

# To bring business into downtowns, we have to bring business into downtown programs

Families' livelihoods, job availability, and tax revenues for public schools have been hurt by the decline of business in our downtown business areas.

But most downtown revitalization programs have subordinated business to **design**. They spend millions on improving **buildings**--millions that could be spent on improving **business**.

Downtowns that cry for traffic-generating **activity** are instead given non-traffic-generating **aesthetics** in the form of cosmetic facade and street-scape treatments. Downtown advisors push historic preservation of **buildings** but not of the **businesses** they contain.

So many downtowns have been made to **look** more prosperous instead of to **become** more prosperous. While downtown businesses must look to customers, downtown programs look instead to designers.

## A To Do List

*Successful Smaller Downtowns & Business Districts* shows where downtown designer dogma has gone wrong. It shows how to bring business into downtown programs based on a simple but widely ignored idea:

*What makes a successful business district is the same as what makes a successful business.*

It translates this idea into 36 Successful Business Practices. They're a To Do list for underperforming business areas. Over and over it uniquely asks whether what a smart business does is also what older business areas do.

And it is candid about **failures** of downtown revival efforts. Because it's important to know what **doesn't** work as well as to know what **does**.

## Two Case Studies

Smart downtown programs don't measure success by pretty renderings and photographs but by boosts in sales, jobs, and tax revenues downtown. In *Successful Smaller Downtowns*,

John Gann helps you find a better way and be a leader rather than a follower. Because unlike books that just describe what downtown programs have done, this manual tells you what they **could** do but too often don't.

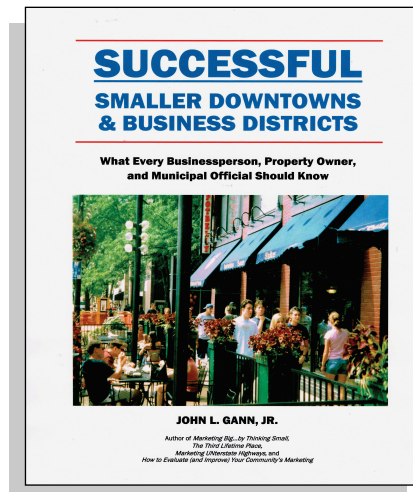
"Instead of using abstract theories, Gann fills his book with actionable suggestions and tales of real-world experiences."

*Budget & Tax News*

A better way is best illustrated by two remarkable case studies. One represents the ultimate failure of the widely touted design remedy. The other achieved the greatest downtown redevelopment success ever despite facing nine daunting obstacles.

## Not Found Elsewhere

Information you don't get from other sources is presented in concise, time-saving "bite-size pieces" that get to the bottom line without a lot of words. The manual is written and formatted to make it exceptionally easy to use. Points are made with verbal and full-color visual examples.



The not-found-elsewhere ideas include:

What farmers markets tell us about how to revive downtown

How to save money by **not** doing what downtown advisors say

Why the conventional wisdom about Walmart is wrong

How to do downtown guides and electronic marketing better

Why downtowns should **not** be landmarked

The value of specialization

Why some dubious downtown remedies nonetheless seem to show results

## A "Cadillac" in Marketing

Called "a Cadillac in marketing expertise," John L. Gann, Jr. ([citykid@uwalumni.com](mailto:citykid@uwalumni.com)), President of Gann Associates, consults, trains, and writes on marketing places. He has authored several manuals on the subject.

John has been published on business areas in *The Wall Street Journal*, *CarlsonReport*, *Downtown Idea Exchange*, *Chicago Tribune*. He has made conference presentations to retail trade associations and state municipal leagues.

Formerly with Cornell University, he has degrees from the University of Chicago and the University of Wisconsin.

## It's Not the Buildings

Downtown revival is about business, not buildings. This manual will help you bring business into your downtown program...and into your downtown. And it will do what other materials rarely do. It will make you **think**.

Fax to: (866) 61-HORAM

**Yes**, send \_\_\_ copies of *Successful Small Downtowns*. I enclose \$59.75 + \$6.95 S&H per copy print or \$49.75 electronic PDF, both plus 8.25% IL sales tax if applicable.

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