

Creating Your Identity


Presented by:

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Why an Identity?

- Provide an immediate focus to commercial district revitalization efforts
 - Lead to a more efficient and effective use of scarce organizational resources
 - Stimulate neighborhood businesses to engage in organized, concerted activities
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Identity

- Based on specialization
 - Focus on a part of a market
 - Are best when you can be unique, with little or no competition
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Types of Specialties



Consumer-based Retail Specialties

- Ethnic Groups
 - Age
 - Youth
 - Retiree
 - Neighborhood Serving
 - Tourists
 - College Crowd
 - Artists and Crafters
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Niches based on Goods & Services

- Home Furnishings and Antiques
 - Children's
 - Specialty Foods and Restaurants
 - Arts and Entertainment
 - Value Retailing
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Major National & Regional Trends

- The aging of the baby boomers
 - The baby boomlet
 - Affluent households
 - Growth in minority/ethnic populations
 - Fewer shopping trips
 - Local vs chain stores
 - Mixed-use development
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Types of Specialties

- **Potential** – in which a market opportunity exists, but a significant number of neighborhood businesses have not yet emerged
 - **Existing Unorganized** – in which a significant number of neighborhood businesses have emerged, but don't act together
 - **Existing Organized** – in which a significant number of neighborhood businesses have emerged and have joined together on advertising, promotional and business recruitment efforts
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Identifying Existing Specialties



Key Building Blocks

- Look at niches in comparable commercial districts
 - Take into account existing demographics
 - Take long walks and look at pictures
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Seaside Demographics

Seaside Ethnicity, 2000

	<u>Number</u>	<u>Percentage</u>
White	11,526	36%
Hispanic or Latino	10,929	34%
Black or African American	3,836	12%
Asian	3,134	10%
Two or more races	1,588	5%
Native Hawaiian and Other Pacific Islander	387	1%
American Indian and Alaska Native	190	1%
Other race	106	0%
Total	31,696	100%

Source: US Census 2000; BAE, 2007.


Household Type **74%**

Under 18 **33%**





Analysis of Existing Conditions

- Commercial space inventory
 - Sales data
 - Market research studies
 - Shopper surveys
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Assessing an Identity

- The market strength of a niche
 - The availability of suitable space
 - The importance of who lives in the district and nearby
 - Local political support
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