

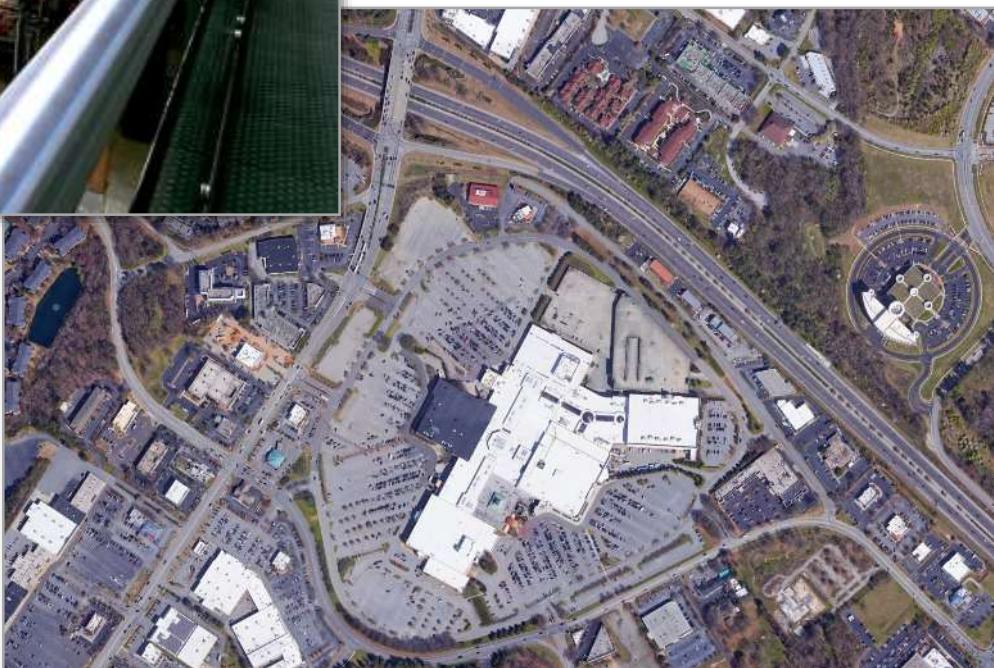


Virginia Main Street's Downtown Intersections  
**Future of American  
Downtown**



**ARNETT MULDROW**

# Downtown's Changing Competition



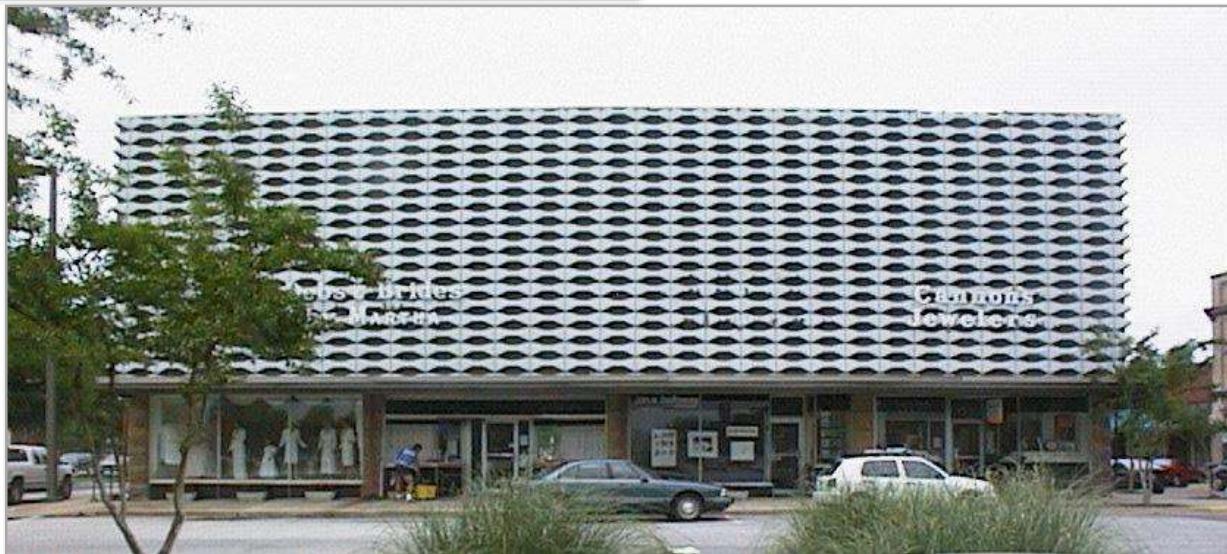
# Downtown's Changing Competition



# Downtown's Changing Competition



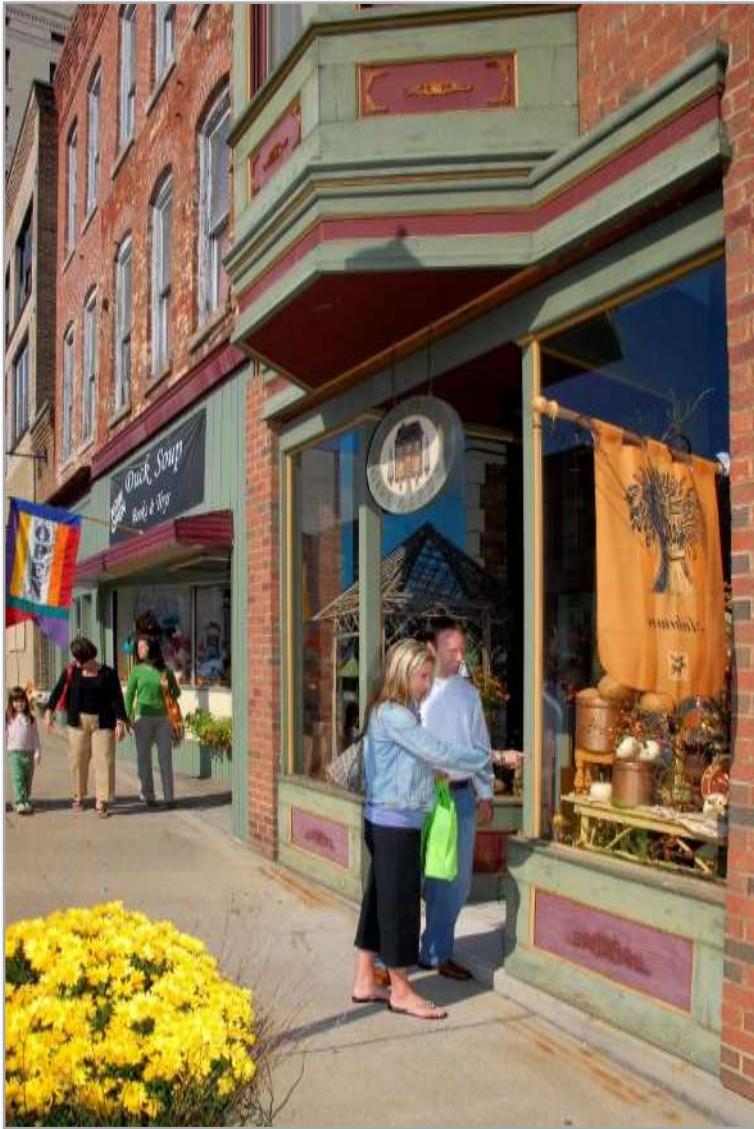
# We Tried to Adapt



# We Tried to Adapt



# We Have Adapted!



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# Today's Competition

**\$514 Billion** 2018 US Online

 **14.7%** Increase over '17

 **4.1%** Increase ALL retail

**15%** Share in '18

**25%** Spent online in '26



Facebook Marketplace

**Walmart.com**

**zulily** **ebay**

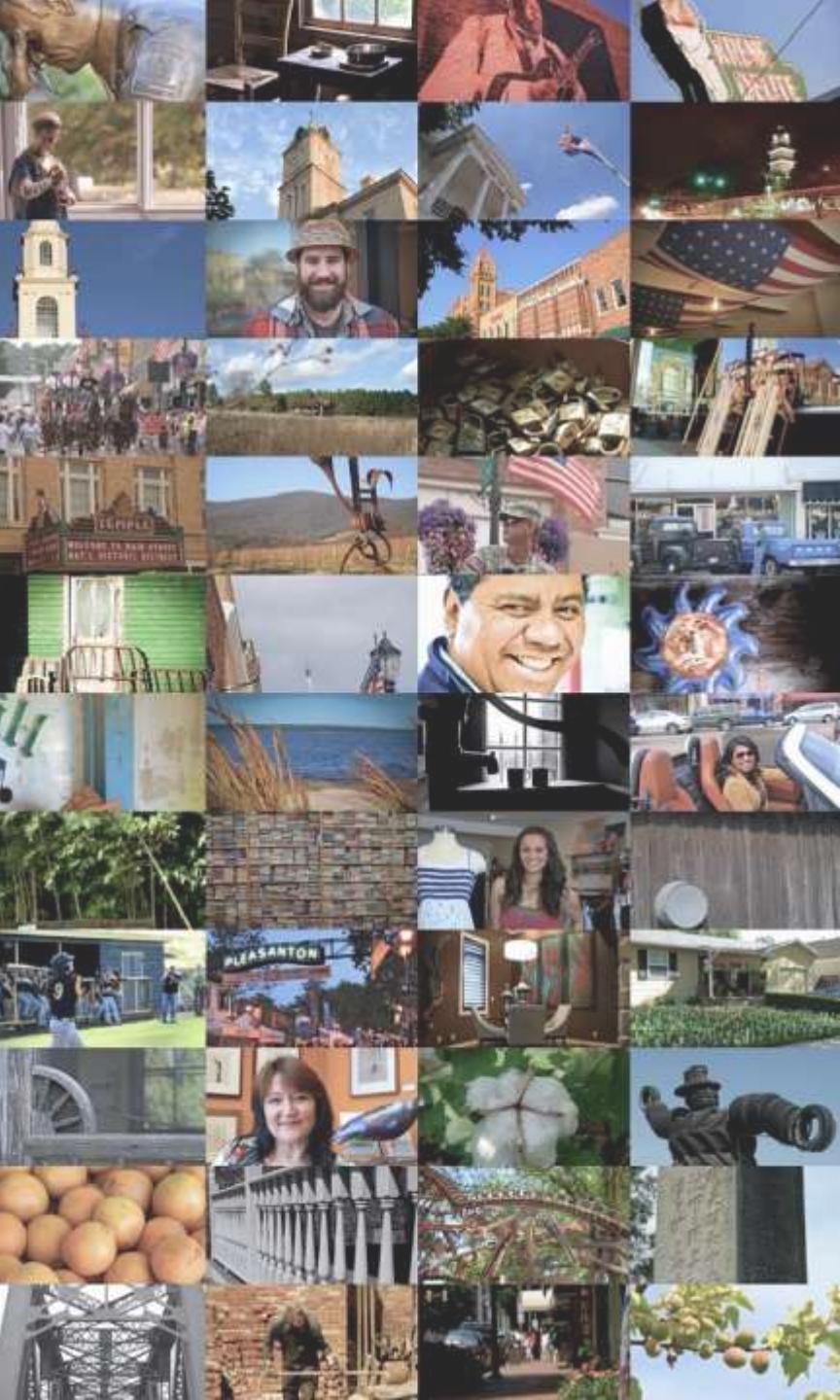


**COSTCO**  
WHOLESALE

# How Do We Continue to Adapt?



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# 1- Micro Retail



National Average  
Office

**\$29.94**

National Average  
Retail

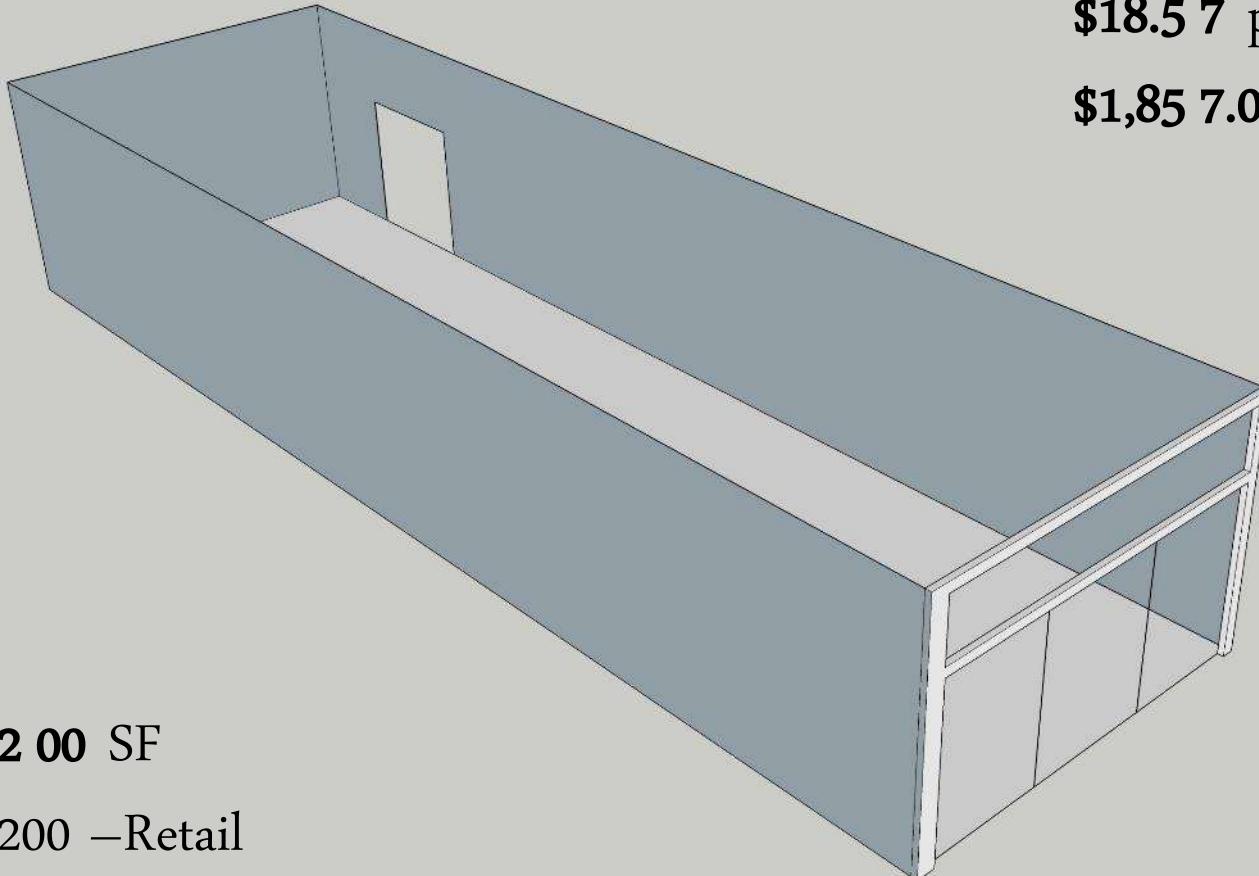
**\$18.57**

# 1- Micro Retail

**12 00 SF**

**\$18.5 7 per SF**

**\$1,85 7.00 /mo**

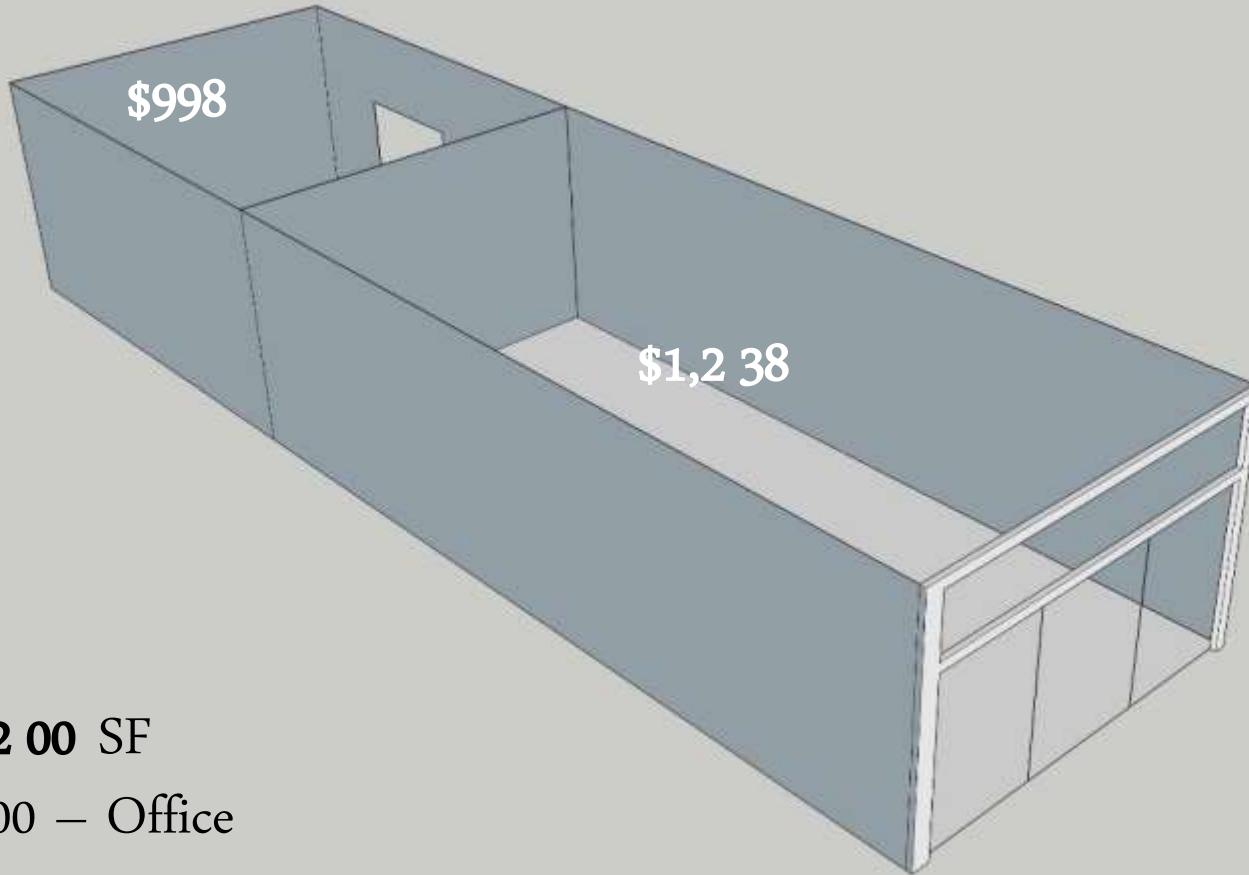


**12 00 SF**

1200 –Retail

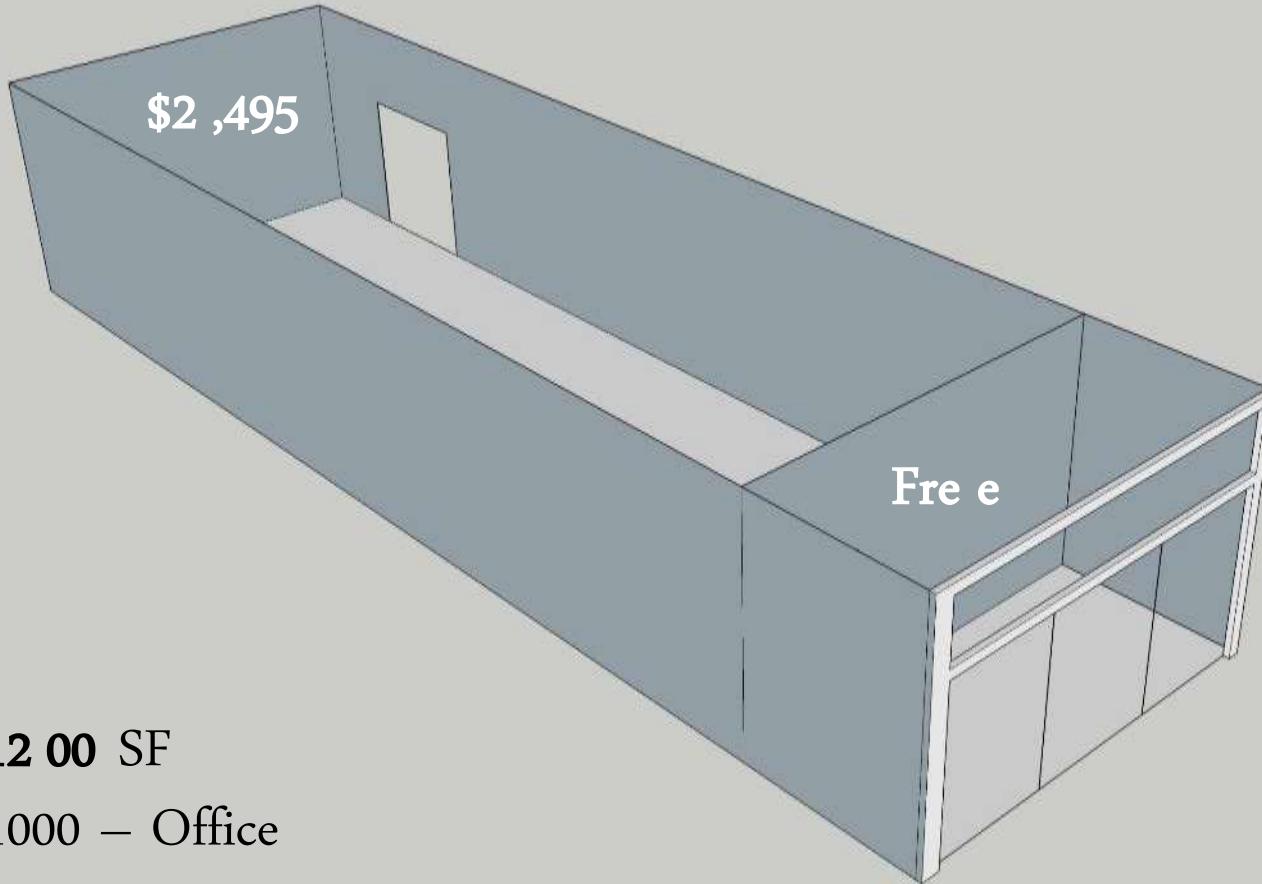
# 1- Micro Retail

**\$2 ,2 36 .00 /mo**



# 1- Micro Retail

**\$2 ,495 .00 /mo**



**12 00 SF**

1000 – Office

200 - Retail

# 1- Micro Retail



Community Design Solutions

Milford DE

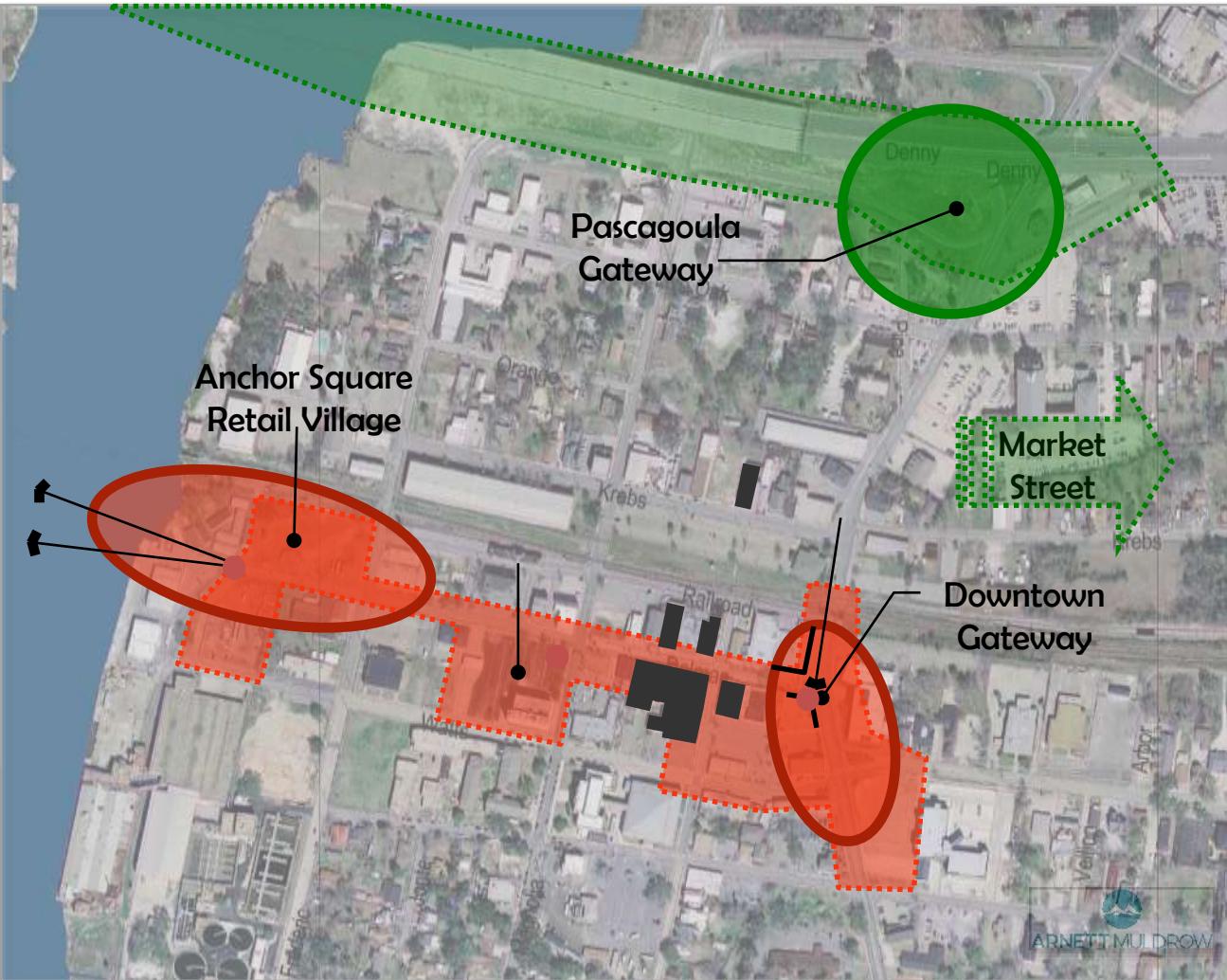
# 1- Micro Retail



Community Design Solutions

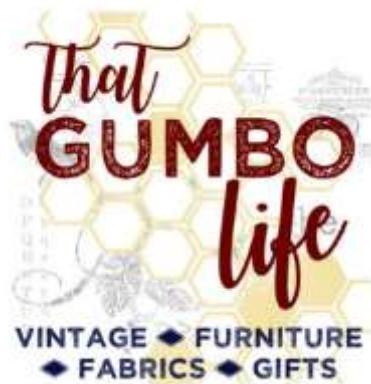
Milford DE

# 1- Micro Retail



Pascagoula, MS

# 1- Micro Retail



# 2- Asset-based businesses



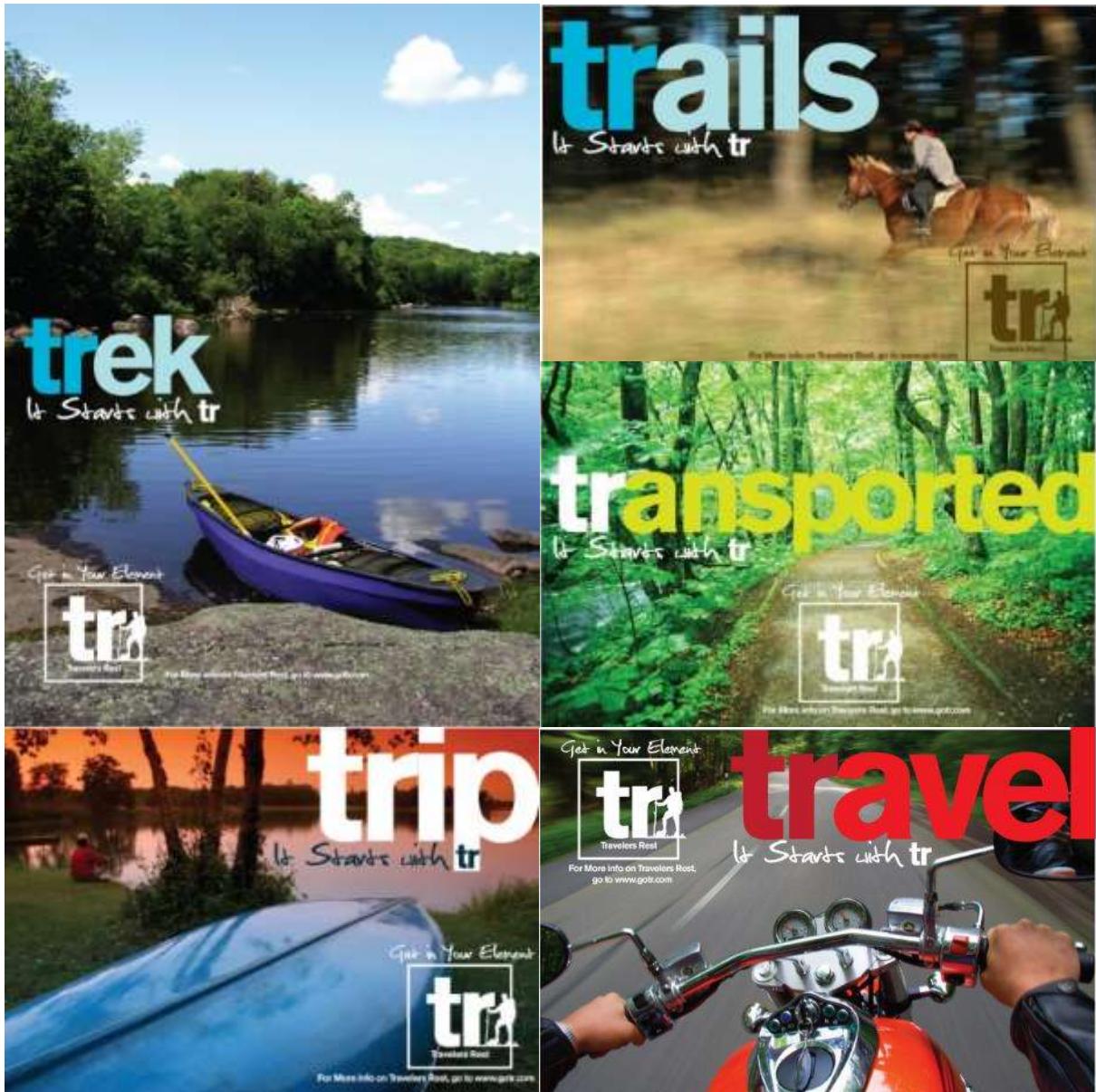
Travelers Rest, SC

## 2- Asset-based businesses



Get in Your Element

It Starts With



# 2- Asset-based businesses



Travelers Rest, SC

# 2- Asset-based businesses



Photo credits: Norton Instagram



Norton, VA

## 2- Asset-based businesses



Photo credits: St Paul Facebook

St Paul, VA



# 3 – Experience Economy



1940: Flour, sugar, eggs  
(raw material economy) \$0.50



1955: Cake from Mix  
(goods economy) \$2.00



1970: Bakery made cake  
(service economy) \$12.00



1990: Party at Chuck E. Cheese  
(experience economy) \$100.00

# 3 – Experiential Businesses



TOPGOLF



**FRANKIE'S**

BREAKOUT



*Chuck E.  
Cheese*™

**iFLY**  
INDOOR SKYDIVING

 **SKY ZONE**®

**Monkey Joe's**®

# 3 – Experiential Businesses

## Fr8yard

- Vacant “hole” in downtown
- 12,000 sf lot
- Outdoor Beer Garden/ Restaurant/ Venue
  - **Shipping Containers**
  - Open format
  - Music venue w/full slate of events
- Adjacent miniature golf area open to public
- Private financing from local hospitality group



# 3 – Experiential Businesses

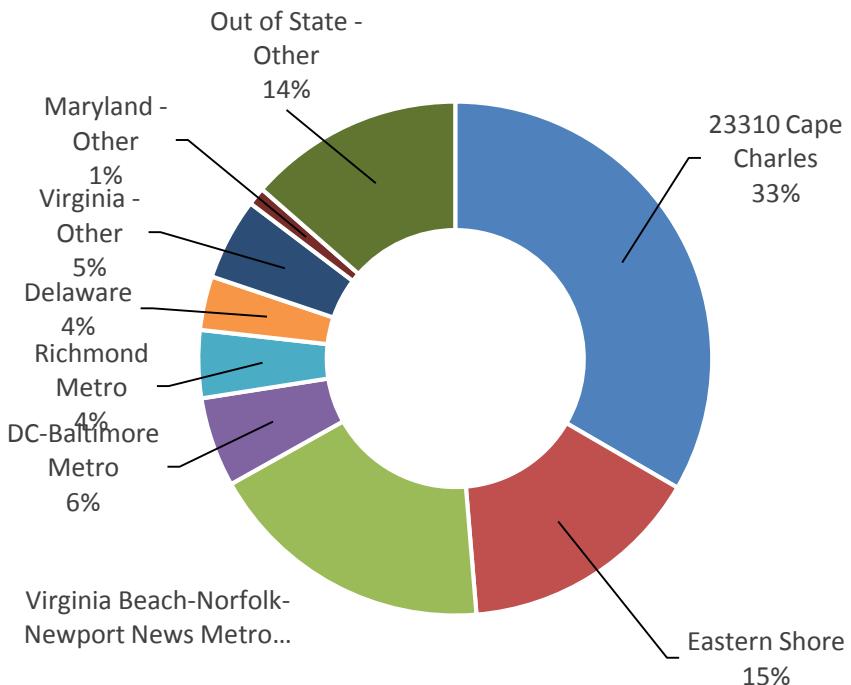
## Craft Axe

- Part of Hampton Station mixed-use mill redevelopment
  - 3,000 square feet
  - 10 lanes
  - Small bar
  - Family/group friendly
  - Competitive leagues
  - \$20/hour
- Adjacent to White Duck Taco and Birds Fly South Brewery, others

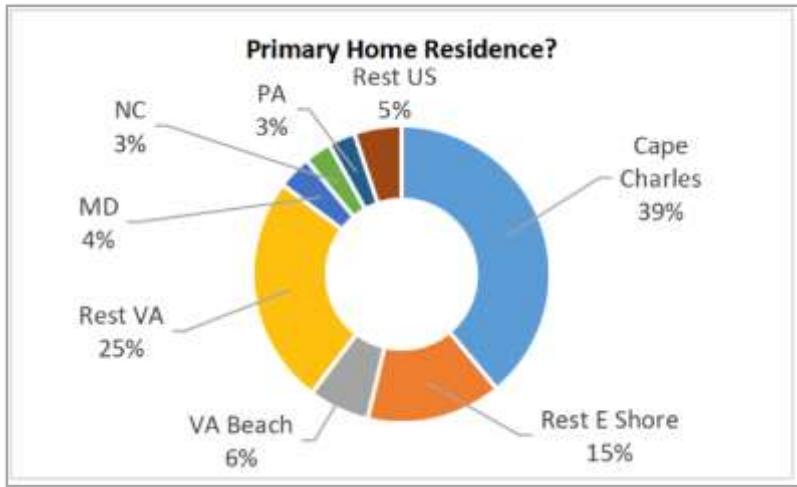


# 4 – Data Tracking

- Zip Code Surveys
- Survey Monkey
- Demographic Reports
- Poll Everywhere
- Shared Knowledge
- POS



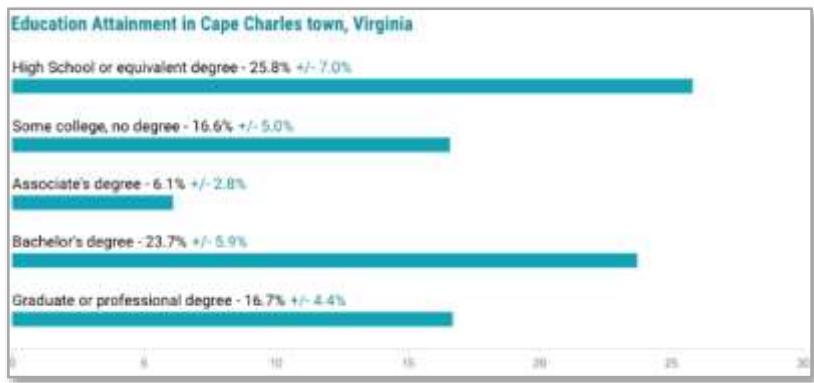
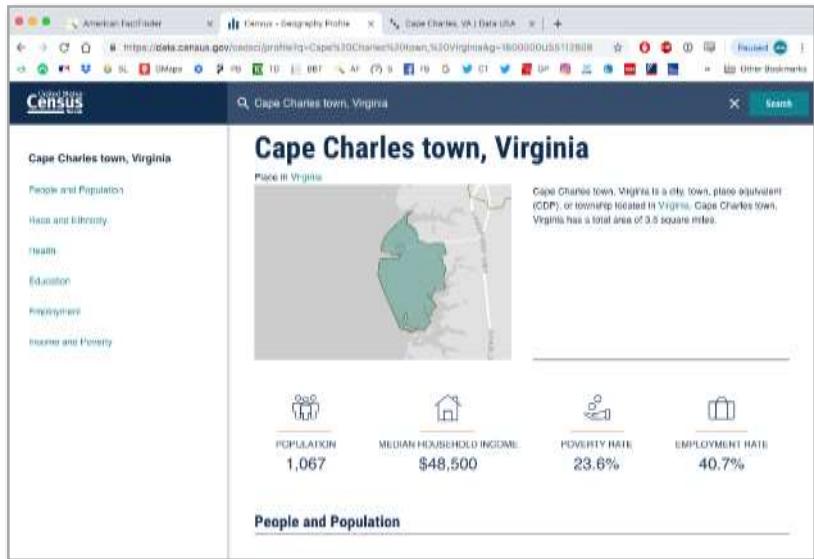
# 4 – Data Tracking



Item	Approximate spent PER VISIT to Cape Charles
Meals	\$209.41
Lodging	\$780.00
Gas	\$60.16
Retail	\$157.29
Entertainment	\$91.00



# 4 – Data Tracking



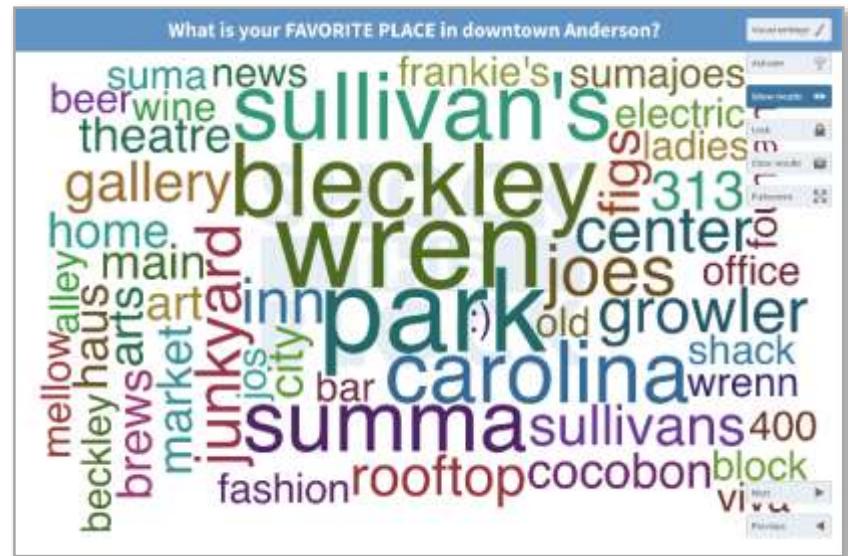
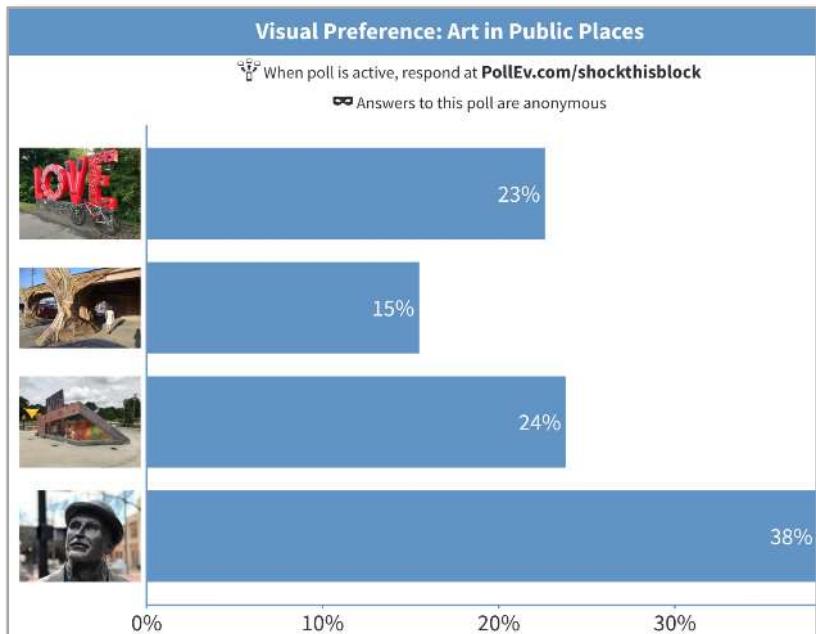
data.census.gov

datausa.io



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# 4 – Data Tracking



# 4 – Data Tracking

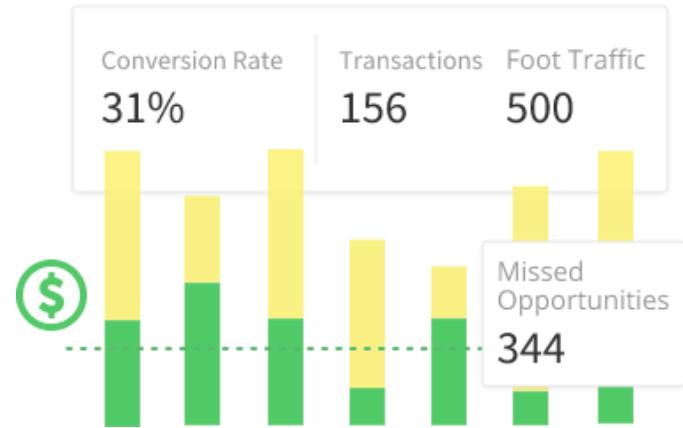


# 4 – Data Tracking



Square

lightspeed



# 5 – Market Positioning

## Elements of a Brand

- Color Palette
- Uniform Typefaces
- Graphic Composition
- Tag Line

- Market Position
- Consistent Message



# 5 – Market Positioning

## Brand Values

- **Landscape** – Peaks of Otter, farms, rolling hills
- **History** – Liberty, Military, Jeffeson, Day
- **Art/Creative presence** – Bower Ctr, galleries, etc.
- **Culinary market** – Farmers, food & brew, creative



## Focus

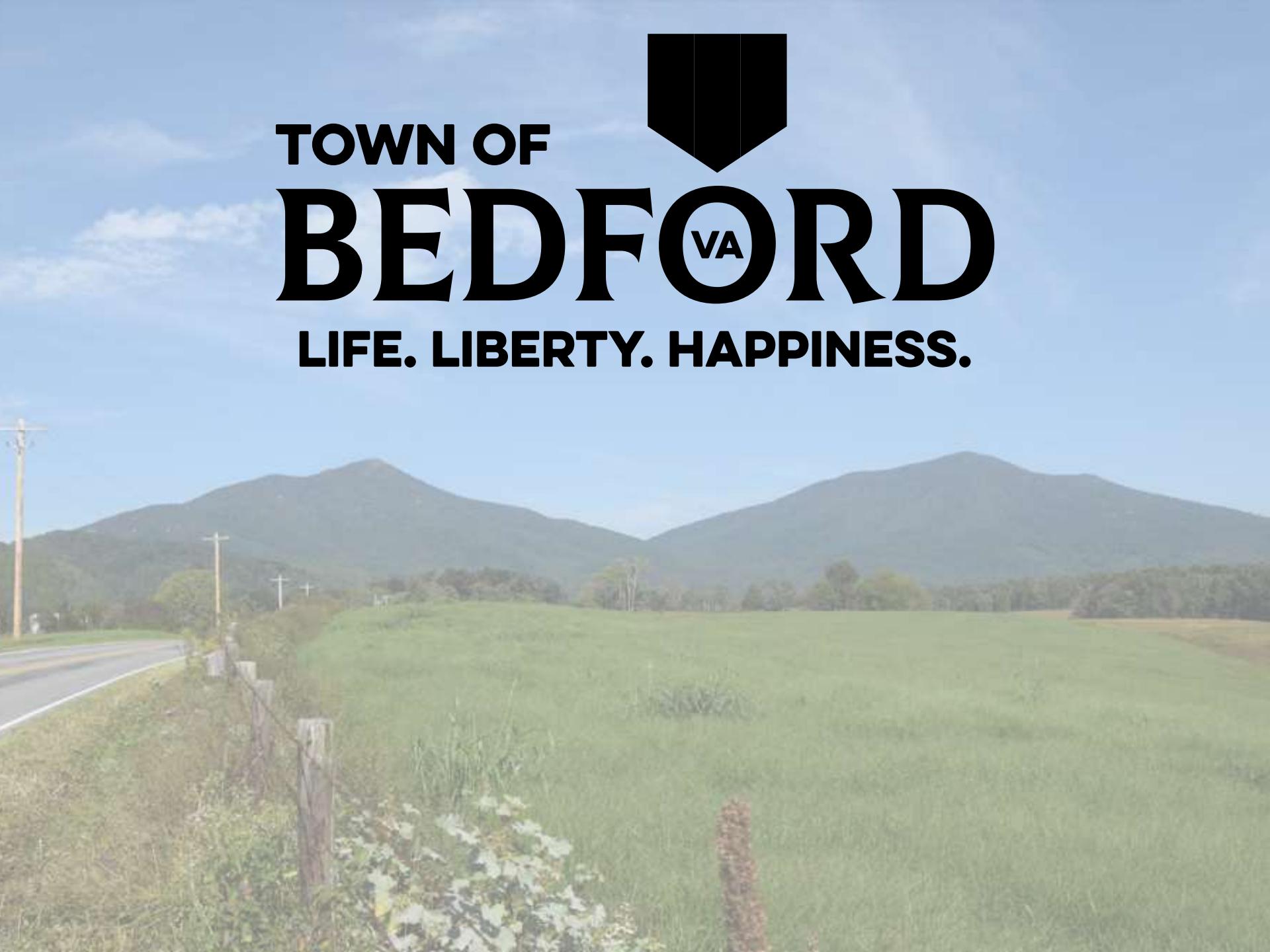
- Internal messaging
- Simple & bold
- Bedfordowns Patriotism



Bedford, VA

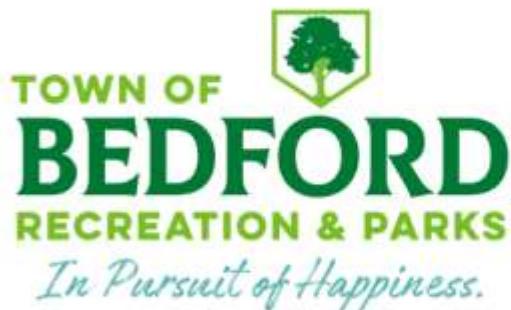


ARNETT MULDROW



**TOWN OF**  
**BEDFORD**  
**VA**  
**LIFE. LIBERTY. HAPPINESS.**

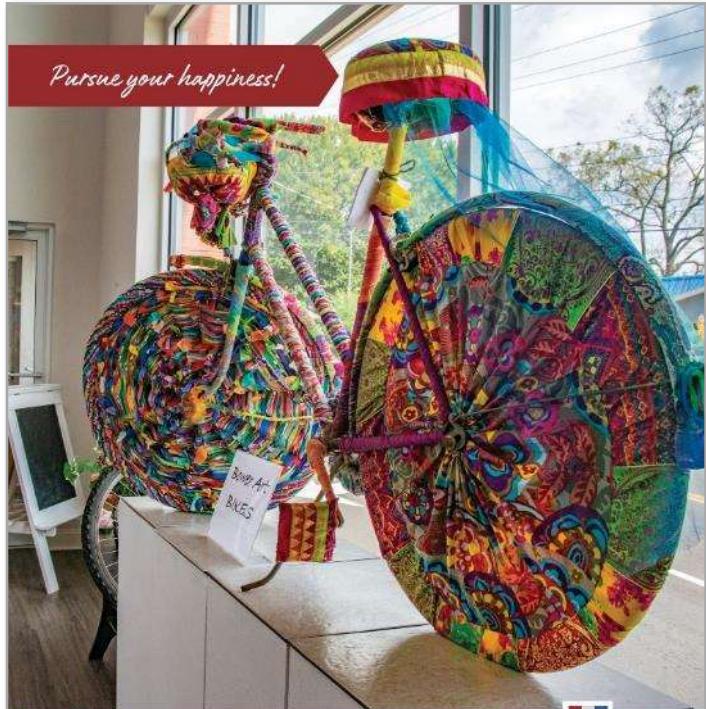




# LIBERTY.



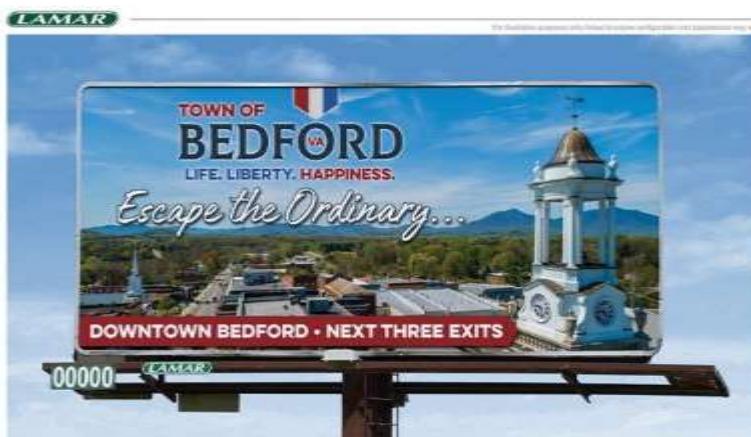
**BEDFORD**  
**VIRGINIA**



**TOWN OF  
BEDFORD**  
LIFE. LIBERTY. HAPPINESS.

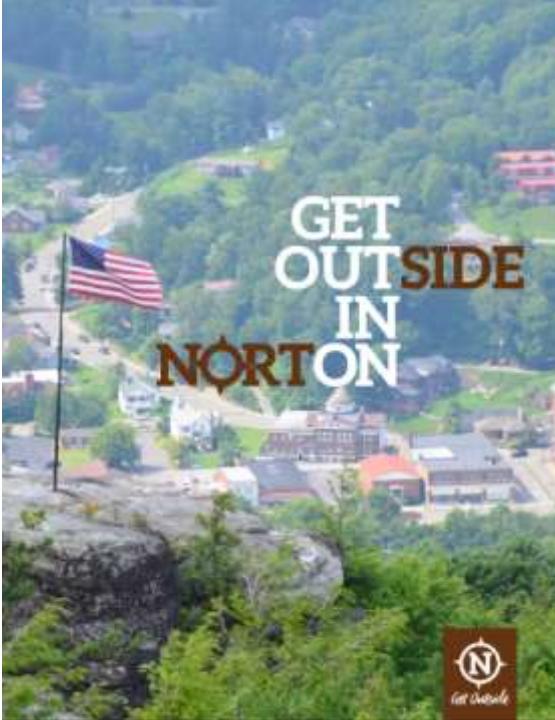
We are the gem of Bedford County, and the treasures we hold dear also provide an escape from nearby metros, or a respite for visitors wanting to experience an authentic and honest small town. Whether the Arts, History, Foodie Culture, or the Great Outdoors, Bedford residents enjoy a quality of life second to none.

In Bedford, our sense of community is characterized by pace of life, selflessness, creativity, and heart!





*Get Outside in*  
**NORTON**  
VIRGINIA



# 6 – Sustainable/Creative Business

## Hydroponics

- Urban Organics
- St Paul, MN
- 9,000 SF – Hamm's Brewery
  - Healthy sustainable foods year-round
  - Romaine, kale, arugula, tilapia, trout....
  - Revitalization of historic building (expansion 87k Schmidt Brewery)
  - Financing
    - \$300k in grants/loans from St Paul
    - \$700k startup funding



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# 6 – Sustainable/Creative Business

## smART Kinston Project

- 501 (c) 3 - Arts Village
- Anchor of Arts & Cultural District
  - Mill Village
  - Low cost rent for Artists
  - Open Studios
- Mother Earth Brewery
- Mother Earth Lodge
- Community Vision
  - Public Art
  - Culinary Arts
  - African American Music



  
**KINSTON**  
NORTH CAROLINA  
*Expand Your Palette*

  
smART Kinston  
Arts & Cultural  
DISTRICT

# 6 – Sustainable/Creative Business

## 910 Arts

- Denver, CO
- Multi-use Cultural “Warehouse”
  - 24,600 sf
  - 17 studios
  - 8 live/work
  - Event gallery
  - Classes
  - Retail
- Former light industrial
- Affordable lofts (80% MHI)



# 7 – The Right Tech for You



# 7 – The Right Tech for You

Own e rship



Real People. Real Reviews.®



tripadvisor

A screenshot of a Google search result for 'beale's brewery'. It shows a map of Bedford, VA with Beale's brewery marked. Below the map is a photo of the brewery's interior. The search results include the brewery's name, a 4.4 rating from 170 reviews, and a list of addresses, websites, and phone numbers. The map also shows nearby landmarks like Blue Daze Farm, Town Kitchen &amp; Provisions, and Azul.

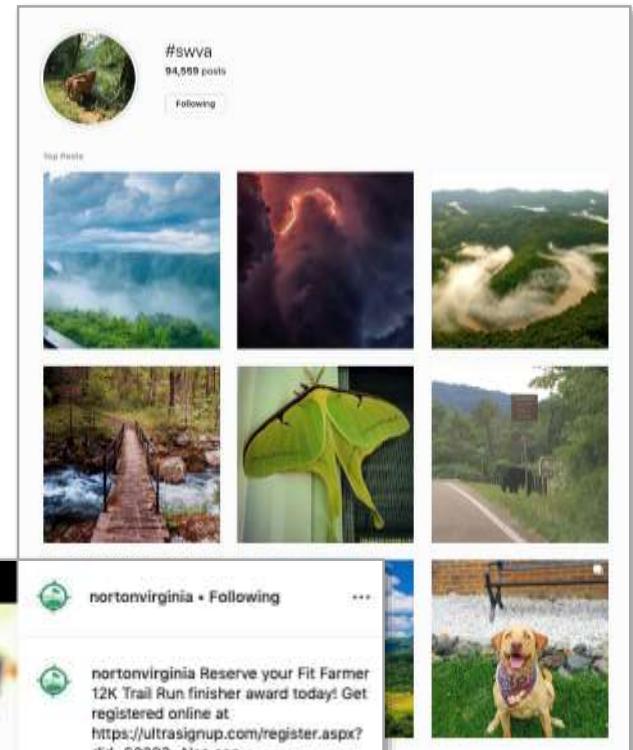
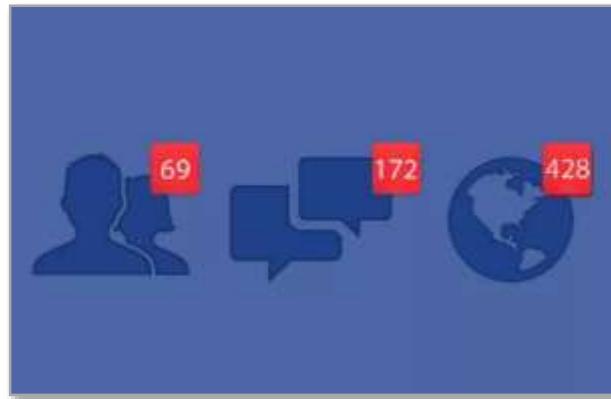
A screenshot of the Beale's brewery page on Yelp. It shows a map of the area, a photo of a smiling man, and a photo of the brewery's interior. The page includes the brewery's name, address, phone number, and a 'Write a Review' button. There are also reviews from users and a 'Full menu' section.



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# 7 – The Right Tech for You

Engage me n t



# 7 – The Right Tech for You

Marketplace Tools



# Etsy



Facebook Marketplace

A screenshot of the Etsy website. At the top, there is a navigation bar with links for Jewelry &amp; Accessories, Clothing &amp; Shoes, Home &amp; Living, Wedding &amp; Party, Toys &amp; Entertainment, Art &amp; Collectibles, Craft Supplies, Vintage, and Gifts. The search bar contains the text 'Search for items or shops'. Below the navigation bar, there is a banner featuring a product image of a bottle. The main content area shows a shop profile for 'scene3designs'. The shop's logo is a black square with the text 'scene3 designs' in white. The shop's name is 'scene3designs', and it is described as 'Quality goods hand-made from reclaimed skateboards.' It is located in Lynchburg, Virginia, has 1434 sales, and has been on Etsy since 2013. The shop has a 5-star rating with 250 reviews. A 'SHOP OWNER' section shows a profile picture of a person and the name 'Jeff Gray'. Below the shop profile, there is a 'Featured items' section displaying several products made from recycled skateboards, including a card holder, a laptop stand, a pendant light, and a coat hanger. Each item has a small image, a description, and a price.



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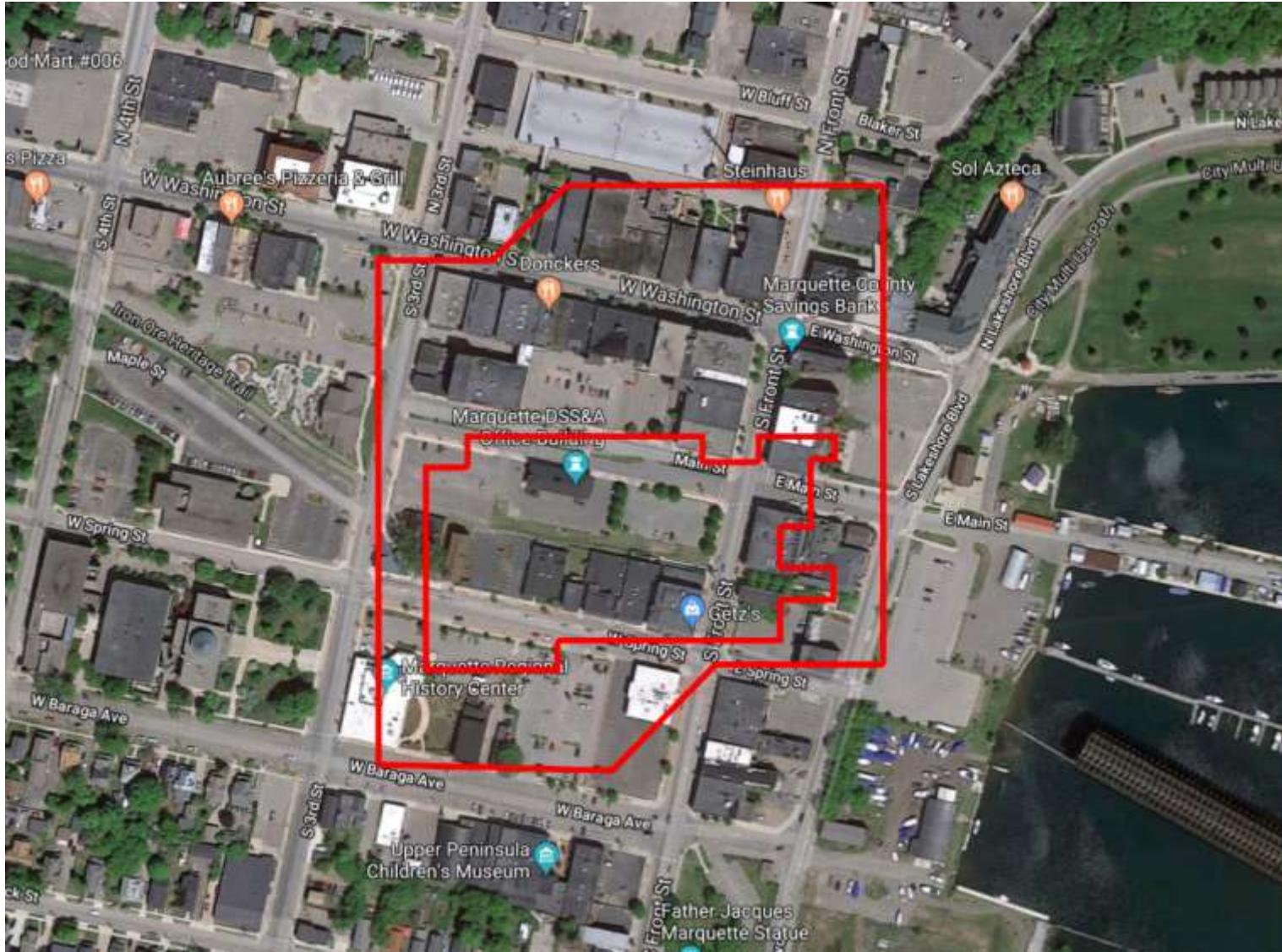
# 8 – Parking



# 8 – Parking



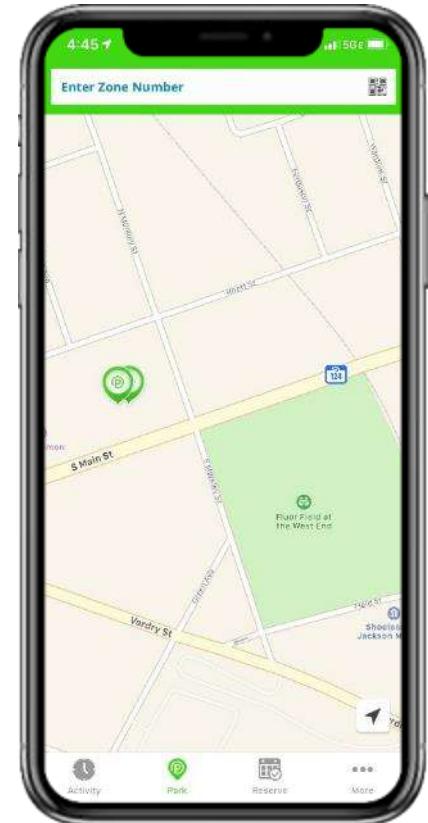
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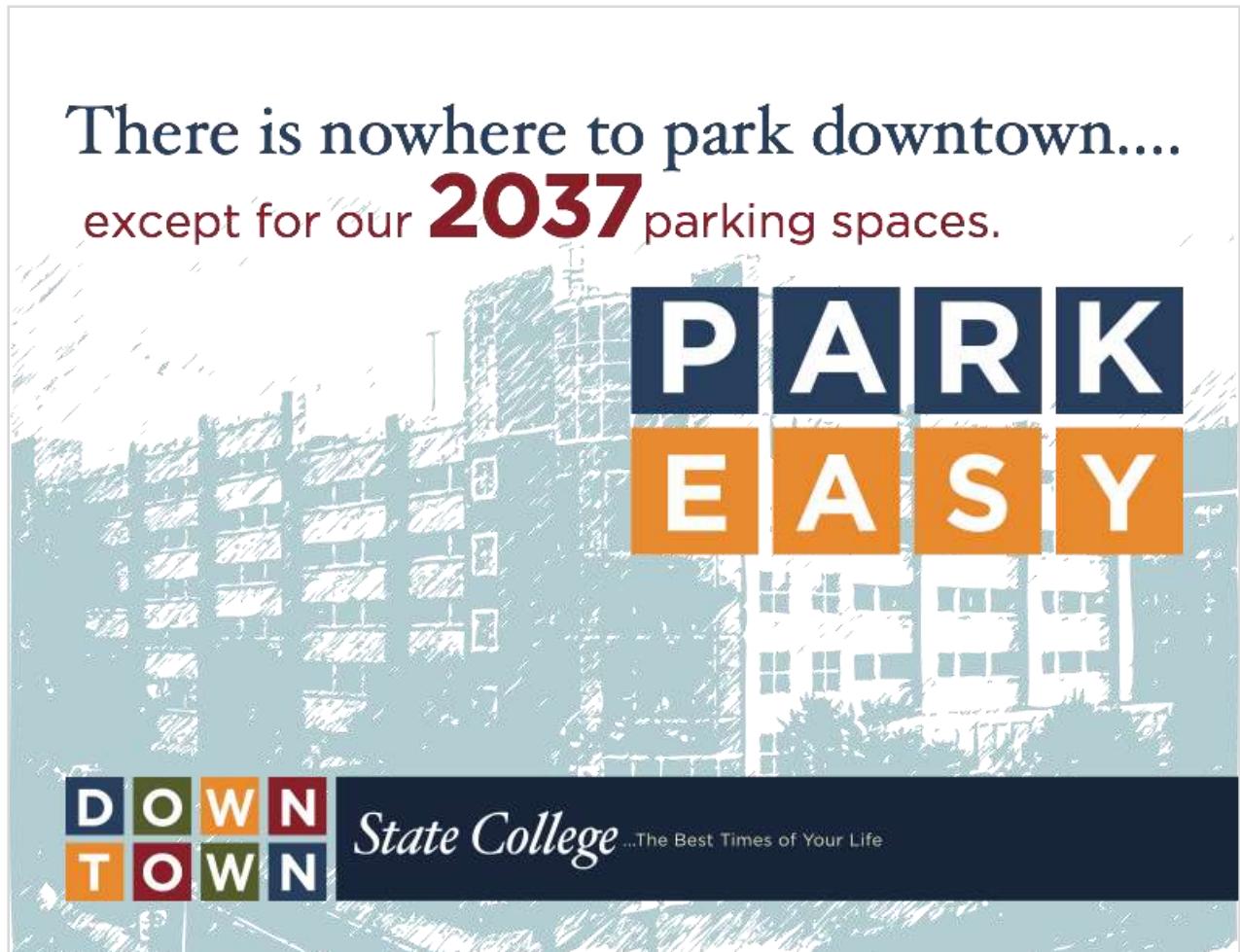
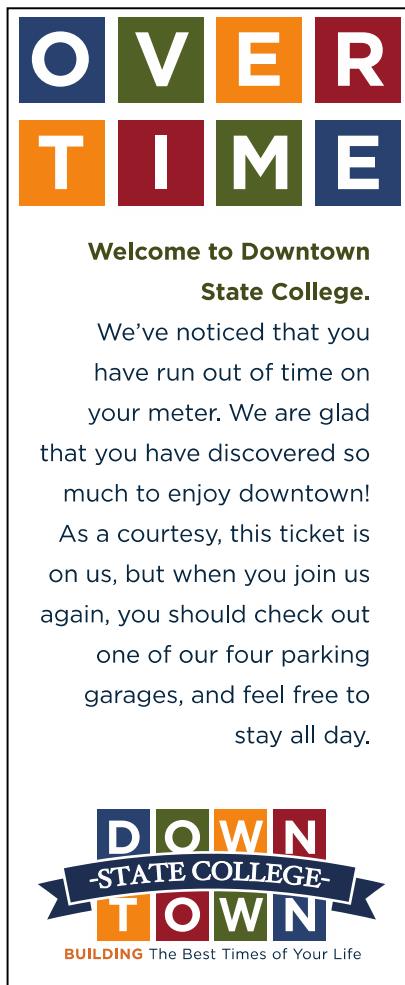
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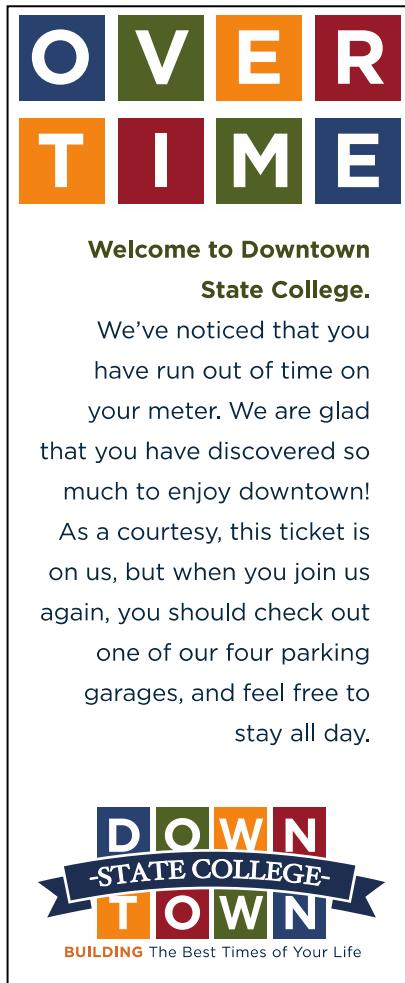
**Parkmobile**



# 8 – Parking

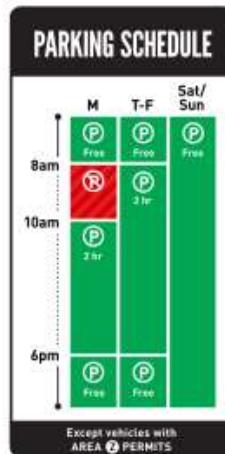
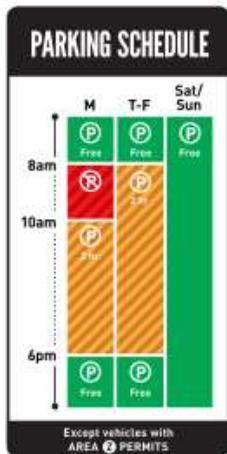
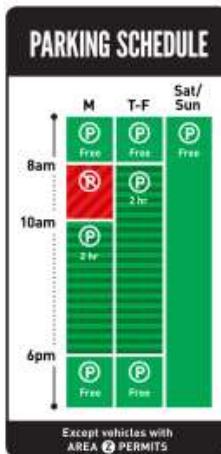


# 8 – Parking



- 30 % revenue increase in lots with multi-space pay stations
- \$ 30 k/year revenue increase by eliminating piggybacking
- Saved \$ 2,500 /year without need to distribute 1,400 hangtags
- Pay station collection cycles were cut in half with the implementation of pay-by-phone from Parkmobile

# 8 – Parking



**P MAIN STREET DECK**

Note your space number and pay at pay station

First Hour = \$0.25  
Add'l 15 Mins = \$0.25  
Full Day = \$5.00

TRAILERS PROHIBITED

Monthly Parking Information:  
434-455-4045 or [lynchburgva.gov/parking-management](http://lynchburgva.gov/parking-management)

**FREE NIGHTS & WEEKENDS**  
(6PM-6AM) EVENT RATES MAY APPLY



# 8 – Parking



# 9 – Vibrancy Amenities

Populate the public realm with amenities that promote downtown stickability

- Chairs
- Benches
- Flags /Banners
- Flowers
- Umbrellas
- Bistro Tables
- Plantings
- Interactive Art
- Interactive Games
- Open Storefronts, etc.



"Experience & environment trump architecture every time" –  
Randy Wilson

# 9 – Vibrancy Amenities



# 9 – Vibrancy Amenities



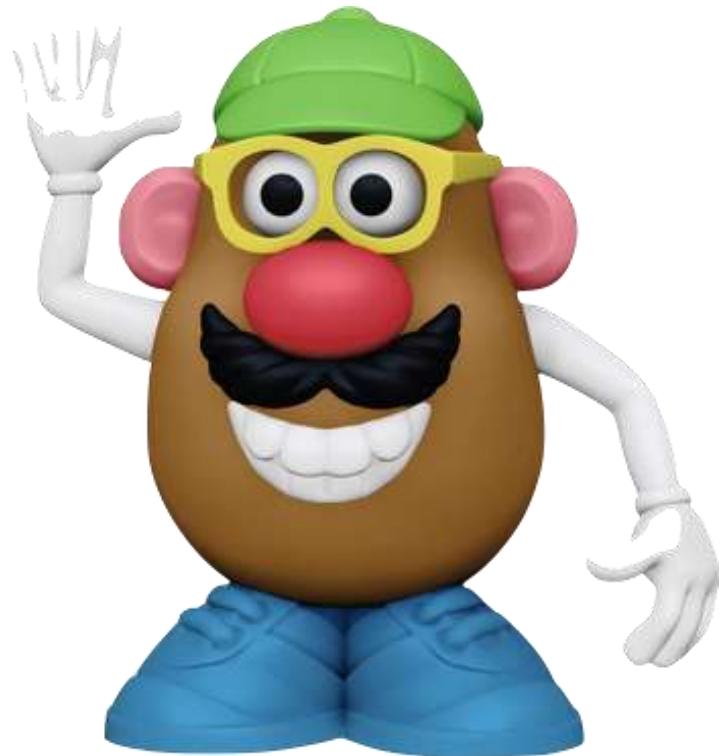
# 9 – Vibrancy Amenities



# 9 – Vibrancy Amenities

Component grants (opposed to “façade”)

- Signs
- Paint
- Awnings
- Rears of Buildings
- Slip Cover Removal
- Store fronts
- Windows
- Doors
- Light
- Etc.



# 9 – Vibrancy Amenities



Randy Wilson. Community Design Solutions

# 9 – Vibrancy Amenities



2-dimensional sign rendering



3-dimensional rendering with measurements



Proposed Sign Description

Business: AOK Antiques  
Dimensions: 1' 8" x W 12" x H 3.4'  
Colors: Yellow, white, light blue, dark blue, red, silver, shimmerly blue (for stars)

Materials

What will the sign be made with? If unknown, describe the material, quality you'd like the sign to have.  
Aluminum, acrylic (for lettering)

Process Statement

Why should your sign be chosen?  
This sign plays homage to the existing sign above the door. There's a great vintage, yellow rocket "scoring" over the current sign -- the new sign would be a 3D version of that rocket.  
The new sign captures everything that AOK Antiques is: Retro, nostalgic, and super FUN!

CoSIGN  
Custom Signs  
Branding



# 10 – Harness the Positive Energy

1. Micro Retail
2. Asset-Based Businesses
3. Experience Economy
4. Data Tracking
5. Market Positioning
6. Sustainable Businesses
7. The Right Tech for You
8. Parking
9. Vibrancy Amenities
10. Harness the Positive Energy





Virginia Main Street's Downtown Intersections

Aaron Arnett

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ARNETT MULDROW