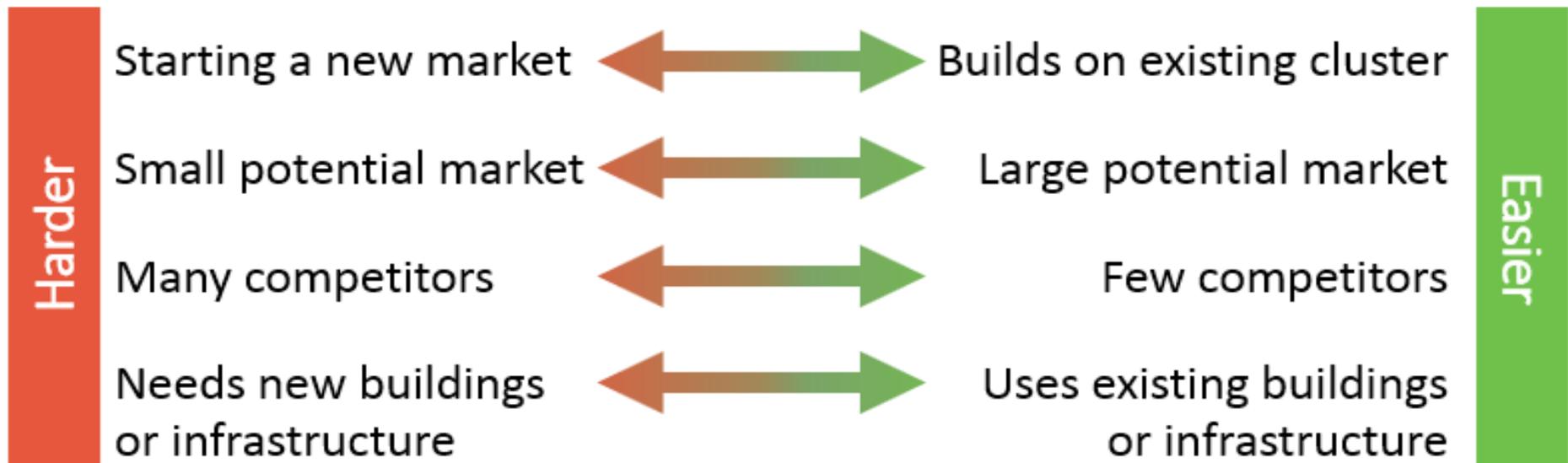


Which strategies are a good fit?



Strong Market Base

- Arts and Culture (Restaurants & Entertainment)
- Tourism/Visitors
- Healthy and Recreation (Mix between Health/Wellness and Outdoor Recreation)
- Home Furnishings/Décor/Antiques
- Something else?



Health & Recreation

- The Health and Recreation strategy connects destination outdoor attractions with a nearby downtown or commercial district, that promote healthy living. The attractions themselves can be wide-ranging, including national or state parks, fishing or hunting areas, skiing, camping or hiking areas, rock (or ice) climbing, kayaking, boating, and others. While the attractions and activities are typically located outside the commercial center, they can be a source of customers for the downtown. Participants can be expected to make purchases in connection with their recreational visit, including things like specialized gear, bike or kayak rentals, specialty shoes, fishing or hunting supplies, specialized clothing, hiring of guides, as well as accommodations and restaurant dining.



Health and Recreation

- Communities known for their recreation or outdoor destinations often also attract a resident population that participates in the activities, as well. So, downtown sporting-related businesses may serve residents and visitors equally. Some communities may even incorporate the strategy into downtown public amenities: Boise, for example, built a “whitewater park” in the middle of the Boise River, which runs through downtown.



WHO ARE THE CUSTOMERS FOR THESE STRATEGIES?

- While Sports/Outdoor Recreation has a logical audience among younger participants in outdoor adventures, the market extends into empty-nesters and retirees. In fact, while older customers fitting this strategy may participate in less extreme activities (they may take day hikes instead of backpacking, for example), they tend to be more affluent, so their spending impact is greater as they take advantage of more retail, services, and hospitality related to the area they are visiting.
- Customers for the Health and Wellness strategy can range from young families to senior citizens and from “medical tourists” to vacationers. In some cases, customers may be unaware of their own participation in a health-and-wellness pursuit, such as someone who enrolls in a martial arts class with the goal of learning self-defense.
- Not all people identify themselves as interested in a health and wellness lifestyle: People who make healthy eating and healthy living part of their identity are often highly educated and more affluent. (Whole Foods, for example, is known for looking at educational achievement data when identifying potential store locations.) The customer profile for someone who participates in Health and Wellness strategy is less price-sensitive than most other strategies.



Angola Health & Recreation Assets

- Trine, growth in sports
- YMCA
- Hospital (wellness)
- High Schools games
- Bike Shop, Bike Rides, Bike Paths
- Rugby Fields
- Golf Courses
- Lakes, camping
- Volleyball stadium
- Fresh Air
- Zumba
- Healthy eating/menus
- Yoga
- Runners store



Health & Recreation

Customers:

- Spans abilities, and lifestyles, price points.
- Many outdoor activities span ages (youth to seniors), e.g., hiking, fishing, biking.
- Social trends to get healthy
- Health and Recreation overlap with locals and visitors



Outdoor Recreation

Sample Design activities:

- Install wayfinding signs from nearby bike or hiking trails or paths to the commercial district
- Engage partners (hospital, state park, and businesses in this category)

Sample Organization activities:

- Engage partners (hospital, state park, and businesses) in this category
- Host an recreational activity in downtown as a fundraising and awareness raiser.

Sample Promotion activities:

- Establish a bike or foot race that goes through downtown, or bike criterion.
- Promote February Heart Health month – Paint the Town Red.
- Purchase billboards on the interstate.
- Develop a brand identity that connects health and wellness to the district.

Sample Economic Vitality activities:

- Strategy for adding outdoor-related businesses to downtown
- Work with restaurants to offer healthy options on their menus and help them to distribute the menus through other businesses that are part of the Health and Wellness cluster.
- Work with a local gym to run outdoor “boot camps” during warmer weather months.

Potential products + services

- Apparel (casual/athletic)
 - Bicycle store w rentals
 - Boating/kayak/sailing/ canoe sales/rentals
 - Camping and outdoor gear and equipment
 - Fishing equipment w rentals
 - Hunting equipment/sales
 - Locally produced products (food or gifts)
 - Lodging: inns, B&Bs, AirBNB
 - Pharmacy
 - Recreational vehicle rental (off-highway vehicles, snowmobiles, motorcycles)
 - Restaurants (informal)
 - Shoes
 - Ski equipment sales/rental
 - Taxidermy
 - Urgent care
- 
- A decorative graphic at the bottom of the slide consists of several overlapping geometric shapes. From left to right, there is a large cyan triangle pointing downwards, a smaller green triangle pointing upwards, a yellow triangle pointing downwards, and a small orange triangle pointing upwards. These shapes are set against a light gray background that spans the width of the slide.

Q & A



Kathy La Plante

Senior Program Officer &

Director of Coordinating Program Services

National Main Street Center

KLaPlante@savingplaces.org

www.mainstreet.org

Visitors/Tourism

A Visitor-oriented strategy addresses people who come to the downtown from elsewhere, usually to experience something unique to the place, such as history or architecture, scenery, or arts and culture. The strategy generally builds on something that is already associated with the place, whether or not the attraction is in the commercial district itself. The attraction could be small and discrete (such as a historic figure's birth home) or it might be more diffuse or regional (like a Route 66 trail or the wine country of Northern California).



Visitors/Tourism

Customer Groups:

Tourism is a vast category and its participants do not fit any one customer profile. Some things to investigate about visitors:

- Do they come from one or more primary regions?
- Pass-through or overnight?
- Visitors who make multiple visits each year, or occasional?
- Price-point/“lifestyle”? (E.g., high, medium, or low)
- How large is the market?
- What is its growth potential?

Visitors are less familiar with downtown than locals and they will benefit from information that helps them learn about its offerings.



Visitors/Tourism

Sample Organization activities:

- Convene regional tourism professionals (e.g., Chamber, CVB) to identify shared or differentiated goals and target markets.
- Work with managers of historic resources to develop a unified admissions system.

Sample Design activities:

- Install way-finding signs and systems specifically geared toward those unfamiliar with the district.
- Create a public space where visitors can enjoy sitting downtown.
- Help businesses create outdoor café dining spaces.
- Increase and sign RV Parking areas



Visitors/Tourism

Sample Promotion activities:

- Develop a guide to local businesses and attractions.
- Cross-promote businesses with local attractions by placing brochures, coupons, or other promotional material at those attractions.
- Promote word of mouth-
businesses visit businesses to know who to send to them.

Sample Economic Vitality activities:

- Set up large-format maps inside stores and ask store owners to have their customers mark where they live on the map. This will help you identify your draw area as well as highlight differences in draw area among different types of businesses.
- Conduct an intercept survey at several locations frequented by visitors. Use the survey to profile demographic characteristics and typical spending of current visitors.
- Help businesses look at selling on line.



Potential products + services

- Antique and vintage apparel
 - Antique and vintage home furnishings
 - Art galleries
 - Bed and Breakfasts
 - Bike rental
 - Bookstore
 - Cafés
 - Car rental
 - Children's activities businesses (e.g., mini-golf, pottery, beading)
 - Craft stores (esp. locally made)
 - Delicatessen / sandwich shop
 - Drug store
 - Hotels
 - Ice cream shops
 - Jewelry stores
 - Meals to go (e.g., boxed lunches)
 - Outfitters (e.g., hiking, camping, canoeing, hunting, etc.)
 - Restaurants
 - Segway and alternative transportation rental (e.g., mopeds, boats, etc.)
 - Short-term rental homes and apartments (e.g., AirBnB)
 - Souvenir stores
 - Tour guides
- 