



# Creating An Atmosphere for Retail Attraction



# Mission

To be a successful, dynamic, economically viable and attractive historic downtown for Corning's residents, workers and visitors.

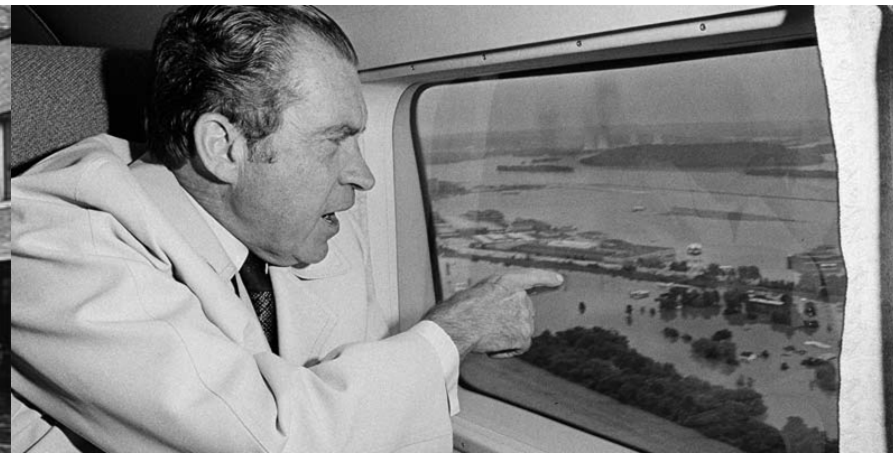


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Corning's Gaffer District  
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# Our History

- In 1974, the Market Street Restoration Agency (MSRA) was established to guide the revitalization of downtown Corning following the flood of 1972
- This was one of the first downtown revitalization projects in the US and has become the gold standard for revitalizing an historic downtown
- Fortune 500 company, Corning Incorporated joined the efforts which blossomed into a collaboration of agencies working to advance the economic development, quality of life and historic preservation of Corning's downtown
- In 1985 Corning's Gaffer District was formed and combined MSRA into its fold, which includes marketing, events, safety, economic development, and business recruitment and retention to Corning's downtown management approach





# Today

- Business Improvement District in upstate New York which is home to 250+ businesses
- 501c3 non-profit organization
- Downtown Corning's retail, service, and dining center - includes historic architecture, nightlife, shopping, yearly schedule of events, and a vibrant cultural and arts scene
- Accolades: One of 10 Great Streets (*American Planning Assoc., Oct. 2013*), Top Shopping Destination in New York State (*I Love New York, 2014*), America's Best 20 Small Towns for Christmas (*Country Living, 2015*), top culinary destination on the new Bon Appétit Appalachia trail and more
- Steps away from the Corning Museum of Glass, the Rockwell Museum of Art, and headquarters to Corning Incorporated



# Building on Strengths

- Economic Vitality - 92% storefront occupancy rate, over 120 upper-story apartments, \$2.5 million in building restoration projects in the past two years
- Attractive physical environment – pedestrian friendly streets, public art, visual merchandising program for storefront windows, adaptive reuse of older and historic buildings



# Research And Recommendations

## Remaining Successful and Relevant

- Communities love downtown – this is where memories are made, where the tone of the community is displayed, and where future generations will gather, (Hamdi, 2009)
- Downtown Buzzwords - Connectivity, sense of place, sustainability, placemaking, collaboration, business incubators, culture, tactical urbanism, makerspaces, etc. (Ferrerri, 2015).





# Recruiting New Businesses

- Recruiting new business is more than filling vacancies
  - Be intentional-focusing on the vibrancy and attractability of the downtown is essential
  - While identifying prospects consider the blend of experiences you offer throughout the year and what helps sustain them
- Cite current businesses who engage in cross-marketing & promotions



# Data is Vital in Recruitment

## Understanding your retail trade area

- Identifying Strengths and Opportunities
- Understanding the value of regional consumers vs. tourists
- Maintaining an experience driven business mix = increased level of sustainability

