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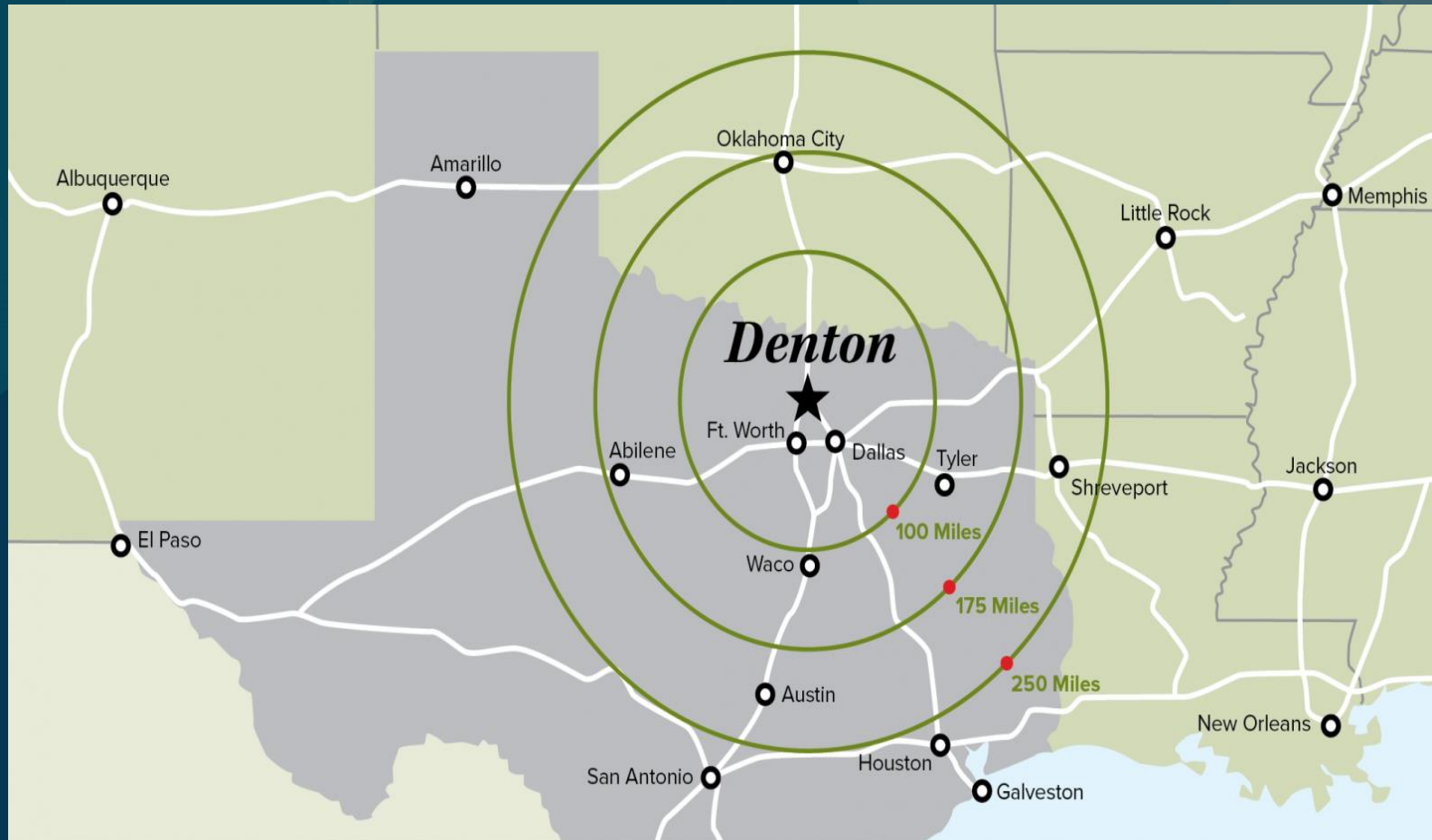


February 18, 2021

# The New Downtown



# Denton, Texas

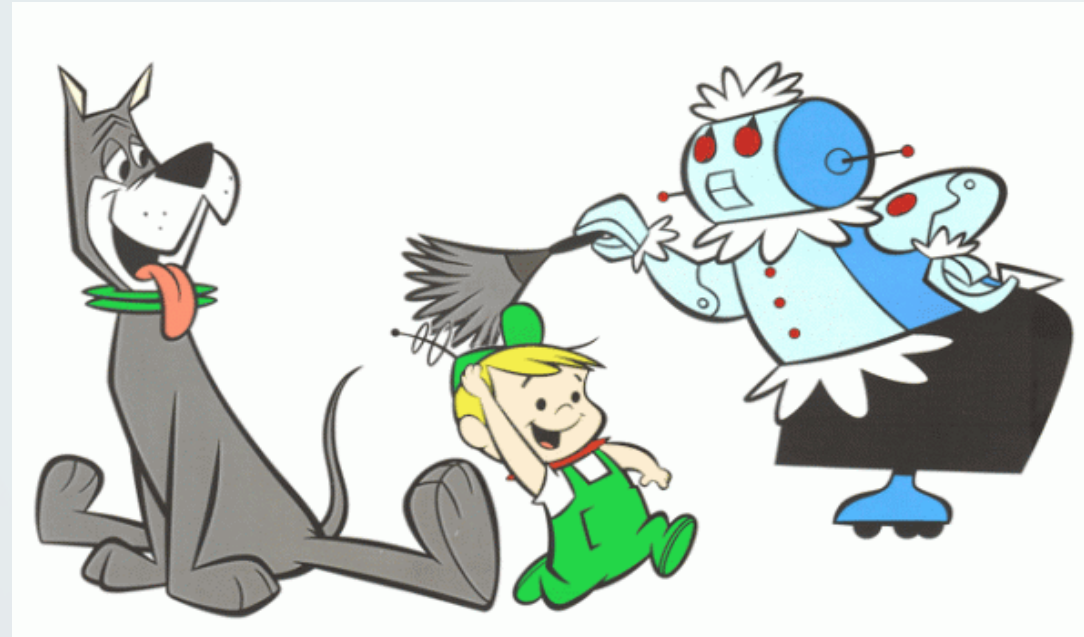




# The future of downtown



- Where is the future we were promised?







# Key Changes



- Downtowns were enjoying successes not seen since the 1950-1960s



- Small businesses were thriving; downtowns had become community gathering places, once again



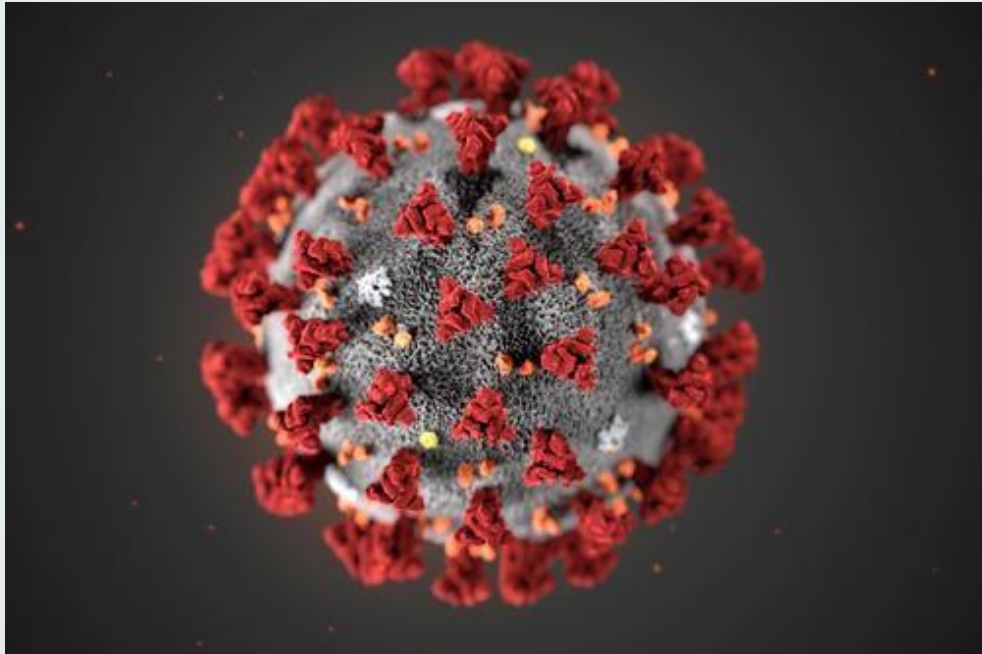


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# Key Changes



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# Key Changes

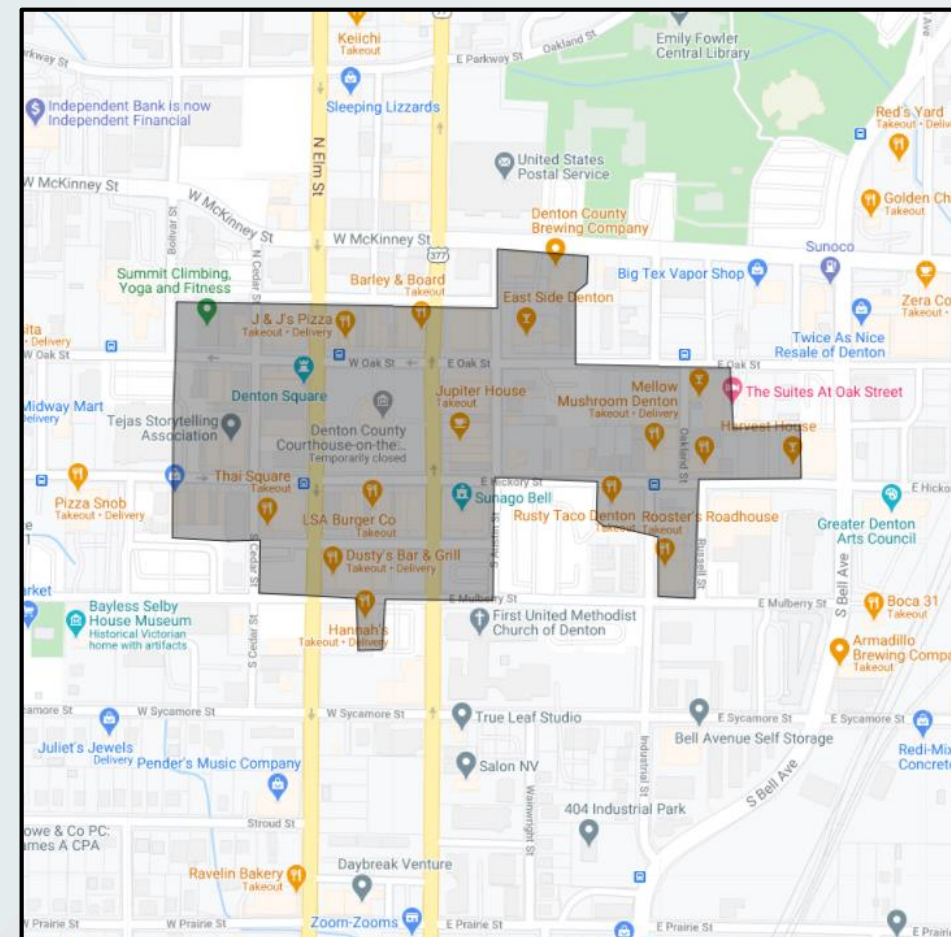
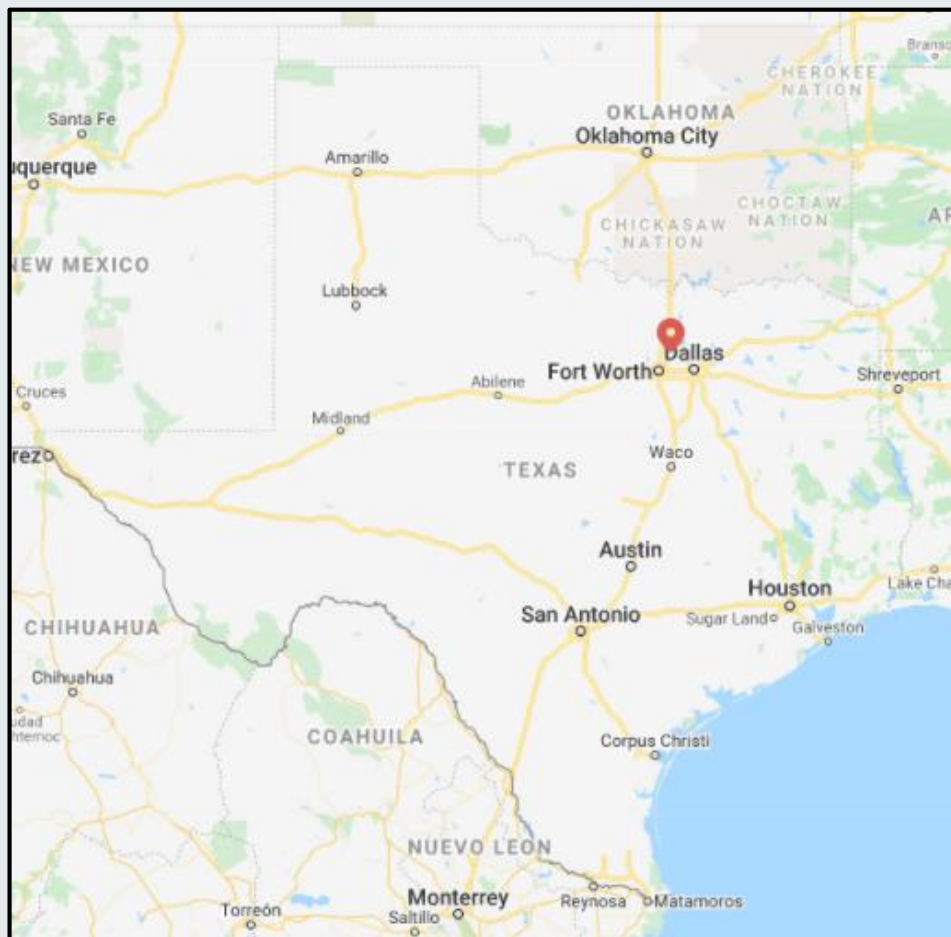


- Foot traffic is down
- Vacancies and business closures are up
- Events are cancelled
- Tourism is at a historic low
- Sales and property tax revenue is down



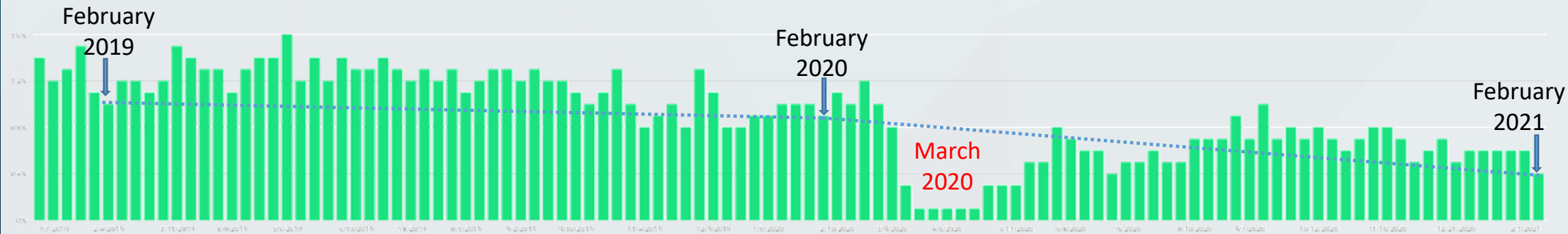
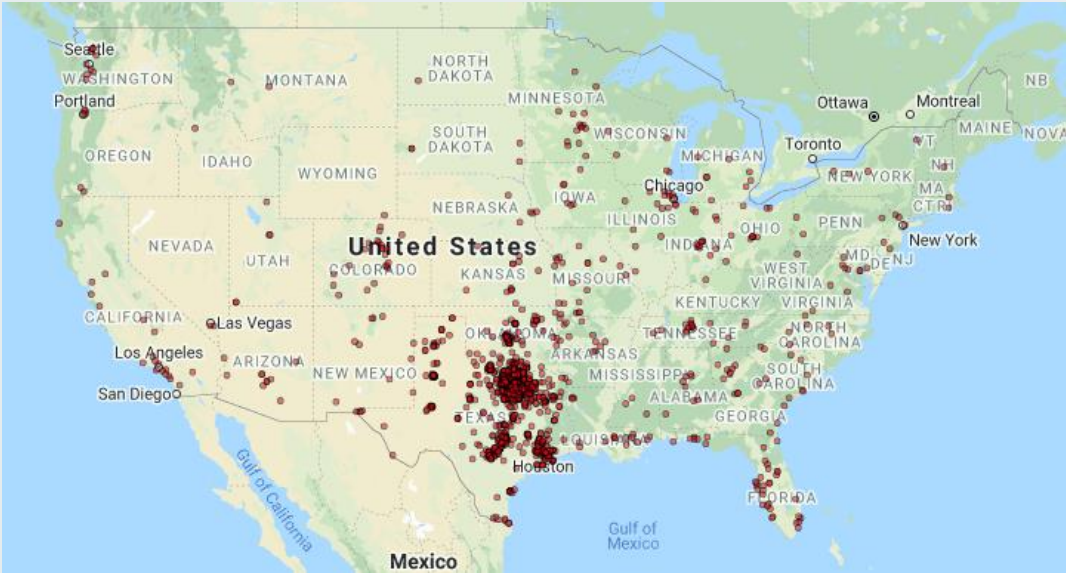
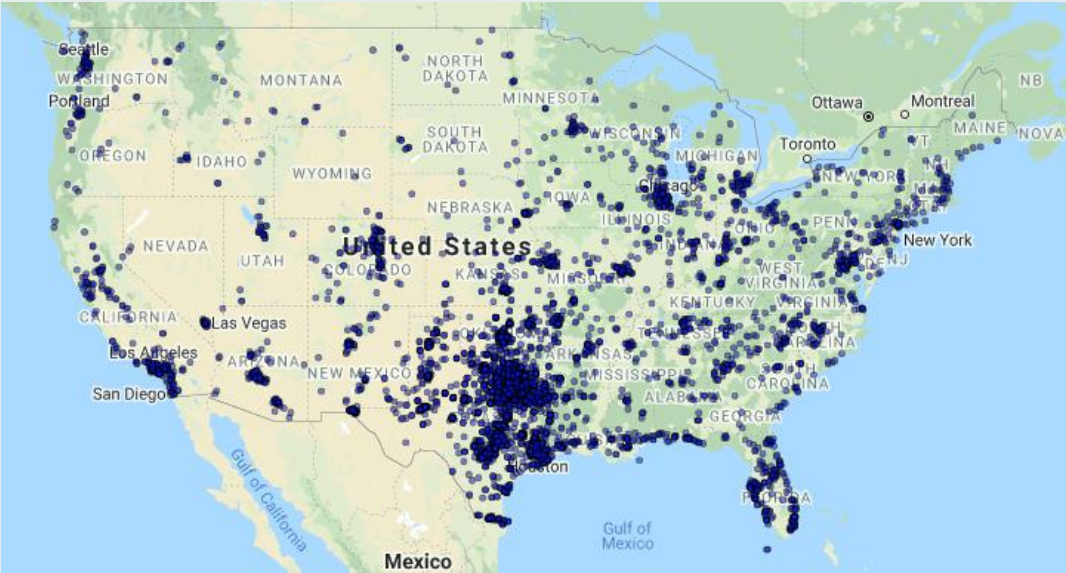


# Key Changes: Downtown in Data





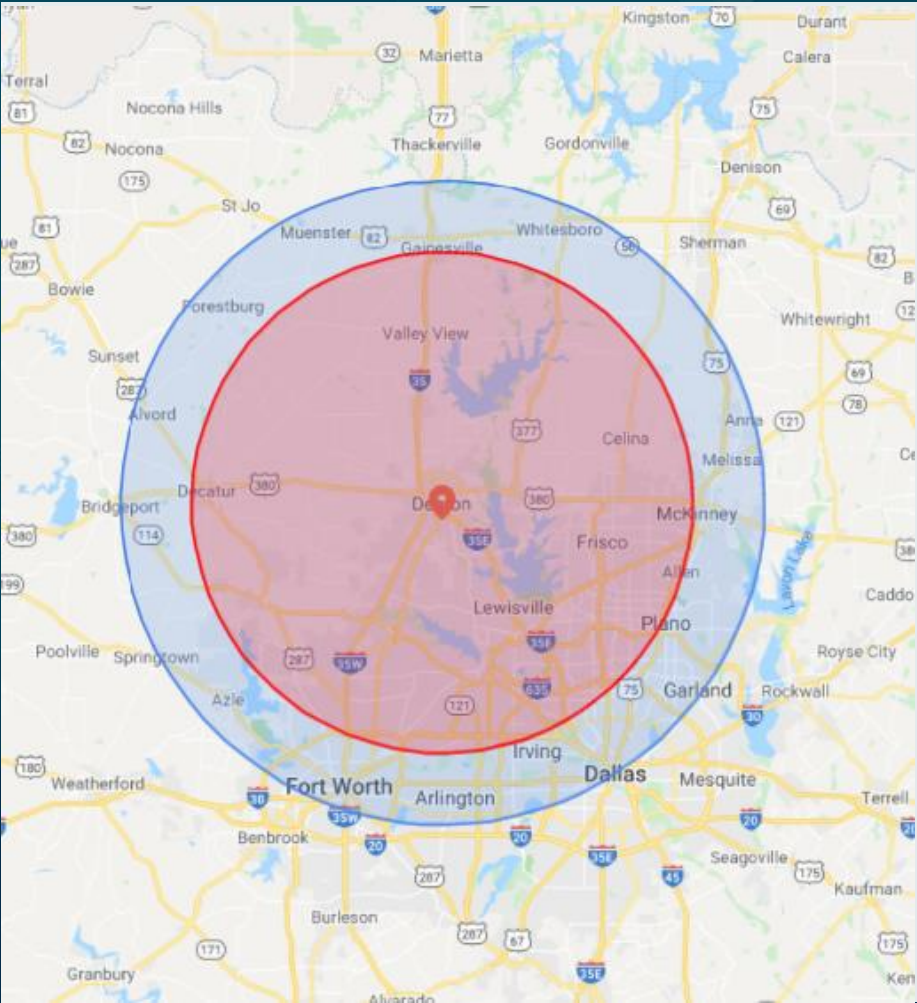
# Key Changes: Consumer Reach and Volume











# Key Changes: Market Pull & Consumer Types



	PRE	POST
 <b>G25</b> Urban Edge <a href="#">↗</a>	1.07% of visitors <b>17.65X</b> VERY HIGH	0.57% of visitors <b>6.29X</b> AVERAGE
 <b>A01</b> American Royalty <a href="#">↗</a>	2.01% of visitors <b>13.01X</b> VERY HIGH	1.5% of visitors <b>6.66X</b> VERY HIGH
 <b>C13</b> Philanthropic Sophisticates <a href="#">↗</a>	2.36% of visitors <b>1.83X</b> VERY HIGH	1.95% of visitors <b>1.39X</b> VERY HIGH
 <b>A03</b> Kids and Cabernet <a href="#">↗</a>	1.58% of visitors <b>1.76X</b> VERY HIGH	1.58% of visitors <b>1.77X</b> VERY HIGH









# Key Changes: Market Pull & Consumer Types



## G25: Urban Edge

Lively, up-and-coming singles living big city lifestyles located within top MSA markets

### Who We Are

		Index Value	G25%
	Children: Presence of a child	15	6.4%
	Estimated household income: \$50,000-\$74,999	96	18.2%
	Head of household age: 25-30	388	44.9%
	Home ownership: Renter	251	58%
	Household size: 1 person	190	39.9%
	Type of property: Multi-family: 101+ units	523	24.7%



# Key Changes







# Lessons learned



- Many small businesses had no on-line presence
- Ordinances were out of date
- Market corrections



# Lessons learned





# Responding to the changes



- Converting sidewalks/parking spaces into dining and sales opportunities







# Looking Forward



- Curb side pick up parking
- Taking advantage of “down” time
- Update economic incentives
- Consider other revenue sources
- Retention and expansion





# Looking Forward



- Make long term plans
- Merchant assistance
- Update ordinances
- Encourage entrepreneurs





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# Request a Complimentary BUXTON MOBILYTICS Report for Your Downtown



[buxtonco.com/mobilytics/request](https://buxtonco.com/mobilytics/request)





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