



Staying Viable in a Changing Retail Market

Homeward Suites Hotel

115 E. Mulberry Street, Salina, Kan.

Thursday, September 7

9:30 a.m. Welcome, Coffee and Meet/Greet

10 a.m. Staying Viable in the Changing Retail World, by Mark Miller

This presentation will help you understand how to help merchants maintain a competitive advantage against “Big Box” stores, Amazon and shopping malls by providing cost effective tips to survive in the ever-changing retail environment. Some of the principles covered will include:

- What draws people to shop downtown instead of “Big Boxes” and Malls?
- Utilizing your storefront as a “Billboard.”
- Using your uniqueness to your advantage.
- Factors that help small stores survive.
- Thinking outside the traditional retail “box”.
- “Low Hanging Fruit” tasks to accomplish.

11 a.m. How The Built Environment Impacts Business on Main Street, by Robert McLaughlin

The built environment plays a crucial role in influencing downtown development in various ways, from land use and zoning, to transportation, to public spaces and placemaking, and architectural aesthetics. This presentation addresses some of the ways you can look at the built environment in your downtown and better understand how it affects your overall revitalization efforts. Some of the areas covered will include:

- Storefront designs and window displays
- Using appropriate and effective signage
- How public places impact the overall aesthetic of downtown
- Appropriate locations of business types to help drive traffic downtown

Noon Lunch on your own – there are several downtown restaurants to choose from in Salina

1:30 p.m. Walking Tour of Downtown with Mark Miller

- Walk downtown Salina with Mark and look at examples of some of the business assistance examples he discussed during his morning presentation. Half of the group will go with Mark for 90 mins, and half of the group will go with Robert.

3:30 p.m. Walking Tour of Downtown with Robert McLaughlin

- Walk downtown Salina with Robert and look at examples of some of the design issues related to business development he discussed during his morning presentation. Half of the group will go with Robert for 90 mins, and half of the group will go with Mark.

5 p.m. Free Time

6 p.m. Taste of Downtown Tour

- This will be a great opportunity for participants to get a sampling of some of the wonderful dining options in downtown Salina. This add-on event will cost \$40 per person, payable on site before the event begins. Advanced registration is required so we have a count on the number of attendees. This tour will include stops (with food!) at five different restaurants at downtown, and then conclude with everyone enjoying food and beverages at the final stop.



Friday, September 8

9:30 a.m. Welcome, Coffee and Meet/Greet

10 a.m. Placer.AI Demonstration

This virtual presentation will feature Cathryn Mahoney from Placer.AI and will help participants better understand the kinds of data that can be accessed through Placer and how to utilize it.

Noon Local Main Street Directors Meeting

1 p.m. Adjourn