

Main St, 1960s
Source: Wakefield
Memorial Library

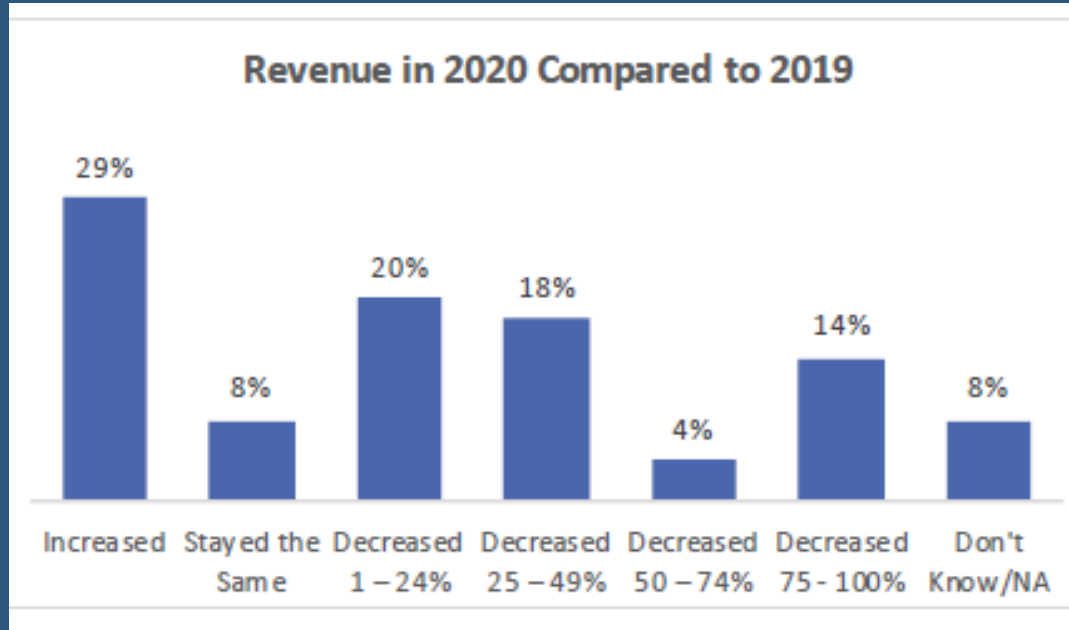


WAKEFIELD COMMUNITY & BUSINESS DEVELOPMENT STRATEGIES

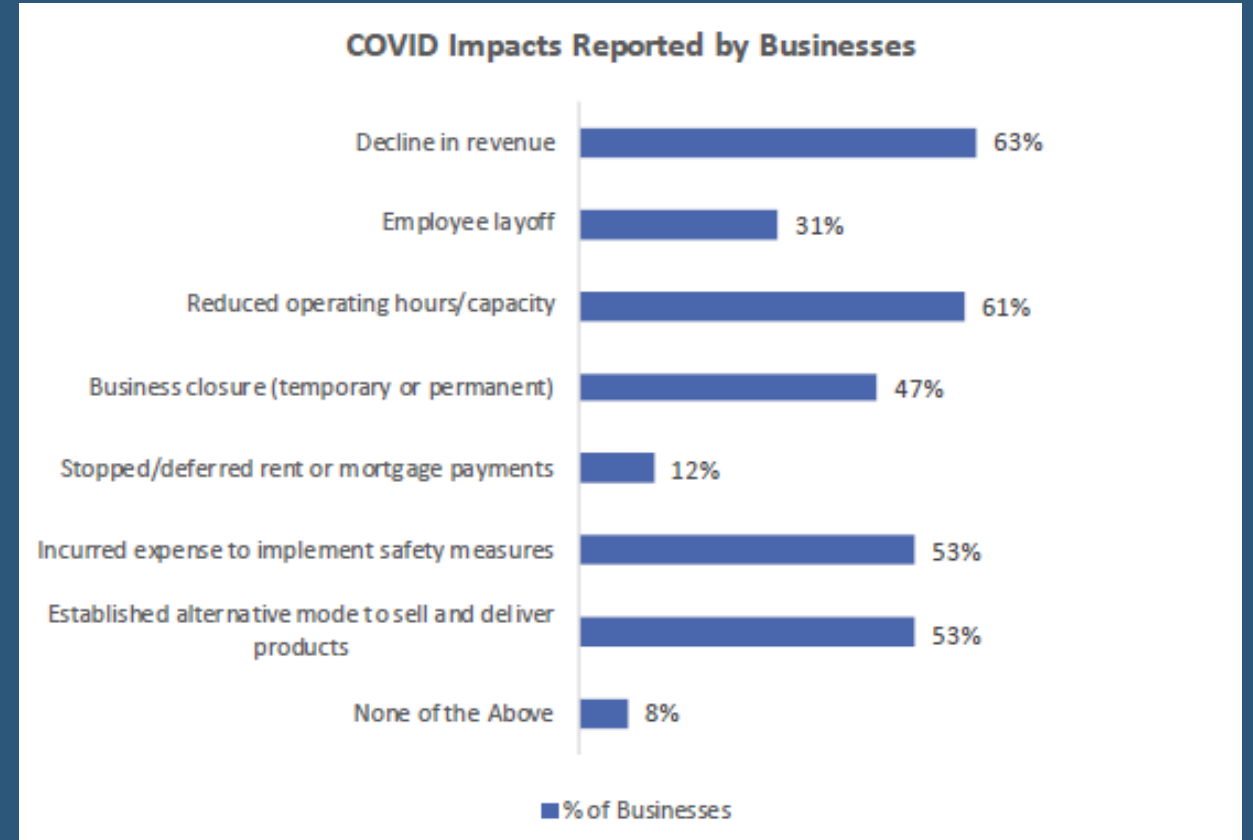
INTERVENTIONS FOR COVID-19
RESPONSE & BEYOND

MAIN ST & GREENWOOD COMMERCIAL
DISTRICTS

SURVEY RESULTS



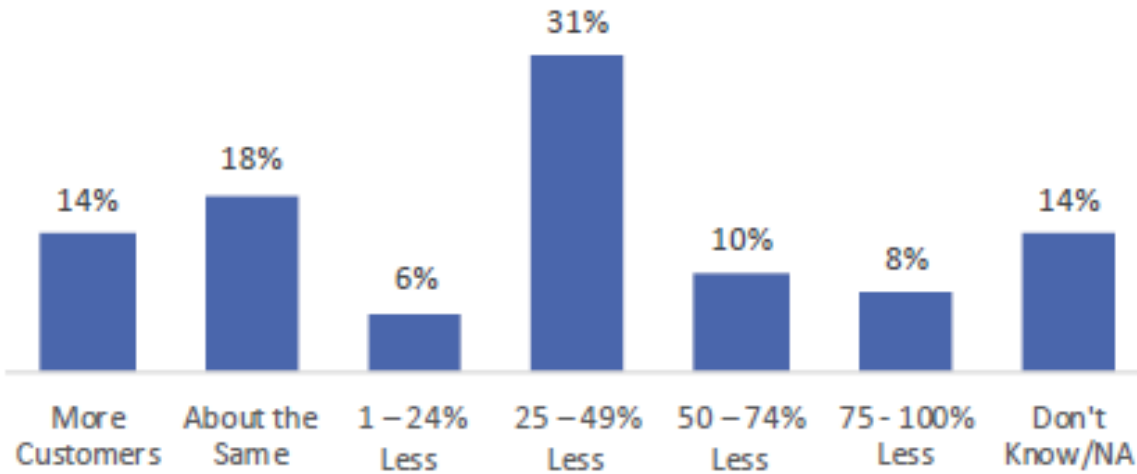
- 56% of businesses generated less revenue in 2020 than they did in 2019.
- For 36% of businesses, revenue declined by 25% or more.



92% of businesses reported being impacted by COVID.

SURVEY RESULTS CONT.

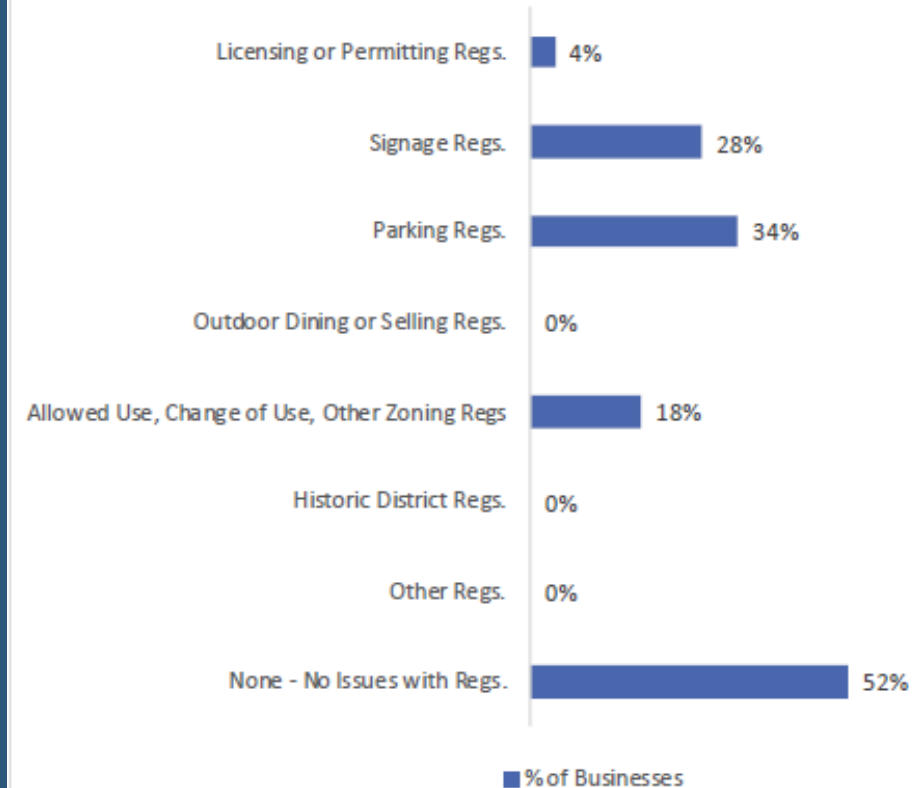
On-site Customers 2021 (Jan - Feb) vs. Pre-COVID



Less Foot Traffic in Commercial Area

- 55% of businesses had less on-site customers in January and February of 2021 than before COVID.
- 49% of businesses reported a reduction in on-site customers of 25% or more.

Regulations that Pose an Obstacle to Businesses Operation



48% of businesses indicated that the regulatory environment poses an obstacle to business operation.

STREETSCAPE ENHANCEMENTS

Conduct an audit by walking the Main & Greenwood during the day and evening to assess:

- Ease of getting around
- Placement of cross walks and their proximity to venues
- Width of the sidewalk to determine capacity for outdoor seating
- Balance of businesses and types amenities
- Lighting conditions
- Parking access and status of meters
- Storefront conditions and;
- Tree canopies

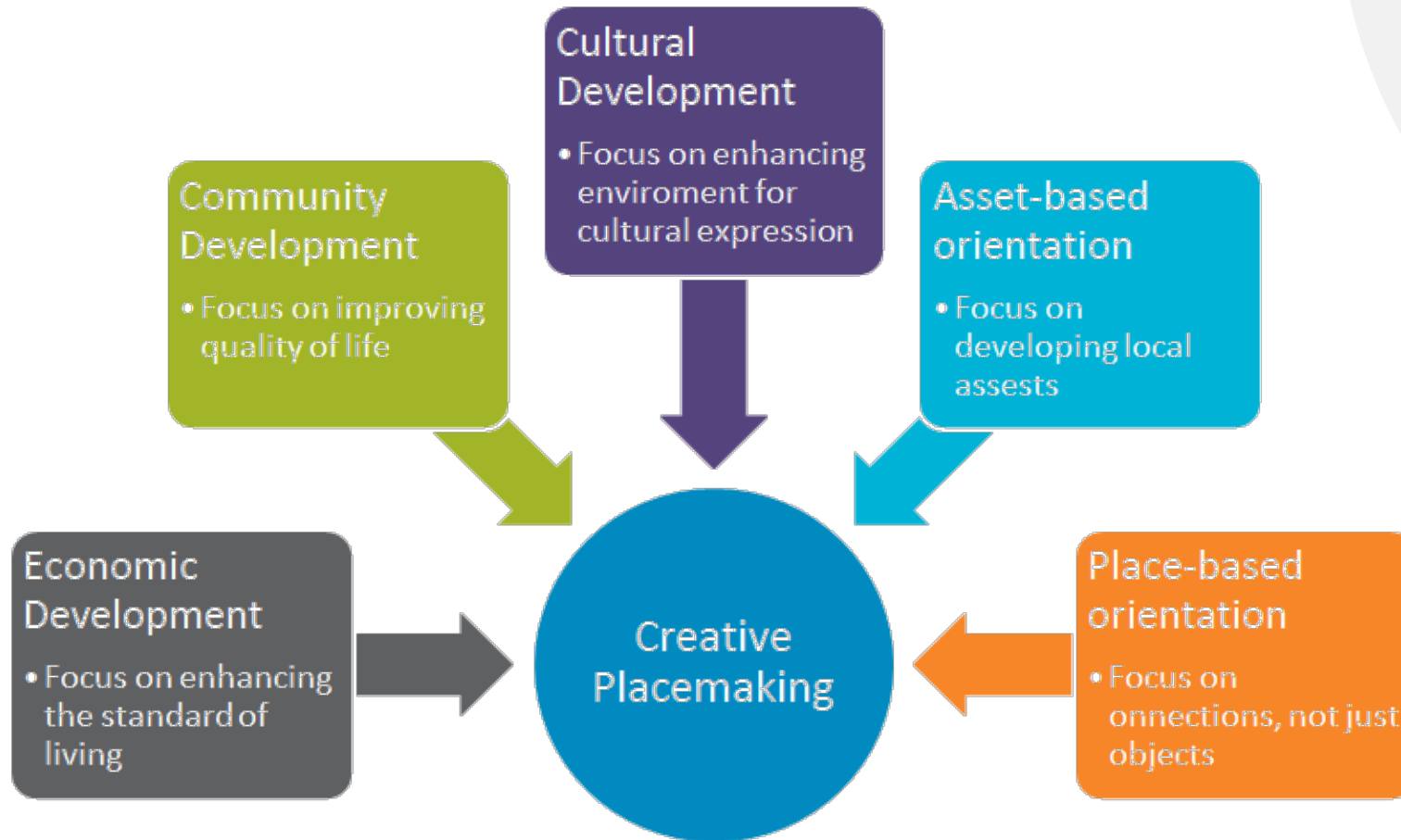


COMMUNITY BRANDING & MARKETING

- Using the streetscape as a canvas and a local marketing mapping, businesses could apply to have their establishments marketed on banners and
- Marketing of local businesses can be paired with imagery to encourage recreation and retail, family values, and tourism.
- Businesses can partner with the Town advertise special programming as part of broader placemaking initiatives.
- All of these projects can be low cost and easy to execute.
- Incentivizes customers to shop, dine and play locally.



INCLUSIVE PLACEMAKING LEADS TO GREATER RESULTS



Placemaking is more than making murals, it's implementing ways to integrate arts and culture into the built environment to enhance community and economic development overall.

Consider installing creatively designed benches, and bike racks, as a small but impactful entryway to incorporating more art installations that also serve important functions.

University of Michigan, 2011

PUBLIC SPACE ACTIVATION & PLACEMAKING

Many activities take place by the lake, and understandably so. But there is some distance between the lake and the cluster of restaurant and retail businesses on Main St.

One suggestion would be to move open and green activities to available spots and parcels closer to the business.

For example, a small band could be hired during the critical summer and fall months to perform on the lot adjacent to the historic building.

The outdoor music will help to draw people to hang out and patronize businesses.



ACCESSING CAPITAL



FEDERAL

For businesses looking for resources, and number of grants are now available through the Small Business Administration on account of the latest pandemic stimulus bill.

The Paycheck protection Program is a loan program which could be forgiven if a small business that qualifies applies for loan forgiveness by a given deadline.



U.S. Small Business
Administration

Paycheck Protection Program



STATE & LOCAL

Likewise, a number of local business loan and grant programs are available through state and local community develop financial institutions (CDFIs). For a small town like Wakefield, it is important to partner with local community banks and state institutions such as MA Growth Capital, to either hire or designate an expert who can walk through these processes with small business owners.

DIVERSITY, EQUITY AND INCLUSION GOALS

As the Metro Boston region grows, it is important for Wakefield to incorporate culturally responsiveness in the design of its economic development strategies. The town is also on the verge of resident growth and that is likely to include a rise in people of color and immigrants. A number of new businesses are predicted to want to establish themselves in town. Much of the tools you employ will require a DEI lens.



From Dr. Arnisa Amante, CEO of Disruptive Equity Education Project (DEEP)



THANK YOU



POWERFULPATHWAYSINC@GMAIL.COM



FAVERMANNDDESIGN.COM