

**Mamaroneck Chamber of Commerce
Village of Mamaroneck**



A Proactive Approach to Marketing Downtown

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Goals for Downtown Marketing

To develop and implement strategies that:

- ➔ Attract and retain business
- ➔ Understand Shopper and Merchant needs
- ➔ Identify and target appropriate retail mix
- ➔ Promote the Downtown and increase traffic

Proactively Marketing Downtown

- Determine Primary Trade Area (PTA)
 - 70 – 80% of most frequent shoppers
 - destination retail (i.e. restaurants) may have a different and larger trade area than the rest of Downtown)
- Shopper surveys are useful in:
 - determining extent of PTA
 - understanding merchandising needs of shoppers
 - Shopper satisfaction with Downtown, including retail mix, primary purpose of shopping trip and reasons for shopping elsewhere
 - Evaluating competition

Proactively Marketing Downtown

- Develop demographic profile of PTA
 - Useful to compare shopper profiles to PTA demographics for target marketing purposes
- Create accurate database of existing businesses and vacancies (number, type of store and sq. ft. of store if possible)
- Conduct a market capture rate for the Downtown's trade area. This will determine:
 - where leakage is occurring and
 - the potential of retaining more sales by improving merchandise and retail store mix

Proactively Marketing Downtown

- Develop Retail Gap Analysis to identify opportunity gap between demand and supply
 - Generated Gap Reports for both retail stores and merchandise lines in the Downtown
- Profile of trade area's 2010 consumer spending patterns (spending potential) for individual products indexed against the national benchmark.
 - Most expenditure estimates index above the national average (primarily due to income).

Proactively Marketing Downtown

• Strengths and Opportunities of Mamaroneck's Downtown

- PTA residents have above average incomes, 2010 average est. HH income is \$122,006. Over 35% are over \$150K.
- Compact Downtown has low store vacancy rates.
- Emergence of a vibrant Restaurant Row in the Downtown in last several years has added to the area's draw.
- Promotional events such as Harborfest, Wine Trail, Kiwanis Car Show, Firemens' Parade, Farmer's Market, etc. have increased visibility of Downtown.
- Adaptive reuse of historic Mamaroneck RR Station has been completed .
- Significant upscale residential developments in and near Downtown have increased the area's Buying Power.
- Emelin Theatre and new Library completed.

Proactively Marketing Downtown Implementation

- Develop Fact Sheet for Chamber of Commerce web site plus Village web site (cross-promote where possible)
 - Primary Trade Area Demographics – ZIP code 10543
 - Downtown Strengths
 - Plus significant residential developments
 - Plus Product Categories which are highly indexed to the national benchmark. Over \$8.2 million in additional retail opportunity (based on Nielsen/Claritas, 2010).
 - Include another marketing piece showing a list of retail stores and merchandise lines that have high opportunity potential (see RMP Opportunity Gap Reports for Retail Stores and Merchandise Lines).

Proactively Marketing Downtown Implementation

- New Retail Store Opportunities
 - Family Clothing Stores, Men's Clothing Stores, Shoe Stores
 - Hardware/paint/wallpaper
 - Health and Personal Care
 - Jewelry, Luggage and Leather Goods
 - Sporting Goods
 - Sewing/Needlework, Book/Periodical/Music
 - General Merchandise, Furniture
 - Office Supplies/Stationery/Gift Stores/Camera/Collectibles
 - Foodservice and Drinking Places

Proactively Marketing Downtown Implementation

- Target expanding retailers that are looking in downtowns and village centers in New York Metro
 - Using products such as Retail Tenant Directory (RTD), a marketer can select expanding retailers based on:
 - Type of location (shopping center, downtown, etc.)
 - Area of expansion
 - Desired Size of store
 - Retail Category
 - Demographics
 - Export prospect names, titles, and contact information to create letters.

Proactively Marketing Downtown Implementation

- Chamber should establish itself as an Information Clearinghouse for all things related to Downtown.
- Provide application on Chamber web site to allow visitor to view available space by size. Look at Alliance for Downtown NY as an example (www.downtownny.com/retailsearch/).
- Establish links into network of commercial brokers and Downtown landlords to generate database of vacancies. Provide leads back to appropriate person for follow up. Need to track what happens to lead.

Proactively Marketing Downtown Implementation

- New Signature Building - 4,400 sq. ft. ground floor space at intersection of Mamaroneck/Mt. Pleasant – New Ground floor retail + Architect Offices
- Working with the Village, provide well-designed Wayfaring Kiosks at appropriate locations in the Downtown. Also provide color-coded parking lot availability in the Downtown.
- Continue to explore opportunities with the Village to mutually market Downtown & Link CBD w/adjacent TOD Mixed Use Development on Mamaroneck Avenue near the Metro North Train Station.
- Continue to cross-market services among merchants, using postcard surveys to determine PTA and market other Downtown services.

Proactively Marketing Downtown Lower Mamaroneck Avenue

- Recent Activity – 108 Mamaroneck Avenue: New 2,000 sq. ft of retail and 6 Luxury Rentals with Green Infrastructure – Green Roof, solar panels, EV Parking.
- 122 – 128 Mamaroneck Avenue: New Julliard Sponsored Music School w/performance links to the Emelin Theatre, direct courtyard passage to Emelin and backyard courtyard performance space.
- Landmarked Building @ 100 Mamaroneck Avenue – working with Village to market ground floor retail/bank space w/6 loft residences on upper floors. Village's landmarked Firehouse being marketed to local non-profit (i.e. LMCTV) as well as other activity generators.