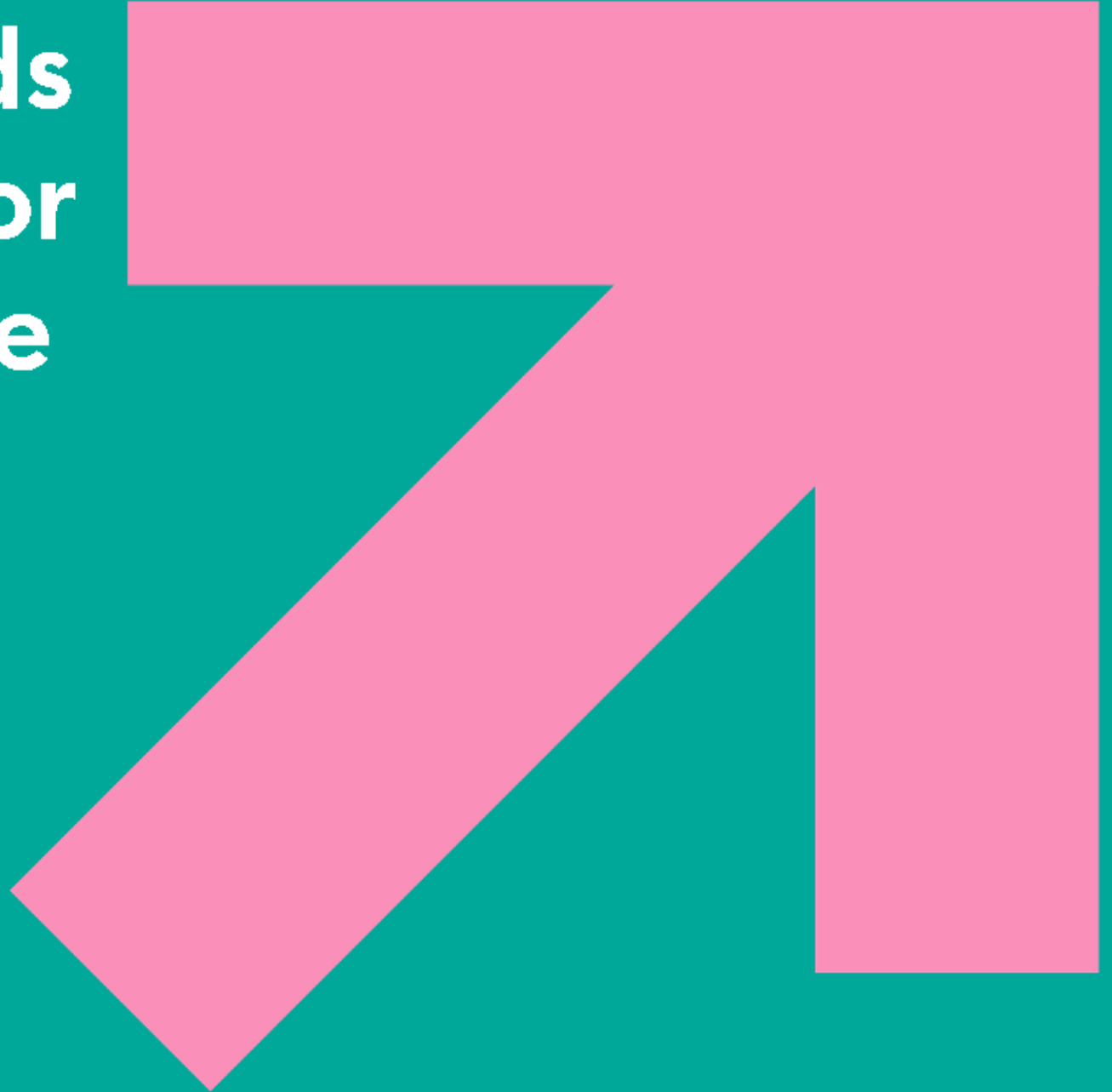


# Accelerating Trends and Implications for the Golden Triangle BID

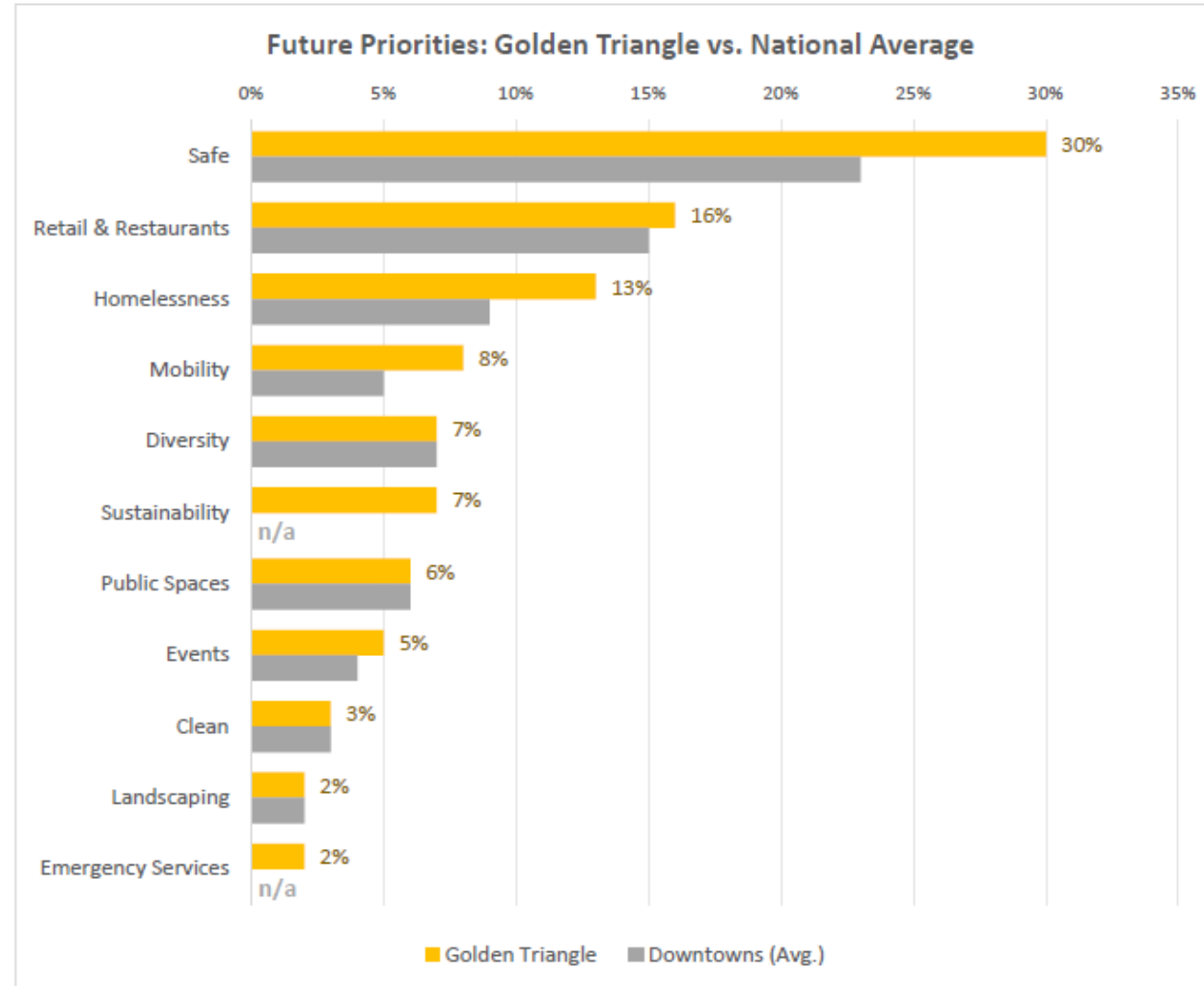
PROGRESSIVE URBAN  
MANAGEMENT ASSOCIATES



P.U.M.A.

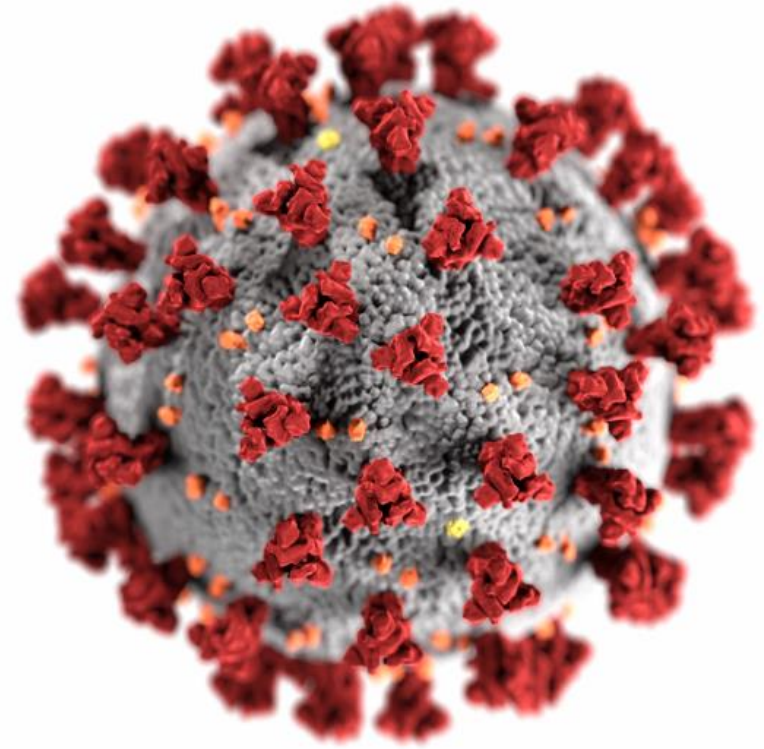


# URBAN DISTRICTS SHARE POST-PANDEMIC CHALLENGES



# COVID-19

Pandemic more an  
accelerator than a  
game-changer



# ACCELERATED TREND: RETAIL

## Euthanasia for outdated formats

- Ecommerce less than 10% of sales, but expect modest acceleration
- Preferences for local, authentic & emotional connections to products will remain
- More community-focused retail with premium on social impact
- Expect a surge in entrepreneurship that can be channeled to storefronts



# ACCELERATED TREND: NATURE OF WORK

## Will The Office Fundamentally Change?

- Expect more work/home flexibility, near-term soft demand for office
- Conventional formats won't disappear
- Will not know full impact for 3-5 years
- Flight to quality – pressure to convert B and C properties
- Imperative to create commute-worthy offices, districts



# ACCELERATED TREND: HOUSING

## Downtowns Becoming Neighborhoods

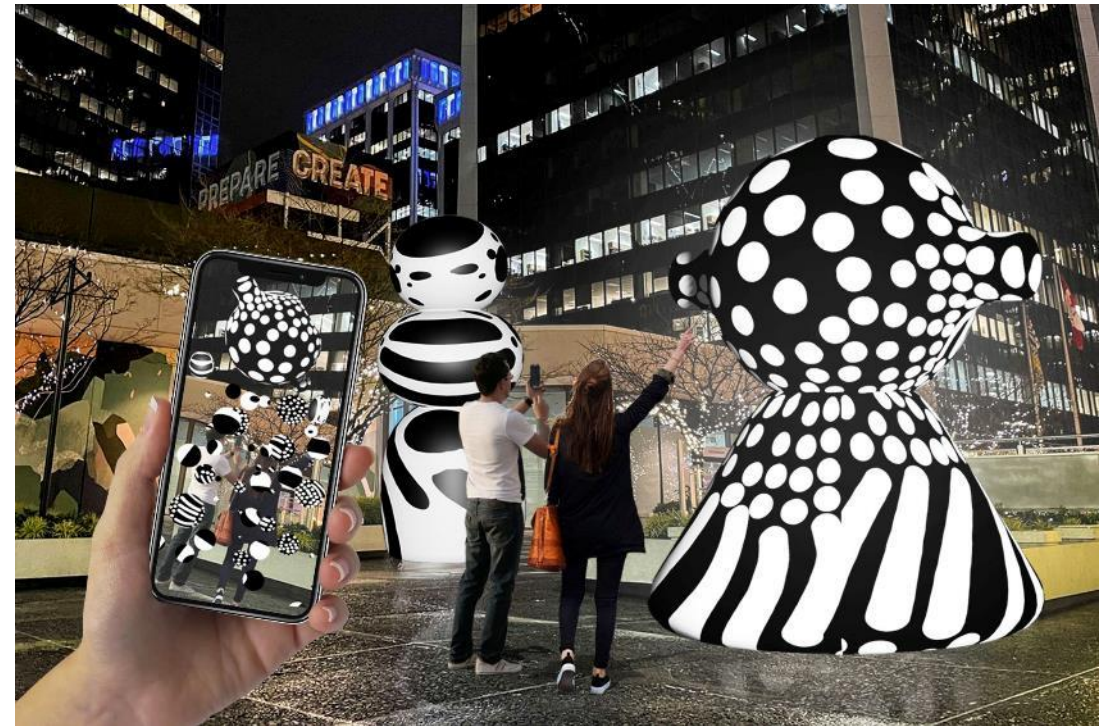
- Gen Z & Millennials continue to be drawn to downtown living
- Affordability an economic & social stabilizer
- Alternative ownership and rental types – cooperatives, live/work, conversion of office
- Golden Triangle offers locational advantages



# ACCELERATED TREND: POWER OF PLACE

## Creating Unique Experiences

- Fundamentals include safe, clean, walkable, human scale
- Change streets, activate outdoor spaces – time to take risks!
- Engage and support arts & culture to help reinvent public space



# ACCELERATED TREND: CLIMATE CHANGE

## Golden Triangle a Global Leader

- Majority of Millennials and two-thirds of Gen Z see climate change crisis
- Early pandemic offered glimpse of reduced carbon world
- Anticipate growing activism & investment in renewables, non-carbon vehicles





# ACCELERATED TREND: SOCIAL EQUITY

## Diversified City = Diversified Economy

- U.S. income inequality extreme
- Rising tide of civic activism promoting equity in schools, wages, housing – racial justice protests influence other realms
- Cities that offer greater opportunity and equality have higher aggregate growth
- BIDs as thought leaders, finding a meaningful role to advance solutions



# HOW ARE BIDS RESPONDING?

- Renewed commitment to clean and safe
- Social impact approaches to address unhoused
- Storefront activation initiatives
- Programming of public spaces
- Thought leadership to help solve new challenges



# SOCIAL IMPACT APPROACHES TO UNHOUSED

- Coordination with local service providers, including mental health
- Deploying social workers as part of ambassador team
- Atlanta: Space reserved nightly in local shelters
- Minneapolis: Trained livability team members from the community



# STOREFRONT ACTIVATION INITIATIVES

- Beyond retail and restaurants, to pop-ups, incubators, art installations and studios
- Merchandising plans to guide prospects to optimal areas
- Data for micro-markets
- On Canal in NYC
- Small business support provided by San Jose BID



# PROGRAMMING OF PUBLIC SPACES

- Small scale ongoing activation
- Showcasing local arts institutions, music and culture
- Bryant Park NYC – variety of ongoing programming options
- Philadelphia – number of street café seats a metric for measuring overall district vitality



# THOUGHT LEADERSHIP BY BIDS

- Innovation and research & development function
- Bringing business expertise to help address civic challenges
- Golden Triangle BID – Innovation District
- Denver – BID sponsors Start-Up Week and The Commons to nurture tech economy



# THOUGHT LEADERSHIP BY GOLDEN TRIANGLE BID

## STRATEGIC PLAN



GOLDEN TRIANGLE

### TRANSFORMATIVE GOALS

Strengthen the Golden Triangle's global relevance by influencing change, offering visionary thought leadership, and providing services to attract investment

### VIBRANCY GOALS

Make the Golden Triangle a fun and beautiful destination, full of art, culture, and surprise to encourage people to visit and linger

### CORE GOALS

Continue functions fundamental to the BID's core mission

### GUIDING PRINCIPLES

Elements infused across all goals

ATTRACTING  
INVESTMENT

VITAL MIXED-USE  
NEIGHBORHOOD

ADVANCING MAJOR  
CAPITAL PROJECTS

DYNAMIC STOREFRONTS  
PROGRAMMING & ACTIVATION  
PLACEMAKING

PUBLIC SPACES  
AMBASSADOR PROGRAM  
MEMBER SERVICES  
SAFE, SECURE, & PREPARED

DIVERSITY & INCLUSION • SUSTAINABILITY • INNOVATION