



## Fostering Resiliency: Helping Your Retail and Hospitality Sector Rebound After COVID

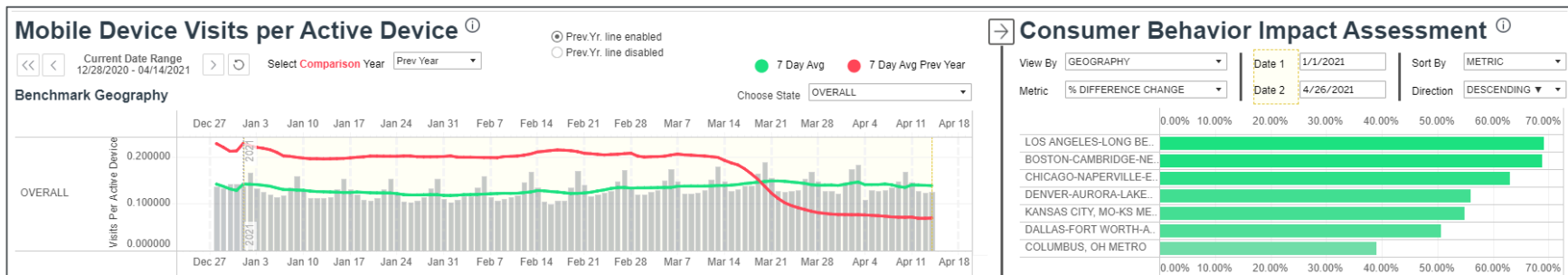
# Today's Speakers

- Lisa LaMere
  - Professional in Residence, Buxton
- Brian Merrion
  - Director of Public Sector Sales, Buxton
- Craig Hulse
  - CEcD Director of Economic Development, North Richland Hills, Texas

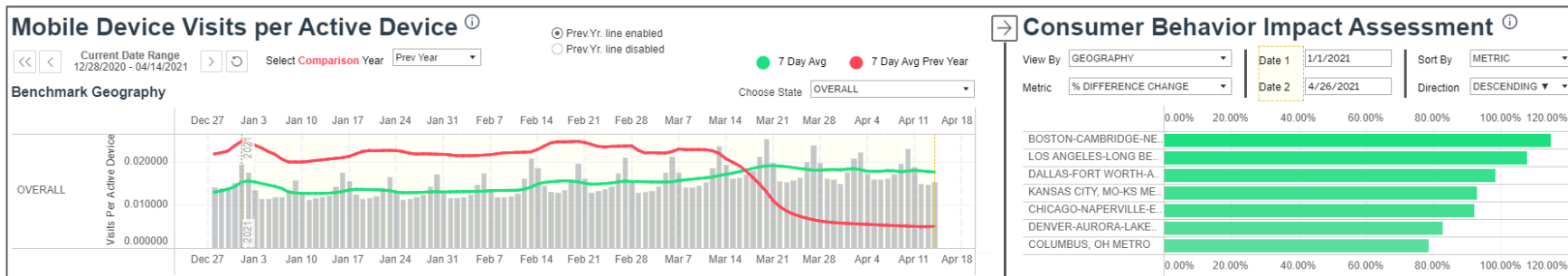
# State of the Industry: Retail and Hospitality

# Retail and Hospitality Industries: 2020 vs. 2021

## Restaurant Visitor Traffic YoY percent Increase (January – April)



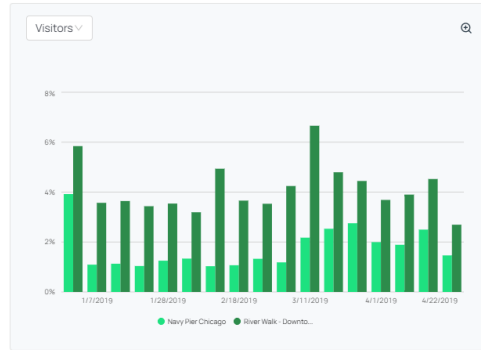
## Hotel Visitor Traffic YoY Percent Increase (January – April)



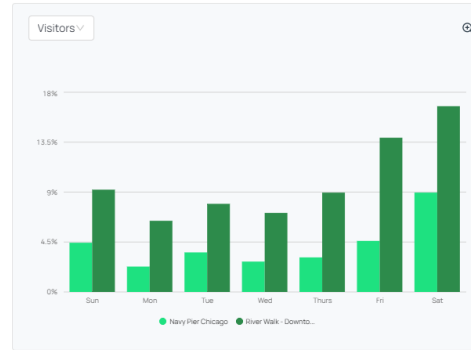
# Retail and Hospitality Industries: 2020 vs. 2021

## Retail and Hospitality Attractions – Chicago's Navy Pier vs. San Antonio's River Walk

Visitor Volume Trend by Week

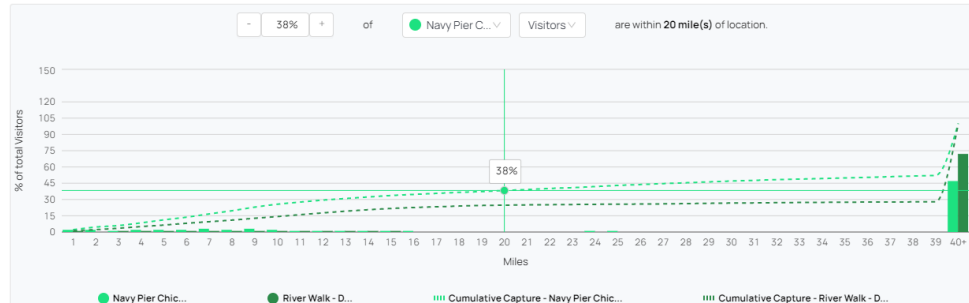


Visitor Volume By Day of Week



Visitor characteristics and volumes are constantly changing by location and time of year

Understanding these factors, as well as real-time changes in your community, is critical to your economic development strategy and resilient recovery



Sort Psychographic Profiles by Polygon	Sort by	% of Visitors	Sort by	Visitor Propensity
<b>A06: Jet Set Urbanites</b> Upscale singles and couples living high-rise fashionable lives; city-style <a href="#">View Details</a>	Primary	11.2% of visitors	VERY HIGH	1.99X
<b>G25: Urban Edge</b> Lively up-and-coming singles living big city lifestyles located within top MSA markets <a href="#">View Details</a>	Secondary	7.6% of visitors	AVERAGE	0.83X
<b>H26: Progressive Assortment</b> Mature couples with comfortable and active lives in established suburbs <a href="#">View Details</a>	All	4.49% of visitors	VERY HIGH	1.26X
				1.19% of visitors
				1.94% of visitors
				1.57% of visitors
				1.27X

# Practical Tips for Supporting Local Businesses

## Practical Tips: Helping Local Businesses

- Maintain relationships with businesses impacted by the pandemic, including sit down restaurants, entertainment, leisure, hospitality, non-essential businesses, etc.
- Utilize data-driven strategies rooted in consumer and business trends
  - Use data to guide strategic operational decisions
  - Understand where they've been, where they're at, and where they're going

## Practical Tips: Removing Obstacles

- Identify and mitigate negative obstacles hindering the resurgence effort, such as regulatory, economic, and access concerns, including parking and bus-routing issues
- If not already, consider developing Business Assistance Programs
  - Include non-financial programs
  - Facilitate regional, state, and national programs
  - Provide business planning and technical assistance



# Practical Tips: American Rescue Plan Act Funding

- Utilize the American Rescue Plan Act funding
  - Align city council or board members with Economic Development allocations
  - Align ED needs to assist local businesses to make sure ED has a seat at the table
    - Provide grants and forgivable loans to small businesses
  - EDA to receive another \$3B
  - SBA to receive:
    - 28.6 billion for the Restaurant Revitalization Fund
    - \$15 billion for Emergency Injury Disaster Loans
    - An additional \$7.25 billion for the Paycheck Protection Program
    - \$1.25 billion in funding for the Shuttered Venue Operators Grant

## Practical Tips: Developing Partnerships

- Develop collaborative public/private partnerships
  - Develop strong relationships with local financial and educational institutions, as well as nonprofit organizations
  - Partner with Small Business Development Centers, Chambers of Commerce, and Downtown Associations to offer free business training
- Work with tenants and landlords
  - Leverage and align efforts with commercial brokerages
  - Evaluate zoning ordinances
  - Encourage cooperation and renegotiation of operational expenses, lease and lender terms



# Laying the Foundation for Growth



## Near-Term Strategies

- Provide customer/visitor analyses to your retail, restaurants, and hospitality industries because stakeholders need to understand their past and present circumstances in order to guide future decisions
- Encourage consumers to support local business by instituting Shop Local campaigns, online marketplaces, and/or loyalty programs
- Evaluate and market opportunity sites by creating off-the-shelf site profiles and proposals

## Near-Term Strategies (Cont.)

- Offer resources, support, and incentives for entrepreneurs (e.g., Spartanburg, SC)
- Reactivate the marketplace
  - Start a digital detox and/or shop local campaigns
  - Encourage increased outdoor-centric activity
  - Focus efforts toward pandemic-impacted industries
  - Engage service sector workforce and workforce agencies

**DINE NRH FACEBOOK GROUP**  
Promote Your Restaurant Today!

Restaurant Owners and Managers,  
Many restaurants in NRH have asked about posting promotions or events on the city's social media accounts. While the city is not able to promote specific businesses, we have created a new forum specifically dedicated to restaurants located in North Richland Hills! The new Dine NRH Facebook Group is designed for dining establishments and eateries to post about special offers, events and promotions. While you provide the content, we'll focus on growing a group of followers who are interested in all things related to dining in North Richland Hills!

**facebook.com/groups/dinenrh**

We invite you to regularly post to this group to inform residents about your latest happenings. Please keep in mind the following guidelines when creating your posts:

- Limit promotional posts to no more than one per week.
- Offers should be strong and appealing.
- Be sure to include specific details including expiration dates, restrictions, location address, etc.
- Use creative visuals with a compelling call to action.
- Posts should be submitted by noon on Fridays to ensure they are activated before the weekend. Posts will not be activated on weekdays after 5pm or weekends.

Please reach out to the Economic Development department at [info@nrhed.com](mailto:info@nrhed.com) or 817-427-6090 should you have any questions.

**NRH**  
NORTH RICHLAND HILLS  
ECONOMIC DEVELOPMENT

**CONTACT** NORTH RICHLAND HILLS ECONOMIC DEVELOPMENT | [WWW.NRHED.COM](http://WWW.NRHED.COM) | 817.427.6090  
FOLLOW NORTH RICHLAND HILLS ECONOMIC DEVELOPMENT ON LINKEDIN

**USE APPEALING VISUALS**

**INCLUDE SPECIFIC DETAILS**



## ORDINANCE NO. 3690

AN ORDINANCE OF THE CITY OF NORTH RICHLAND HILLS, TEXAS, TEMPORARILY EXTENDING THE GRAND OPENING SIGNAGE PERMIT PERIOD AND ALLOWING AN ADDITIONAL GRAND OPENING SIGNAGE PERMIT ESTABLISHED IN CHAPTER 106 OF THE CITY OF NORTH RICHLAND HILLS CODE OF ORDINANCES; PROVIDING THAT THIS ORDINANCE SHALL BE CUMULATIVE OF ALL ORDINANCES AND REPEAL OF CONFLICTING PROVISIONS; AND PROVIDING AN EFFECTIVE DATE.

- WHEREAS,** the City of North Richland Hills, Texas is a home rule city acting under its charter adopted by the electorate pursuant to Article XI, Section 5 of the Texas Constitution and Chapter 9 of the Local Government Code; and
- WHEREAS,** on March 19, 2020, the Governor of the State of Texas issued Executive Order GA-08 mandating social distancing restrictions in Texas due to the novel coronavirus (COVID-19); and
- WHEREAS,** on March 2, 2021, the Governor of the State of Texas issued Executive Order GA-34 removing COVID-19-related operating limits for businesses in the State of Texas effective March 10, 2021, including the City of North Richland Hills; and
- WHEREAS,** the North Richland Hills City Council has determined that measures should be taken to mitigate the impacts of COVID-19 to the North Richland Hills business community; and
- WHEREAS,** the North Richland Hills City Council now desires to temporarily extend the grand opening signage provision as set forth in Chapter 106 of the North Richland Hills Code of Ordinances following the effective date of Executive Order GA-34 on March 10, 2021;

## Near-Term Strategies (Cont.)

- Consider zoning and ordinance changes, such as making temporary outdoor dining a permanent fixture or relaxing special event signage
- Develop attraction and diversification tactics using growth strategies to minimize risk

## Near-Term Strategies (Cont.)

- Begin a façade and signage improvement program
  - Establish matching grant program and shore up funding for existing programs
  - Modify program to support sales channel expansion and diversification
- Determine feasibility of automobile-free streets for retail
  - Shopping *streets*, not centers
  - Spartanburg, SC: closed, walkable, and outdoors for the near future with free shuttles
    - What are the advantages and disadvantages?

## Long-Term Strategies

- Utilize EDA and SBA funding and become experts to promote and facilitate government programs going forward
- Create local developer program for communities with available vacant land, but lacking developers
- Recruit professional services and tenants for mixed-use to create a stronger base for retail and restaurants



## Long-Term Strategies (Cont.)

- Revitalize functionally obsolete shopping malls and retail centers
  - Fill vacancies for value-added services and products
  - Remove economic and legislative barriers, insert economic and legislative stimulants
- Activate strategic properties with a capital improvement program
  - Deliver or upgrade public utilities
  - Encourage or direct franchise utilities

## Long-Term Strategies (Cont.)

- Take steps to increase resiliency for future disruptions
  - Promote, train, and reward disaster recovery planning
  - Diversify retail mix with essential businesses
  - Promote and encourage pandemic-proof sales channels for non-essential businesses

## Audience Q&A

- Brian Merrion
  - Director of Public Sector Sales, Buxton
  - [bmerrion@buxtonco.com](mailto:bmerrion@buxtonco.com)
- Lisa LaMere
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  - [llamere@buxtonco.com](mailto:llamere@buxtonco.com)
- Craig Hulse
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  - [chulse@nrhtx.com](mailto:chulse@nrhtx.com)