

CITY of WASCO
Downtown Revitalization Study *and* the
Downtown Business District Marketing Plan
— Overview —

Presented by
Applied Development Economics

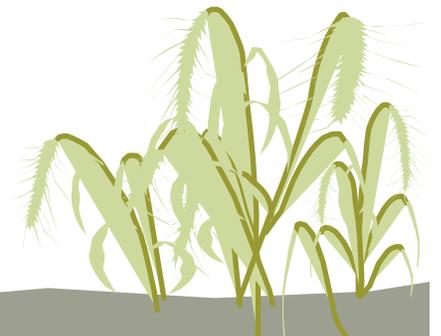
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1. Project

“ The ultimate goal of the City is to implement a plan to revitalize and improve the downtown area hence creating a destination area where a mix of commercial, retail, dining, entertainment, residential and transit uses are carefully planned to create a pedestrian friendly environment that is warm and inviting.”

*from RFP to Prepare a Downtown Revitalization Study and
Downtown Business District Marketing Plan for the
City of Wasco (cover letter)*

2. Project Team

Applied Development Economics

Applied Development Economics, Inc. (ADE) is a consulting firm specializing in economic planning and development services. Since its founding in 1985, the firm has established a distinguished body of work resulting in tangible benefits for our clients, working on a number of downtown revitalization strategies and marketing implementation plans. ADE believes that revitalizing the downtown is an important part of any city's economic strategy and action plan. After all, the downtown is not only a place for economic exchange but also a place of local history and a source of community identity and pride. What good is it to plan for industrial areas on the edge of a city if the historic core is not achieving its full potential?

Mogavero Notestine and Associates

Mogavero Notestine Associates (MNA) is a multi-disciplinary firm that has long believed—and practiced planning and architecture predicated on the belief— that a vibrant downtown core is the key ingredient in creating a philosophically and economically successful community. Our approach will have as its main end-product a downtown area that is alive with people chattering over lunch and dinner in local restaurants, visiting downtown merchants, artists and craftspeople throughout the day and evening, and generally contributing to a vibrant downtown community all day, every day.

The Place Making Group

Place Making Group works close with its clients to create fresh campaigns to drive customers, visitors and businesses to a targeted destination. Our approach identifies what is most memorable and exciting about the destination and the experience of being there.

3. Building on Previous Work

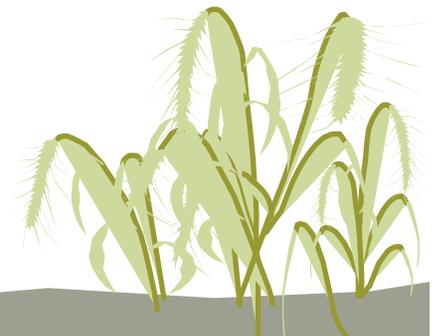
- **Highway 46 Economic Opportunities Study**
- **Historic Downtown Overlay Design District**
- **City of Wasco Economic Development Retail Packet**
- **City of Wasco web-site\office**
 - ▶ industrial presentation
 - ▶ detailed community profile
 - ▶ planning documents (General Plan, zoning, codes, etc.)

***So, why are we here?
To help the City of Wasco build on
earlier successes, focusing primarily on
the downtown with an eye toward
creating a destination area :
Implementation !!!***

4.1 Scope of Work

Downtown Revitalization Study

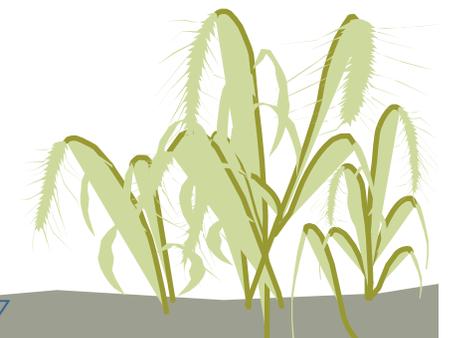
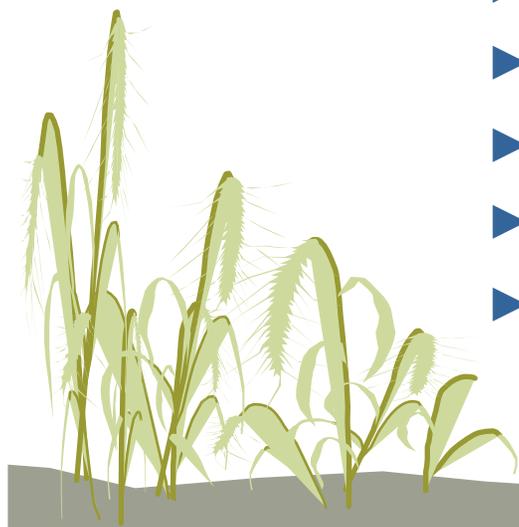
- **Assemble key planning-related documents**
- **Obtain community-input: open, clear, visible input process for establishing community vision**
- ***Task:* identify community activity patterns: how are people utilizing the downtown?**
- ***Task:* identify downtown character**
- ***Task:* prepare concept plan**



4.1 Scope of Work

Downtown Revitalization Study

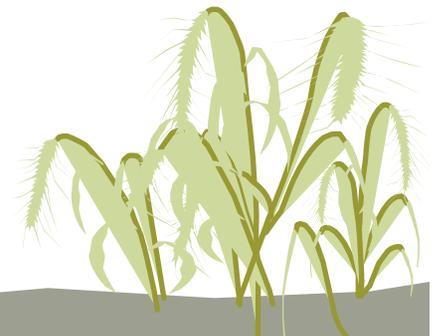
- **Preparing a concept plan**
 - ▶ *overall goals and vision statement*
 - ▶ *revitalization design plan*
 - ▶ *specific designs for opportunity sites*
 - ▶ *potential catalyst projects*
 - ▶ *targeted areas for building rehab*
 - ▶ *landscape \streetscape treatments*
 - ▶ *street entry images*
 - ▶ *parking*
 - ▶ *phasing and implementation targets*



4.2 Scope of Work

Downtown Business District Marketing Plan

- **Review and assess current marketing program**
- **Key informant interviews**
- *Task: Assess issues around marketing of business district as retail and visitor-serving destination*
- *Task: Assess organizational capacity with respect to marketing downtown business district*
- *Task: Prepare a business district marketing plan*



4.2 Scope of Work

Downtown Business District Marketing Plan

- **Preparing a professional business district marketing plan**

- ▶ *overall goals and vision statement*
- ▶ *program objectives*
- ▶ *target audiences*
- ▶ *marketing tools*
 - ▶ *brand and theme-line assessments*
 - ▶ *communication vehicles and logistics*
 - ▶ *phasing and implementation targets*
- ▶ *budget*
- ▶ *measurement tools*



media advertising
media relations
specialized media outreach
events: street fairs, etc.
internet: web-site\e-mails
outreach: regional\national conv.
posters\displays\kiosks
glossy hand-outs: message pieces
Etc., etc., etc

4.3 Scope of Work

Economic Analysis in Support of Downtown Revitalization Study and Downtown Business District Marketing Plan

1. Households in the Market Area for Wasco's Downtown
2. Spending POWER in the Market Area for Wasco's Downtown
3. Key Demographic Trends: City of Wasco
4. Consumer household spending at retail and select stores, 2008
5. Projected Growth in Households in Wasco
6. New Spending POWER resulting from New Households
7. Retail Sales Leakage Analysis
8. Strengthening economic base, not just retail
9. Feed analysis to D'town Revitalization Study and D'town Business District Marketing Plan

4.3.1 Households In Market Area for Wasco's Downtown (preliminary)

Total Number of Households: Market Area for Downtown

13,664

Total Number of Households in the City of Wasco, 2008

4,815

Percentage

35 percent



4.3.2 Spending Power In Market Area for Wasco as a Whole (preliminary)

TOTAL HOUSEHOLD
CONSUMER
SPENDING POWER :
4,815 HOUSEHOLDS

\$104,434,200

RETAIL AND SELECT SERVICES

4.3.2 Spending Power In Market Area for Wasco's Downtown (preliminary)

TOTAL HOUSEHOLD
CONSUMER
SPENDING POWER :
4,815 HOUSEHOLDS

\$46,900,600

RETAIL AND SELECT SERVICES APPROPRIATE FOR DOWNTOWN

4.3.3 Sales Leakage Market Area for Wasco's Downtown (preliminary)

TOTAL LEAKAGE IN RETAIL AND SERVICES
CATGEORIES APPROPRIATE FOR D'TOWN

\$27,100,300

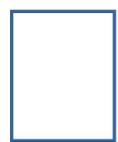
RETAIL AND SELECT SERVICES APPROPRIATE FOR DOWNTOWN

4.3.4 Key Demographic Trends

	<u>Wasco's Total Population</u>	<u>Population in Households</u>
Year 2008	24,999	18,702
Year 2007	24,134	18,012
Year 2006	24,260	17,861
Year 2005	23,714	17,273
Year 2004	22,963	16,607
Year 2003	22,388	16,234
Year 2002	21,695	15,712
Year 2001	21,426	15,291
Year 2000	21,263	15,044

City of Wasco household population grew annually by 2.8 percent between 2000 and 2008: faster than 2.7 percent annual growth for Kern County and California's 1.5 percent annual growth

4.3.5 Projected New Households: Pipeline Residential Projects (preliminary)



3,300

residential units
in the pipeline

***12,500 new residents
in store for Wasco:
now is the time to
further plan the
downtown***

4.3.6. Projected New Spending Power for Wasco's Downtown (preliminary)

TOTAL HOUSEHOLD
CONSUMER SPENDING
POWER : 3,300 NEW
HOUSEHOLDS

\$75,850,100

RETAIL AND SELECT SERVICES

4.3.7. Current and Pipeline Consumer Spending (preliminary)

\$102,453,300

Existing Conditions

+

\$75,850,100

Future Spending

\$180,300,300

***Total Gross Consumer Household Spending,
Wasco at 8,115 Households (preliminary)***

5. Work Program

Timeline	October – November 2008	November – December, 2008	December, 2008 – January 2009
Work Program	Market Analysis Retail Analysis Site Assessments Interview Community Mtng	Prepare Downtown Revitalization Study (draft) <i>and</i> Downtown Business District Marketing Plan (draft)	Finalize studies

