



Creating Business Development Opportunities in Rural Communities

New Mexico Rural Alliance, April 19, 2012

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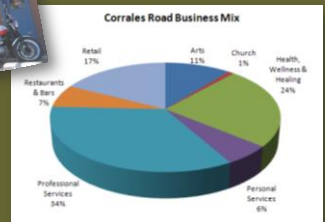
Business Development Toolbox



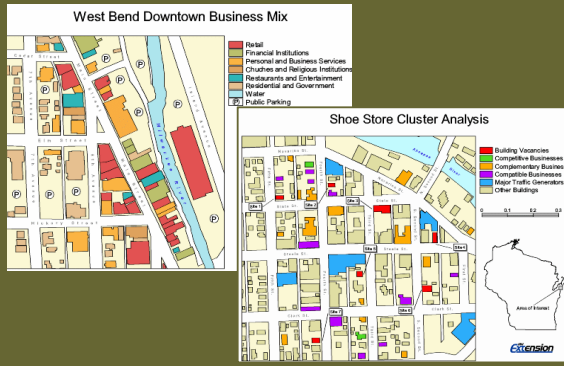
- Strategic Planning and Information
- Education, Training
- Business Retention & Strengthening
- Entrepreneur Development
- Financing & Incentives
- Business Recruitment
- Marketing & Promotion
- Real Estate Development

Market Position, Vision	Business Mix, Clusters	Target Markets	Market Support	Strategic Locations
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Business Mix Analysis



Business Clusters / Leasing Plan Map



Trade Area



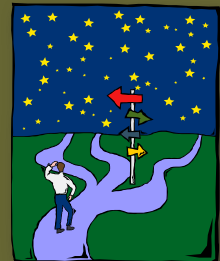
- Convenience or comparison or destination?
- Distance and alternatives
- Access and barriers
- Purpose of trip
- Image, selection, price, service
- Special market segments

Drive Times



Market Analysis Formulas

- Data = Abundant + Cheap
- Answers \neq Numbers
- Data \neq Vision
- Quantitative + Qualitative
- Clarity > Certainty
- Risk \downarrow
- \uparrow Action



Sources of Market Data

New American Factfinder	http://nces.ed.gov/ipeds/data/ipedsonline/online.asp
Local Employment Dynamics OnTheMap	http://www.onthemap.com/
UNM Bureau of Business and Economic Research (BBER) MainStreet Reports	http://www.unm.edu/~bbber/mainstreet/
BBER 2010 Census Redistricting Data, Population - NM Places	http://www.unm.edu/~bbber/2010census/
BBER Publications Sorted by Community	http://www.unm.edu/~bbber/publications/
ESRI Community Analyst - Quickstart Video	http://www.esri.com/presskit/arcgis/arcgis_community_analyst_quickstart_video.aspx
ESRI Business Analyst Online - Free 14-Day Trial; Free Zip Code Lookup	http://www.esri.com/presskit/arcgis/arcgis_business_analyst_online.aspx
Google Maps	http://maps.google.com/
Google Places	http://www.google.com/places/
Walk Score	http://www.walkscore.com/
Councils of Governments	http://www.cogweb.com/
Small Business Development Centers	http://www.sbdcenter.com/
University of Wisconsin-Extension - Center for Community and Economic Development - Downtown Market Analysis Toolbox	http://www.uwex.edu/centerforcommunityandeconomicdevelopment/downtown-market-analysis-toolbox/

factfinder2.census.gov

The screenshot shows the U.S. Census Bureau Factfinder2 interface. It includes a search bar, filters for geography (State, County, Tract, etc.), and a table of data. The table lists various demographic and economic indicators for different geographic areas and years.

Geography	Indicator	Year	Value
01-001	Acute of General Population and Housing	2010	2010 Census
01-002	Acute of General Population and Housing	2010	2010 Census
01-003	Acute of General Population and Housing	2010	2010 Census
01-004	Acute of General Population and Housing	2010	2010 Census
01-005	Acute of General Population and Housing	2010	2010 Census
01-006	Acute of General Population and Housing	2010	2010 Census
01-007	Acute of General Population and Housing	2010	2010 Census
01-008	Acute of General Population and Housing	2010	2010 Census
01-009	Acute of General Population and Housing	2010	2010 Census
01-010	Acute of General Population and Housing	2010	2010 Census

esri.com/software/bao

The screenshot shows the Esri Business Analyst Online website. It features a banner for attracting new businesses to fill vacant commercial space, along with an overview of the tool's capabilities.

Attract new businesses to fill vacant commercial space

One local Chamber used BAO to attract the GM Springfield Factory restaurant chain.

"When I work with a city that provides Esri data, I can count on information that is accurate, current, and useful for me to make quality, informed decisions." - Mr. Henderson, Real Estate Director, Quaker Group

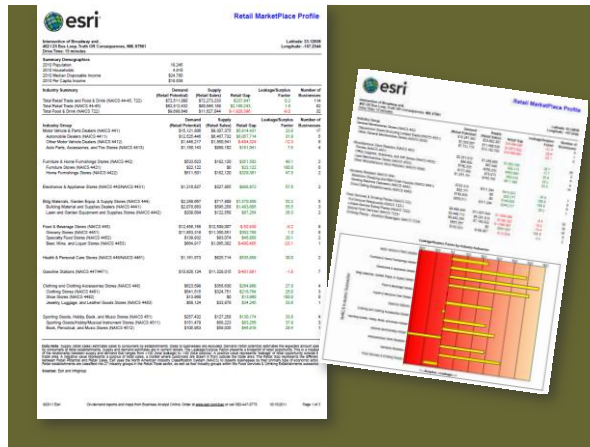
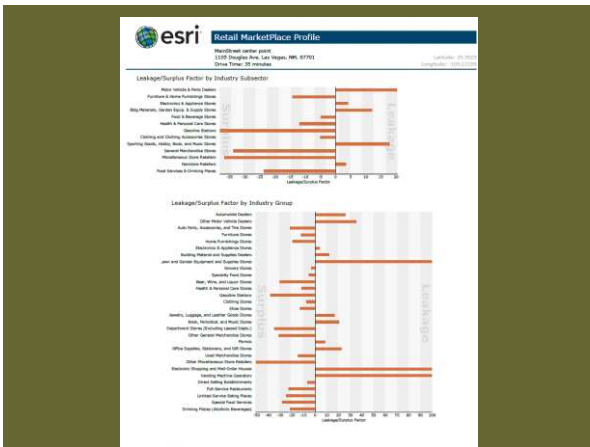
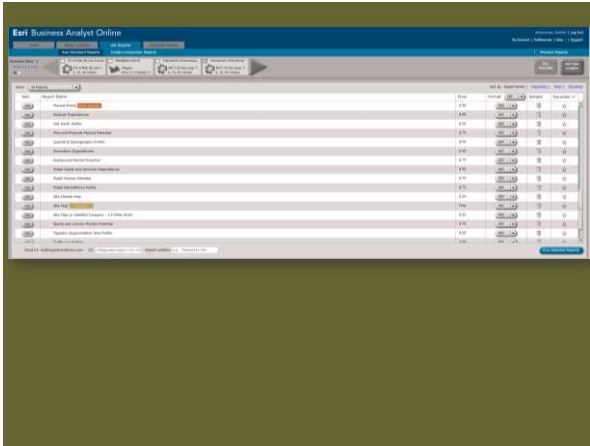
Overview

Esri Business Analyst Online (BAO) is a Web-based solution that makes custom site evaluation and market analysis fast and easy. Utilizing extensive demographic, consumer spending, and business data, BAO provides detailed information and insight about communities, their lifestyles and buying behavior, and businesses in your market area.

BAO BAO, you can:

- Analyze trade areas, competition, supply and demand
- Evaluate sites
- Generate questions within a specific show time or distance
- Identify your potential customers

The screenshot shows the Esri Business Analyst Online interface with a map. The map displays a geographic area with various data overlays, including population density, income levels, and other demographic information. The interface includes navigation tools and a search bar.



Market Profile Sheet



Main Street Las Vegas
 Follow the Trail to Business Success

Since the 19th Century's Santa Fe Trail trade, Main Street Las Vegas and the arrival of the AT & SF railroad, Las Vegas has been a destination for entrepreneurs seeking to make a good living balanced for great weather, beauty and high quality of life.

REAL Estate **Heavy** **Construction**
Development **Opportunities**

Key Features:
 • 1.5 million sq ft of retail space
 • 1.5 million sq ft of office space
 • 1.5 million sq ft of residential space

Year	2010	2011	2012
Population	17,200	17,500	17,800
Median Home Value	\$180,000	\$185,000	\$190,000
Median Rental Rate	\$1,200	\$1,250	\$1,300
Median Office Rent	\$15.00	\$15.50	\$16.00

Key Features:
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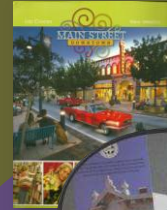


Business Development Packet

• Business enhancement
 • Responsive business recruitment
 • Pro-active business recruitment
 • Pull together the information
 • Website

Business Development Packet

- Business enhancement
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- Website




Market Profile

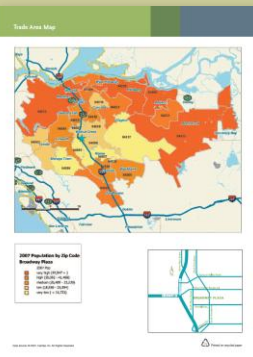
Broadway Plaza

100 Broadway Plaza, Las Vegas, NV 89101
 Phone: 702.462.1111 Fax: 702.462.1112
 www.broadwayplaza.com

Key Features:
 • 1.5 million sq ft of retail space
 • 1.5 million sq ft of office space
 • 1.5 million sq ft of residential space

Property Profile

Category	2010-2012 AVE	U.S. 2010-2012 AVE
POPULATION	17,200	17,500
POPULATION CHANGE	1.5%	1.5%
POPULATION DENSITY	1,200	1,200
POPULATION GROWTH	1.5%	1.5%
POPULATION INCREASE	1.5%	1.5%
POPULATION DECREASE	1.5%	1.5%
POPULATION STABILITY	1.5%	1.5%
POPULATION FLUCTUATION	1.5%	1.5%
POPULATION TRENDS	1.5%	1.5%
POPULATION PROJECTIONS	1.5%	1.5%
POPULATION ANALYSIS	1.5%	1.5%
POPULATION SUMMARY	1.5%	1.5%



Market Information

Category	2010-2012 AVE	U.S. 2010-2012 AVE
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POPULATION SUMMARY	1.5%	1.5%

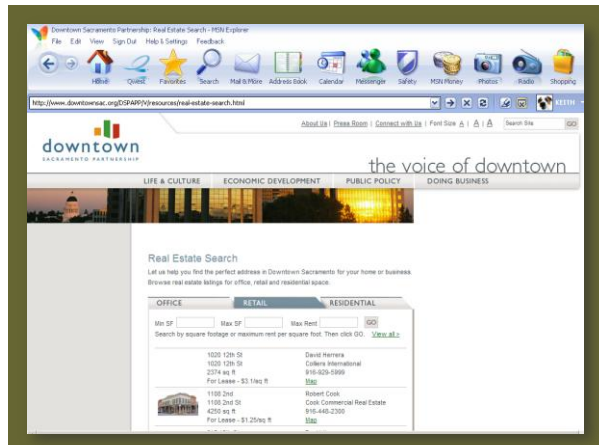
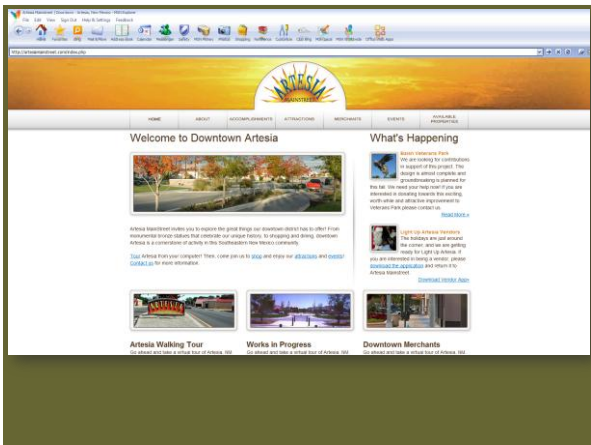


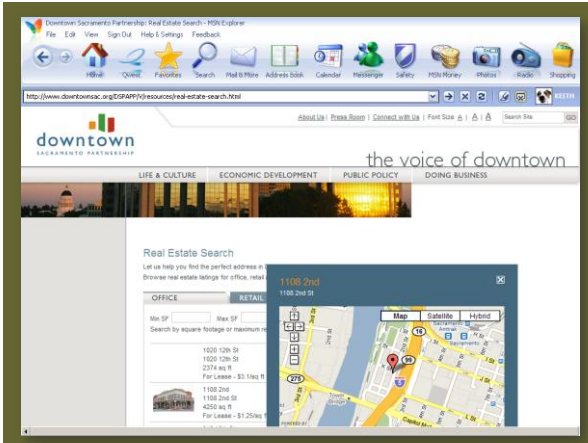
Vacancy Treatment Standard (VTS)

- Established written protocol for the treatment of vacancies
- Long-term occupancy is top priority
- Short-term leases
- Display of goods and services
- Pleasing graphics
- Window cleaning
- Demising walls (back treatments)
- Lighting
- Signage



*Diane Laird
State Coordinator, Downtown Delaware
Delaware Economic Development Office*





Downtown Las Cruces Farmers Market. Photo by Corey Jefferson, downtownlasruces.net



"Formerly the domain of hipsters with a Twitter addiction, pop-ups – temporary stores, restaurants, and events that take over spaces for a short period of time – are hitting Main Street"

Sunset, March 2011



austinfoodcarts.com

Curbside Cuisine | Albuquerque

Everything you need to know about curbside in Albuquerque



About Us

Curbside Cuisine is a food cart pod that opened in March 2015 in Albuquerque's International District. It happens every Wednesday at the T-Elle Market, SE corner of Lomas and Central in Albuquerque's International District. Food trucks set up from 10 am until the health crowd flows out (usually 2-3 pm) in the next parking lot.

[Map](#)

Curbside Cuisine will be the prototype for future groups of food trucks. We are working with the City of Albuquerque's food cart task force on a process for approving future locations. For some trucks are at a few other locations, which change from day to day. The individual trucks communicate their locations through Facebook and Twitter, and general information is posted on [ABQ Food Trucks](#) and Curbside Cuisine Facebook. Like ABQ Food Trucks we'll be joining the Curbside Cuisine Facebook group on Facebook.

Curbside Cuisine Happens
Wednesdays 10am to 2 or 3 pm,
depending on the health crowd.
T-Elle Market next parking lot, Lomas and
Central in Albuquerque International
District

Support Our Partners: Click on an
image to find out more.



abafoodcarts.com



hushdenver.com/past/june/dinner-and-show



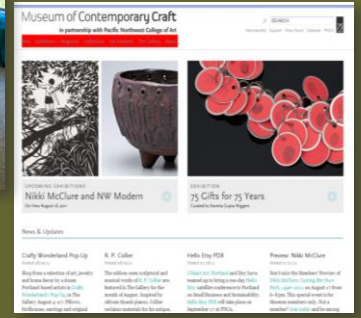
popupgeneralstore.com
Oakland, CA



Baltimore Sun



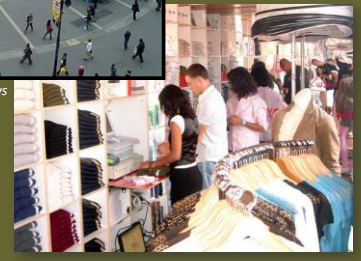
*crazywonderland.com
Portland, OR*



Bloomberg News



Bloomberg News





cambridgemainstreet.com
Cambridge, MD



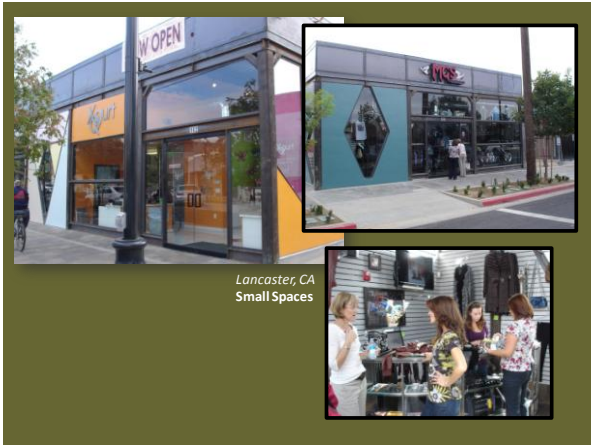
Clovis, NM
Limited Hours



Merchandise Carts & Kiosks



proxysf.net
Hayes Valley, San Francisco, CA
Converted Shipping Containers



Lancaster, CA
Small Spaces



Store within a Store (Shared Space)

Restaurant within a Restaurant (Shared Kitchen)



Bountiful Kitchen & Shop, The Bountiful Alliance, Truth or Consequences



willmarcog.com

silvercityfoodcoop.com




Pittsburg, TX
Manufacturing & Distribution with Retail Storefront



heatherhillclothing.com
Siloam Springs, AR
Manufacturing & Distribution with Retail Storefront

Business Concept Viability: Estimating Rough Demand and Sales	Business Concept Viability: Quick Break-Even Analysis
<p>Estimating Rough Product Demand</p> <p>Business size or market category: _____</p> <p>Trade area: _____</p> <p>Estimate the # of households in the trade area and multiply by the product: _____</p> <p>Multiply times the typical annual expenditures per year per household for this product: _____</p> <p>Divide by the total population in the trade area: _____</p> <p>Estimating Required Sales Per Day</p> <p>Typical annual gross sales for this type of business: _____</p> <p>Divide by the amount of the average sales year: _____</p> <p>Round the sales per day to make the amount 50% above the total: _____</p> <p>Calculate the # of days that this business would be open per year: _____</p> <p>Round the needed sales per day to make the amount realistic: _____</p> <p>Estimating Potential Gross Sales</p> <p>Estimate sales per day for the firm: _____</p> <p>Multiply for the # of days that this business would be open per year: _____</p> <p>Round the estimated number of sales per year: _____</p> <p>Multiply for the amount of an average sales year: _____</p> <p>Round the estimated total gross sales for this business: _____</p> <p>Does this figure indicate a business opportunity? _____</p>	<p>Quick Break-Even Analysis</p> <p>Basic Break-Even Point</p> <p>Sales = Cost ÷ C</p> <p>Sales (x) = Fixed Costs ÷ Variable Costs (x)</p> <p>Sales (x) = Variable Costs (x) + Fixed Costs</p> <p>x = Fixed Costs / Sales - Variable Costs</p> <p>Break-Even Analysis</p> <p>General Business - Sales</p> <p>Cost of Goods Sold Percentage</p> <p>Amount equal to Variable Costs, unless later factored into appropriate component</p> <p>Fixed Operating Costs</p> <p>Includes all non-personal and constant amounts</p> <p>Required Selling Price</p> <p>Includes expenses for fixed insurance, advertising and promotion, and other items</p> <p>Required Revenue Required for Break-Even</p> <p>The calculation merely required cost flow and considers the implications for employment and personal income based on _____</p> <p>FORMULA:</p> <p>Fixed Operating Costs ÷ Sales Percentage = Required Variable Costs ÷ Sales Percentage</p>



For more information or questions...

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Thank you!