

10 Tips for Revving Up Your Community

1. Be Organized

- Start Informally
- Include
 - ❖ Local Officials
 - ❖ Businesses
 - ❖ Community Members
- Evolve to a Formal Structure



2. Be Comprehensive

- Renovation is not Revitalization.
- Promotion = Marketing and Events
- Economic Vitality = Helping Business do it Bigger, Better, Faster.



Economic Vitality

Design

Promotion

Organization

3. Offer Authentic Experiences

- Top Idaho Visitor Experiences*
 - ❖ Historical Experiences
 - ❖ Cultural Experiences
 - ❖ Culinary Experiences
- What's special to locals will attract visitors.



*Longwoods 2021 & Dean Runyan 2021

4. Develop Great Third Spaces

- What?
- Multipurpose
- Public Art
- Vegetation
- Linger Longer!!!





Boise's Freak Alley



Glenns Ferry



Driggs

5. Open for Business

- Consistent Business Hours
- Open Past 5 PM
- Open on Weekends
- Make Tuesday the New Sunday (Tuesday is the slowest retail day.)



6. Easy to Find

- Signage
- Social Media
- Impulse Customer
- Yelp Effect



7. Downtowns Need More than Retail

- Professional Services
- Government Services
- Educational Institutions
- Housing



8. Don't Obsess Over Parking

- Clearly Marked
- Easy to Find
- Regulate Prime Spots
- RV Spots
- 3-5 Spots per 1000 Sqft of Retail



9. Leave No Building Behind

- Volunteer Cleanups / Fixups
- Energy Efficiency
- Code Enforcement
- Façade Easements
- Revolving Funds/Grant Programs





Creighton Building - Payette

Wilson Theater - Rupert



10. Use Funding Tools

- Business Improvement Districts
- Crowd Funding
- Urban Renewal
- Local Improvement Districts



Funding Resources

- Idaho Community Development Block Grants
- Idaho Gem Grants
- Certified Local Governments Program
- DEQ – Brownfields Program
- USDA – Rural Business Development Grants
- AARP Livable Communities
- T-Mobile Hometown Grants
- Show Me the Money Newsletter