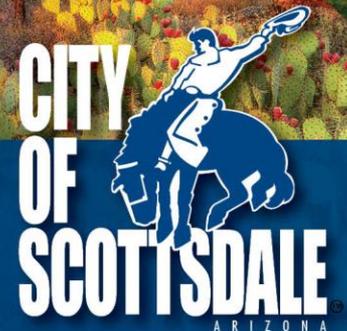




Downtown Scottsdale: Tourism Advisory Task Force Economic Development Collaboration

Presentation to
Council Subcommittee on Economic Development
September 10, 2015





5 Year Tourism Plan

- Calls for an ‘Economic Feasibility Study’ and has set aside funding for analysis and implementation
- Draft Scope of Services has had broad input from numerous departments and stakeholders
- Any long-term downtown solution for tourism begins with consumer/visitor expectation, reinvestment models, unique Scottsdale attributes, management and funding mechanisms



Overview

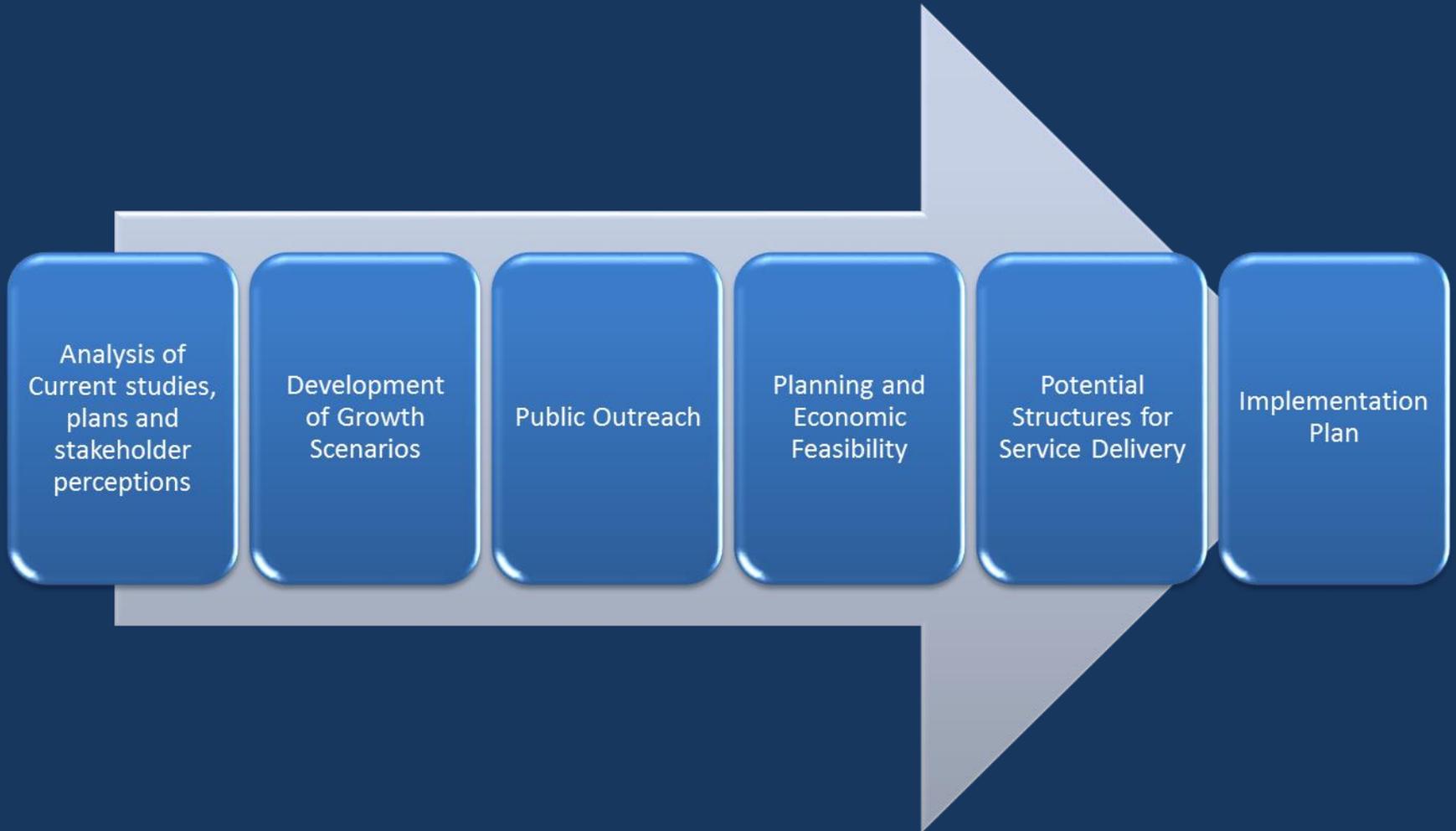
- Tourism Advisory Task Force (TATF) collaborating with Economic Development, Planning, Transportation, Tourism and Events, SCVB on downtown initiative short term programs and long term solution
 1. Long-term solution: Downtown feasibility study, and other initiatives
 2. Short-term solutions: Launch of programs and services of immediate impact



TATF Downtown Working Group

- Major component of five year tourism plan
- Members include TATF chair, TATF members, City staff, CVB, businesses
- Has incorporated representatives from Mayoral Downtown Enhancement Task Force
- Goal: create a sustainable 365 day destination experience of the same quality as the resort experience

Economic Feasibility RFP Scope of Work





Short-Term Programs

- Low-cost “best practices” programs common in downtown areas nationally
- Can be launched in the interim depending on downtown stakeholder interest
- Focus on providing tools directly to local merchants, easy environmental fixes. Some efforts already underway
- Incremental benefits and feel good outreach



Window Wrap Program

- *Example:* Miami Beach
- *Program Benefits:* Covers windows in vacant storefronts. while the space is unoccupied, taking advantage of an opportunity to use the space for advertising public programs or tourism.
- *Description:* In a number of urban centers with vacant storefronts, the vacancies were utilized and leveraged as a method in which to promote events, programs and tourism by installing pre-printed and free of charge window wrap signage. This has been evaluated and could easily meet code and signage requirements, and participation is voluntary.



Gift Card Program

- *Example:* Downtown Longmont Colorado
- *Program Benefits:* A simple way of promoting downtown. With limited funding for advertising, Longmont used this program as a means of advertising the overall downtown area.
- *Description:* The card can only be used at participating businesses. Start-up costs paid for by the LDDA (approximately \$3,000). Popular program during the holiday season, allowed recipient many options to use the card not just at one shop or restaurant.

Some downtowns who run a gift card program opt to charge their merchants to help subsidize the cost of managing and marketing the program.



Marketing Support and Assistance

- *Example:* Numerous Business Districts
- *Program Benefits:* Creates value add for businesses, and delivers a better tool for local and out of state visitors using digital tech and apps.
- *Description:* Many downtown merchants lack their own marketing strategies or resources. Other communities have addressed this by offering classes or marketing/website design services at lower cost, via group discount, or even free to local small business merchants and then linking to them through a downtown portal that is promoted through public marketing efforts. *This could be funded as a cooperative program and successes reported upon. We have local firms like Weebly that could be approached.*

Delray Beach Marketing Cooperative

The Delray Beach Marketing Cooperative, Inc., is a partnership between the City of Delray Beach, the Community Redevelopment Agency and the Chamber of Commerce. The DBMC's mission is to attract people to the City, create a positive image and increase awareness of Delray Beach for a positive economic impact through Destination Marketing, marketing programs, special events and community collaboration. The DBMC consists of Stephanie Immelman, Stephen Chrisanthus, Jarrod White & Tiffany Mazer.





Façade Improvement Program

- *Example:* National Best Practices, from New Rochelle to Fredericksburg to San Diego to Charlotte
- *Program Benefits:* Enhances the look and removes blight.
- *Description:* Façade Improvement Programs can utilize CDBG funds in redevelopment areas. In past years in downtown Scottsdale, this program was in place and supported with general operating dollars due to lack of designation. Dollars could again be allocated to support merchants with improvements to attract tenants or enhance look of the area.



Other Short-Term Program Offerings

- Retail attraction strategies for downtown through demographic and data research and promotion of properties
- Providing information on demographics and buying habits and facilitating info exchange between large employers and merchants
- Small business entrepreneurial support programs (small business startup training)



5 Year Tourism Plan

- Feasibility Study
- Transportation/biking
- Community Foundation, BID or a combination
- AZ Central land swap, program components and implementation, ROI



Questions? Comments?

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