception comes most often from local historic districts which frequently have much stricter standards for buildings.

The Georgia Department of Natural Resources Historic Properties Division has produced a document that outlines the difference between local historic districts and the national register. It can be found [here](#).



The Rawls Hotel is already listed on the National Register of Historic Places.

LISTING THE DISTRICT ON THE NATIONAL REGISTER

The National Parks Service, who oversees the National Register of Historic Places, has more information on how to list a district on its website and can be found [here](#).

6 LIST DOWNTOWN ON NATIONAL REGISTER OF HISTORIC PLACES

NEXT STEPS

- 1. HOLD AN INFORMATIONAL SESSION ON THE BENEFITS OF LISTING THE DOWNTOWN ON THE NATIONAL REGISTER TO ANSWER QUESTIONS AND ADDRESS CONCERNS**
- 2. CREATE A VOLUNTEER GROUP TO GATHER INFORMATION FOR THE NOMINATION PROCESS**
- 3. CONTACT ALABAMA STATE HISTORIC PRESERVATION OFFICE FOR ADDITIONAL GUIDANCE**

6 ENCOURAGE MICRO-RETAIL

WHY?

Micro-retail is rapidly becoming a critical piece of business development efforts for many communities. These businesses are often a source of growth for communities and can create a pipeline of businesses that move from home-based to micro-retail to full storefront and beyond.

SPACES FOR MICRO-RETAIL

As mentioned in the section on demising walls earlier, the need for smaller spaces for these types of businesses is growing. Fortunately, partners such as Main Street Alabama have been working on this now for a few years and are working with communities at locating shipping containers as an attempt to help provide spaces in communities across Alabama.

MAIN STREET ALABAMA SHIPPING CONTAINER

Main Street Enterprise was recently selected to receive one of these micro-retail spaces. Identifying placement for this space will be critical both for the success of the project, but also to help encourage additional development (or redevelopment) in the downtown. The location should be within a block of additional retail and/or restaurants.

POTENTIAL BUSINESSES

Main Street Enterprise's retail leakage shows the potential for dozens of new businesses. It would be highly encouraged to cross reference applying micro-retailers with this retail leakage report to help ascertain the potential for success of future tenants.

ONGOING SUPPORT

In order to help businesses using the micro-retail space become successful, it is important to offer ongoing support and promotion of the tenants. Business coaching, either through the local SBDC office or another reputable business coach would be helpful as would be consistent promotion through the Main Street Enterprise social media channels



This micro-retail unit, sponsored by Main Street Alabama, has been set up in Jasper, AL.

6 ENCOURAGE MICRO-RETAIL

NEXT STEPS

- 1. DETERMINE APPROPRIATE LOCATION**
- 2. PROMOTE SPACE TO POTENTIAL MICRO-RETAILERS**
- 3. PROVIDE ONGOING SUPPORT TO TENANTS**
- 4. EVALUATE PROJECT EVERY SIX MONTHS TO ADJUST TACTICS AS NEEDED**

Marketing Recommendations

This section will focus on the potential actions both Main Street Enterprise and property owners can take to raise awareness of the available properties in the district and present them in the best light possible.

PROPERTY OWNERS

No one should be more invested in seeing their property leased or sold than the current property owner. The suggestions below are intended to provide recommendations on how property owners can lease or sell their property faster and to quality tenants.

Use a Realtor- While this seems like basic advice (and it is), the use of a good real estate professional is invaluable. They can help market the property and connect you to prospective tenants.

Presentation Counts- Do not wait until a prospect presents themselves before doing upkeep on your property. How your building presents itself is a direct reflection of you as an owner and landlord. Basic maintenance is a must as is keeping the property in attractive condition.

Work Together- As a property owner you are always entitled to keep your interests at the forefront. However, from time to time a prospective tenant just isn't a fit. Whether they're looking for something bigger or smaller, less expensive, in a slightly different location, don't hesitate to share info and offer to make an introduction to fellow property owners.

Communicate with Main Street Enterprise- Main Street Enterprise wants to make sure your storefront is filled and that business is good for you and your tenants. Be sure to keep them in the loop when you have vacancies or concerns.

MAIN STREET ENTERPRISE

Main Street Enterprise serves as the lead economic development agency for the downtown district. A core function of economic development is promoting the real estate available for sale or lease.

Better Utilization of EnterpriseDowntown.com

Available Properties Page- The website does have one available property listed, but it lacks contact info and could be improved with additional information.

Link to Realtors Listing- Those property owners looking to lease or sell using a realtor likely have an active listing on that realtor's website. Any listing on the website should contain a link to the agent's listing. These click-throughs can be tracked from EnterpriseDowntown.com and quantified to show local realtors the value of partnering with the organization.

Use Video- Smartphone technology has allowed users to easily record high-quality video quickly. These videos could be uploaded to the property listing page to allow potential businesses the ability to take a virtual tour prior to physically going through the property.

Add Market Data- This report contains valuable market data that prospective businesses would find useful. This data should be posted or linked on the real estate listings page.

Leverage Events

Property Open Houses- Main Street Enterprise, through its Economic Vitality Committee, can work with property owners and realtors to host district-wide open houses for their available properties during popular festivals and events in the district.

Use Events to Solicit Feedback on Vacancies- Main Street Enterprise can use its festivals and events to solicit input from attendees on what they would like to see in a vacant storefront. Using the same post-it note exercise that was employed in this plan, volunteers can simply ask people to give recommendations on what they would like to see.

THIS PLAN CREATED BY:

**PLACE
+MAIN**
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