

SETTING UP SHOP IN *Downtown Chattanooga*

WELCOME PACKET FOR NEW DOWNTOWN RETAILERS

Dear Business Owner,

Congratulations on setting up shop here Chattanooga, and thank you for your investment in our city! As you know, Downtown Chattanooga has quickly become the place to be for people to live, work and play. With over 55,000 downtown workers and a rapidly growing residential market, downtown continues to blossom and thrive.

Setting up shop is not always easy, and we want you to know you are not alone. With support services offered throughout the city and with nearly 300 retailers as your neighbors, you have come to the right place to run your business. This welcome guide is a brief explanation of Chattanooga's shoppers, the contacts you may need while getting started and ways to get involved.

Our downtown is unique because of entrepreneurs like you. Thank you and if you need additional assistance, please let us know!

Blair Mard
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Know your Shopper

Among the city's economic advantages are excellent transportation systems, a strong tourism industry, trained labor force, low cost of living and a centralized location. Boasting large companies and employers like BlueCross BlueShield of Tennessee, TVA, McKee Foods (Little Debbie), and a major Amazon distribution center, Chattanooga is also the U.S. home of Volkswagen which just announced a \$600 million expansion to create 2,000 jobs to support a new SUV line.

A haven for outdoor enthusiasts, Chattanooga also supports a plethora of outdoor related businesses like Rock/Creek, High Point Climbing and Fitness, The Crash Pad and Granola Products and is the home to numerous outdoor related events including IRONMAN Chattanooga, US Pro Cycling Road and Time Trail National Championships, Head of the Hooch Rowing Regatta, Triple Crown Bouldering and the RiverRocks Festival.

DEMOGRAPHICS {CUSTOMER MARKET}

- Residents within a 10 Minute Drive: 108,000
- Residents within a 30 Minute Drive: 400,000
- Daily Population: 55,000
- 3 Million Annual Visitors
- 12,838 Students Downtown

FACTS

- Downtown Cost of Living: 15.9% less than the national average and 5.9% less than the Tennessee Average
- Bike Share System with 33 bike stations and 300 bikes with over 1,100 annual members and over 23,000 daily passes in two years of being active
- 12,790 total public parking spaces
- 20 free electric shuttles with over 860,000 riders
- Demand for new Downtown housing stands at 900 units a year
- Majestic Theater annual attendance: 400,000+
- IMAX Theater annual attendance: 825,000
- TN Aquarium Average Annual Visitors: 1,070,000
 - 57% of visitors between the ages of 25-45
 - 56% of visitors have a household income over \$60,000
 - 42% of visitors have a college degree or higher
- 31 LEED certified buildings
- 32 parks and green spaces
- 140 public art installations valued at over 12 million
- 10 art institutions
- 2,250 hotel rooms downtown

MAJOR COMPANIES & EMPLOYERS

- UNUM Group
- BlueCross BlueShield of Tennessee
- Tennessee Valley Authority (TVA)
- Alstom Power
- McKee Foods (Little Debbie)
- Chattem
- Republic Parking
- Wacker
- Amazon
- U.S. Express Enterprises
- Volkswagen

Know your Shopper

PSYCHOGRAPHICS

Within a 30-minute drive of Downtown Chattanooga, the psychographics point to four Lifemode Groups: High Society, Upscale Avenues, Senior Lifestyles, Traditional Living- that make up nearly 50% of the market and are downtown retail's target market. As a whole, these groups are inclined to spend a significant amount of time and fair amount of their disposable income on their homes. Additionally, they are very outdoor oriented- they are far more likely to participate in group sports than to belong to gyms and will be spectators of sporting activities as well as participants.

HIGH SOCIETY - 8.1% of population

- Affluent and well-educated
- Employed in high paying positions such a professional or managerial occupations
- Median household income: \$105,006
- Active – financially, civically and physically
- Internet or radio best to reach this market, then television

UPSCALE AVENUES- 9.8% of population

- Well-educated and high earnings from years of hard work
- Median household income: \$70,720
- Invest in their homes, landscaping, and home remodeling projects
- Often buy new furnishings and appliances
- Activities include golf, weights, bicycling and domestic vacations

TRADITIONAL LIVING- 12.2% of population

- Hard-working, settled families
- Median age of 38
- Typically own single-family homes in established, slow-growing neighborhoods
- Take pride in their homes and gardens
- Often associated with veterans clubs or fraternal organizations
- Rely on traditional media such as newspaper for their news

SENIOR LIFESTYLES- 17.8%

- Median income for this group is \$45,396, attributable mostly to retirement income
- Resides in single-family homes, retirement homes, or high-rises
- Golf is their favorite sport
- Best reached through newspaper and news shows on television

What is exciting is that we anticipate “our shopper” to drastically change within the next five years. With over \$100,000,000 dollars being invested right now in downtown, we will have 1,146 new units of student, young professional and workforce housing. Plus, slated is another 3,274 new units of additional housing that is being planned right now. As you can see, you picked the perfect time to be a part of downtown's retail renaissance!

Getting Up & Going

THE LAND DEVELOPMENT OFFICE

Let's talk about getting those doors open to the public. Whether it's signage questions, building permits or landscaping, the Land Development Office at the City of Chattanooga handles all your needs for getting things into place. The Land Development Office seeks to ensure the public's health, safety and welfare through the enforcement of adopted building, electrical, plumbing, gas and mechanical codes and the Zoning Ordinance. Major functions include:

DEVELOPMENT SERVICES

- Plans Review- Residential and Commercial / Adopted Codes / Fees
- Land Disturbing / Subdivisions / Infrastructure / Street Cuts
- Building Permits / Inspections
- Trades Permits / Inspections
- Inspection District Map

LAND USE MANAGEMENT

- Commercial Signs / Billboards / Banners
- Historic Preservation / Design Review
- Zoning Enforcement / Parking Review
- National Flood Insurance Program
- Landscaping / Urban Forestry

See more at: <http://www.chattanooga.gov/economic-community-development/land-development-office>

LOCATION AND HOURS

1250 Market Street
Suite 1000, D.R.C.
Chattanooga, TN 37402
Phone: (423) 643-5800
Main Fax: (423) 643-5848

Office hours of operation are Monday through Friday (excluding Holidays), from 8 a.m. to 4:30 p.m. including the lunch hour.

PERMANENT & TEMPORARY SIGNS BILLBOARDS & BANNERS

The City of Chattanooga's Sign Ordinance regulates signs erected within the city limits. The permit and inspection process ensures that all signs comply with the adopted regulations in the Sign Ordinance with respect to construction, placement, size, type, etc

See more at: <http://www.chattanooga.gov/economic-community-development/land-development-office/commercial-signs-and-zoning>

For the signage ordinance visit: <http://www.chattanooga.gov/city-council-files/CityCode/03%20-%20Advertising.pdf>

Need more help navigating your signage? Call/ Email: Gary Robkin
robkin_g@chattanooga.gov
(423) 643-5837

Patio Seating a part of your plan?
Outdoor seating on sidewalk requires a Temporary Use Permit. You must apply and coordinate through the City's Transportation Department: (423) 643-5950

Planning on Serving Drinks at your place of business? Know who to contact:

Beer: Contact Beer Board at (423) 643-5156

Liquor by the Drink: Contact TN ABC board at (423) 643-6434

See more at: <http://www.chattanooga.gov/finance/treasury-division/business-licenses/business-license-faqs>

Where to Plug In

MEDIA CONTACTS

Nooga.com

Chloe Morrison
(423) 402-8740 ext. 4503
chloe.morrison@nooga.com

Chattanooga Times Free Press

Alex Green
agreen@timesfreepress.com
(423) 757-6480

The Chattanooga

John Wilson
news@chattanooga.com

WRCB

news@wrcbtv.com

WDEF

news@wdef.com

News Channel 9

producers@newschannel9.com

Need to know how to write a press release about the opening of your business or events you will be hosting? Learn some tips here: http://www.huffingtonpost.com/zach-cutler/press-release-tips_b_2120630.html

MERCHANT ASSOCIATIONS

Depending on where your business lies, you could be involved in a local merchant group. If you fall within the boundaries within a certain merchant group, we will notify you and connect you as soon as possible. Southside, Riverfront, and Northshore have existing merchant collectives and more are on the way!

CHATTANOOGA CHAMBER OF COMMERCE

Becoming a chamber member can do wonderful things for your business. Located downtown and just steps away from your business, they can help you get established and connected in Chattanooga. Contact Anne McNutt, Member Services Coordinator at amcnutt@chattanoogachamber.com, (423) 763-4375.

ONLINE ENGAGEMENT

Given current customer expectations that all worthwhile retail and restaurant establishments will have an online presence, it's imperative that at least a basic online persona is created for your business. This should include:

- A website that is mobile friendly. This website does not have to include an ecommerce component, but it does need to provide basic information about your business (i.e. address, phone number) and what you provide to customers. If you are a restaurant, please include your menu.
- Social media is another tool that customers expect and is free to start and manage. Outlets that you should include are:
 - Facebook
 - Twitter
 - Consider Instagram, Pinterest, Google+, LinkedIn depending on your business model

TIPS FOR SOCIAL MEDIA MANAGEMENT

- Facebook allows pages to schedule posts at convenient times.
- Twitter does not allow you to schedule posts, but there are many easy to use, free tools like HootSuite that allow you to do so.
- Do not link Facebook and Twitter accounts via a social media platform like HootSuite to post identical messages on each media outlet. They don't translate well. Tailor each message to Facebook and Twitter restrictions and expectations.
- Although it will differ for each business, you should aim to post to your social media account at least 3 times a week and no more than once a day unless there is some extraneous circumstance (i.e. live Tweeting from an event, unexpected store closure for weather). Again, it differs from industry to industry, but the most engagement from posts falls between 2-6pm.
- Mix up content with store specific posts (i.e. pictures of new clothes you just received in store) versus industry content (i.e. Vogue's hottest fashion trends for fall).
- Respond and interact with customers on social media. If followers ask a question or post a compliment, answer or say thank you. If someone leaves a negative review or comment, don't delete it or argue. Apologize and try to make amends. But do not stay in a back and forth commenting argument with followers.

Where to Plug In

GROUPS TO REACH OUT TO:

- Junior League Of Chattanooga: Phone: (423) 267.5053, juniorleague@JLChatt.org
- YPAC (Young Professionals Association of Chattanooga): info@ypchattanooga.org
- CWLI (Chattanooga Women's Leadership Institute): director@cwli.org
- EWI (Executive Women's Institute): connections@ewichattanooga.org

Have a group you'd like to find and tell about your business? Let us know and we'll try to help! bmard@rivercitycompany.com

Common Themes of Successful Retailers

You've set up your space and now you want to get them in the door. Great retailers have distinctive storefronts that draw people in; signage that is succinct and eye-catching; and frequently changed window displays; and a sought-after selection of focused merchandise in appropriate quantities.

DISTINCTIVE STOREFRONTS Professional, Retail-Specific Designs



Common Themes of Successful Retailers

APPROPRIATE SIGNAGE

- Succinct (name should be in only 1 or 2 places)
- Eye-catching, attractive graphics; styled to fit character of storefront
- Should not state too much information (I.e. website, address, phone, etc.)
- No need for neon “open” signs



Common Themes of Successful Retailers

ENGAGING WINDOW DISPLAYS

- Should change every 2 or 3 weeks (more frequently if possible)
- Clear, clean glass, well lit
- Reflect merchandise sold
- Convey a particular spirit/expression of the store's brand promise
- Eye-catching
- Have lights on at night!



Make it Unforgettable!

Above all else, make shopping in your store or eating in your restaurant an experience! People will visit your store if they are received with great customer service and fabulous goods. Keep spaces fresh and clean and always changing. Serve water while shoppers walk around, create a “waiting area” for men with comfy couches and magazines, and always invest money in your dressing rooms- it’s where 90% of the decision of apparel is made (be sure to account for a seat for a friend in there, as well as great lighting and good mirrors).

For more great tips on retail, read Paco Underhill, *Why We Buy: The Science of Shopping*.

Any additional questions about the downtown market? Contact Blair Mard at River City Company, bmard@rivercitycompany.com.