

ECONOMIC ENHANCEMENT COMMITTEE DRAFT WORK PLAN FOR 2009-2010

PROJECT	LEAD/PARTNER	PROCESS	GOALS	BUDGET
Downtown Data Base	Staff- Tammy Sell Jerry Sinnamon	<ul style="list-style-type: none"> • Deliver in-house Beta • Populate data base • Pilot Beta to "friends and family" • Public Beta, invite other collaborators • Marketing Campaign - first with collaborators then general public 	Continually updated operating site To create a public access "go to" site for current and reliable information about available investment and development opportunities in Historic District.	\$5,000
Revamp NLMS.org	Staff-Tammy Sell Josh Foley	<ul style="list-style-type: none"> • RFP to 15 vendors • Engage Vendor • Follow time-line already established 	Redeveloped web portal with Content Management software so that web site is managed "in-house". Links with collaborators	\$30,000
Create an arena for collaboration among Downtown Merchants	Richard Spindler-Virgin, Ed Perl New London Local First CCD Chamber Office of Development & Planning	<ul style="list-style-type: none"> • Develop a program with Merchants per R. Spindler-Virgin and E Perl's "white paper" (attached) • Hospitality Zone program for the District (Responsible Hospitality Institute, Inc.) • The District Business Advantage brochure – explain the City's incentive programs, how to participate and leverage the Main Street program • Develop "Welcome Wagon" program in cooperation with other NLMS committees, NLLF and the Chamber • Liaison Cruise Ship Task Force 	Help merchants understand their market Develop effective marketing programs. Be sure existing merchants are "retail ready". Merchant retention. Recruit new merchants that fit within our product mix needs. Know/prepare for next cruise season	\$5,000

Business In New London

WHO IS THE POTENTIAL SHOPPER?

In our opinion residents of SECT find the most appeal for shopping in NL for the purpose of shopping locally, supporting local business, supporting the local economy, and getting a product which is of quality. It is important to realize that not all business in the local area, appeal to all shoppers. It is important that we market in ways that fit a particular audience.

Tourists: Tourists are not going to have an interest in knowing about a framing shop, law offices, investment services, architects, home appraisal services, furniture, and other businesses that are intended for the permanent residents of our area. Asking these businesses to be part of an advertising campaign that focuses on tourists is a waster of their money.

Regional Shoppers: Shoppers from outside of downtown, but still in SECT might shop in NL if the products provided here are only available here, or are available in NL as a local product or because they wish to help support local businesses rather than competition that is perceived to be globally financed. Regional Shoppers will also come to downtown for galleries and restaurants (food, entertainment).

Local shoppers Tier I: A study of the downtown and the area within 1 mile of downtown shows that there are 12,000 residents in that area. While not all of the residents in this area would walk to downtown to shop, these persons would find downtown their closest shopping area and could be enticed to do all of their shopping in the downtown area. It is important to remember several things about this group of clients:

They don't all have English as their first language.

Many live in one of five major housing facilities which have rental subsidies: NL Senior High Rise, Mohican Apartments, Huntington Towers, Winthrop Square Apartments, Crystal Avenue High Rise. Promoting high end items to this group will have little appeal.

Local shoppers Tier 2: the next tier out from the immediate downtown area, is a group which is more like the regional shopper, but often does have a desire to shop in NL when it is possible. This group is made up of some Tier I characteristics, and other shoppers that are more regional in their approach to shopping, but have a desire to shop in downtown NL if what they want is available and easy to get to.

APPROACH

The first thing we need to be clear about is which group(s) are we after when we start a particular campaign. The kind of advertising we do and should do for tourists will have limited appeal to local shoppers and vice versa. Very few NL businesses can make it on tourist trade alone. The few souvenir type shops we have had no longer exist.

Getting residents from Regional and Local Tiers to shop downtown involves several factors that can be addressed. One is knowledge of the shopping opportunities in the city. Many local residents do not know what is available downtown or in the core city area. The survey data indicates that residents are not aware that Fiddleheads in a place there why could do their grocery shopping Local residents do not view Walgreen's on Bank as a downtown drug store. If they are unaware of these two businesses as opportunities for shopping, we can assume they are

also not aware of others. Thus, educating the local community about the shopping options open to them is one important piece of what we should be about.

To accomplish this we are suggesting the following:

- 1) NLMS should get each business to prepare a description of about 150-200 words that gives information about their business. This information should be what is true about their business year round. It should also include location, website, hours, how to communicate with them. We envision something like this:

Fiddleheads Natural Foods Coop and Farmer's Market is located at 13 Broad Street, the corner of Broad and Huntington across from the new-200courthouse. The store specializes in natural and organic foods, but also carries some conventional food items. Fiddleheads is a comprehensive grocery store which is open 11:30-6:30 Tuesday-Friday and 9-5 on Saturday. The store is closed on Sunday and Monday. The store also includes a ' market area with local vendors. Some farm vendors are there on all days, the greatest number being there on Saturdays. A large parking lot is located just west of the store. The most accessible handicapped entrance is from the rear of the store. The store accepts all major credit cars and EBT, personal checks and of course cash. The coop accepts memberships and members get a discount, but you do not need to be a member to shop at the store. Information about the store can be found on the website: www.fiddleheadsfoods.coop. You can also call the store for information at _____ or email them at _____.

- 2) A picture should be taken of each business.
- 3) The picture and business blurb could be put on the NLMS webpage in a special section.

- 4) In addition, NLMS could prepare a booklet to be distributed annually which would include no more than three of these on the left side of each page of the booklet, and then a companion ad of the same size on the facing right page. The ad would be for whatever the store wishes to create an ad for.
- 5) If we could get the business to be willing to post a quarterly coupon coupon on our website, then the coupons could indicate that so people would check these periodically. It would also give the business a chance to get new information out to shoppers.
- 6) If we are genuinely looking to have local residents shop downtown, then the publication needs to be in English and Spanish.

R S-V May 2009