

PUBLIC MARKET SERVICES

The increasing interest in public markets is driven by the success of many markets in generating economic benefits within the community. People who run markets know that the opportunity exists to increase the professionalism of the operations without detracting from their excitement. Public Markets can be interesting, colorful, while also on economic catalyst and financially viable.

Urban Marketing Collaborative's (UMC) services help City Officials, Market Management, and Boards of Directors start, move, expand, or improve public markets.

Advantages of the UMC Approach

UMC has a practical approach to markets which is directed towards getting results for all concerned. Because of our work with retailers and shopping centers as well as markets throughout North America, we know what works.

Our advice and reports give practical detailed action plans; not just general statements. We help clients seize opportunities and solve problems.

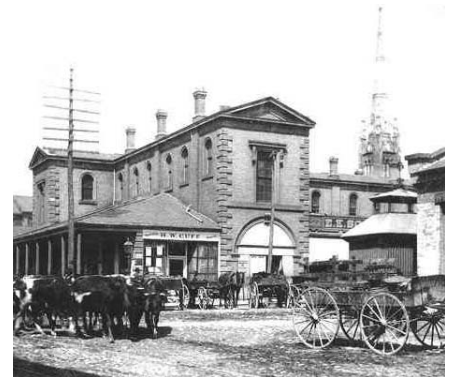
Recommendations are given in a step-by-step approach so that the market has a detailed game plan for five years into the future.

Also, UMC has a unique sensitivity to the political process which is involved in starting or changing markets. This knowledge helps us design the right process for getting the work done – successfully!

Take Advantage of this Opportunity

If you:

- want good economic payback,
- have been thinking about public markets and want to talk about opening one,
- need to upgrade or fine tune your present operation,
- are reviewing changes or expansions,
- need practical, action-oriented programs,
- have tenant problems.



Where We Have Worked

UMC has worked on the following public and/or farmers' markets:

- Downtown Greensboro Market, Greensboro, North Carolina
- Southlake Town Square Market, Southlake, Texas
- Kitchener Farmers' Market, Kitchener, Ontario
- Downtown Fort Worth, Fort Worth, Texas
- Findlay Market, Cincinnati, Ohio
- Feasibility Study for a Public Market, Texarkana, Arkansas
- Hamilton Farmers' Market, Hamilton, ON
- Nashville Farmers Market, Nashville, TN
- North Market, Columbus, Ohio
- Downtown Orlando Farmers Market, Orlando, Florida
- St. Lawrence Market, Toronto, Ontario
- London Covent Garden Market, London, Ontario
- Saint John City Market, Saint John, New Brunswick
- St. Catharines Downtown Redevelopment and Streetscape Study, St. Catharines, Ontario
- Square One, Mississauga, Ontario
- The Enterprise Development Company, U.S.A.
- The Rouse Corporation
- Irvine Ranch Farmers Market, Newport Beach, California

Services That UMC Offers to Public Markets

UMC provides the following services to markets.

Analysis of Potential:

- specify sales potential and economic spin-off

Site Selection:

- analyze alternative locations
- recommend sitting at a location

Tenant Mix:

- suggest optimum number of vendors by type and season
- recommend local specialties to add to the market

Layout:

- maximize the space available
- increase the impact of the vendors
- make shopping easy, interesting and exciting
- specify the size of buildings, services, parking

Design Considerations:

- advise architects and designers on practical issues
- outline tenant stalls, fixtures, and structures
- specify overall building design

Merchandising for Tenants

- offer operating/merchandising guidelines in reports and in personal contact
- give practical, inexpensive ways to improve sales

Lease Guidelines:

- outlines rental rates which work for all concerned
- prepare lease packages and other agreements

Promotional Package:

- plan promotions that are inexpensive and appropriate
- agree on calendar of special events
- suggest community tie-in ideas

Special Issues:

- work with tenants
- involve community groups

Workshops:

- special tenant education, motivation workshops
- upgrading skills

How We Work

UMC believes in working with a team on public markets. Acting as a team member, UMC will work with City Officials, Market Management, Downtown Organizations, Boards of Directors, Tenant Associations, and Architects to respond to the needs of all parties to come up with creative solutions and to help the client implement the recommendations.

RELATED UMC SERVICES

A Results-Oriented Marketing Approach to Urban Revitalization

Urban Marketing Collaborative believes in a results-oriented marketing approach to urban revitalization projects that helps clients improve the cities and towns in which they live.

The UMC marketing approach identifies the wants and needs of the client's market – business people, shoppers, workers, residents, and visitors. The requirements of the community's users are discovered through marketing studies; the area's ability to satisfy these needs is determined through a thorough assessment of existing retail conditions.

Working directly with the users, this data is analyzed and reviewed, a vision is determined, goals are set, a strategic direction is agreed on, and marketing plans are developed. These plans cover such areas as retail mix, promotion and advertising, new business development, traffic flow, streetscaping, and parking.