The Summer 2020 Issue's Authors and Articles

Welcome to The ADRR

As an author who has been writing about downtown revitalization since the late 1970s, I have long wanted a publication such as The ADRR that is focused solely on that subject. The need and support for it are perhaps best evidenced by the fact that work on its creation only started a little over six months ago and in that relatively brief period of time:

- an advisory board composed of 15 accomplished downtown revitalization professionals has been assembled
- a number of talented authors have been recruited to write articles
- a website has been designed and become operational
- and our first issue is being published.

This, might I add, has been done basically on the donated time of the authors, board members and editor and free internet resources, while the publication is free to all who may want to read it.

Being new, we've had to prime the pump to get the needed flow of high quality and relevant content we aspire to publish. To that end, I have solicited articles from nine other authors whom I highly regard – some being ADRR board members – on topics that they and I thought needed greater attention. I am also adding one of my own. The emergence of the Covid19 crisis, of course, heavily influenced the topics covered by the articles in our first issue . However, even those articles that do not overtly cover that topic will be relevant in the recovery and post crisis time periods.

A Call for Articles. While The ADRR will continue to recruit authors to write articles for it, we hope to develop a substantial flow of manuscripts from authors we now do not know. Our submission guidelines can be found at https://theadrr.com/submission-guidelines . Send manuscripts to me at: amdtnrevrev@gmail.com. Also, potential authors should feel free to contact me if they have any questions.

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Now, let's get to the stars of this issue, the authors and their articles.

Michael J. Berne

Michael Berne is one of North America's leading experts and futurists on urban and Downtown/Main Street districts as well as the retail industry more generally. As the Founder and President of New York City and San Francisco Bay Area-based MJB Consulting, Michael has amassed more than twenty years of experience in conducting retail market analyses, devising

tenanting strategies and spearheading implementation efforts across the U.S., Canada and the U.K. In addition to his widely followed "Retail Contrarian" blog, Michael has penned numerous articles for ULI's monthly magazine, Urban Land, and has authored a chapter for a recently-published book on the urbanization of the suburbs ("Suburban Remix: Creating the Next Generation of Urban Places", Island Press, 2018).

As someone who styles himself as both a curmudgeon and contrarian who also has done substantial work in downtown retail, I found Mike's work very insightful and appealing. Since Mike has joined The ADRR's board, I am happy to say that we have had several enjoyable and useful discussions/debates/arguments about downtown retail. Given the Covid19 crisis's potential impacts on retail, that subject had to be addressed in this issue of The ADRR. If I wasn't going to do it, I could not think of anyone better than Mike to write that article. I think you will find the result, "Time for a "Retail New Deal": How Downtown and Main Street Districts Must Respond to the Impacts of COVID-19," meets the challenge of being timely, insightful, and useful while not overreaching. Moreover, he puts on the table an agenda for discussing a much needed action program.

Mike's website is www.consultmjb.com, and his email is consultmjb@gmail.com

Roberta Brandes Gratz is an award-winning journalist, urban critic and author of six books on urbanism, including Battle for Gotham: New York in the Shadow of Robert Moses and Jane Jacobs and We're Still Here Ya Bastards: How the People of New Orleans Rebuilt Their City. In 2006, Gratz and a small group of urbanists, in partnership with Jane Jacobs, founded the Center For the Living City to build on Jacobs' legacy.

Several years ago, I came across an insightful, cogent and enjoyable to read article Roberta wrote about Lincoln Center that highlighted how that huge, popular and venerated performing arts center was nevertheless so often deader than a doornail, not pedestrian friendly, and designed much like a fortress to prevent use by residents of some surrounding neighborhoods. That article resonated with me because too, often, in my travels around the US, I've found that while we understandably want to physically build important new structures to house the arts, they almost equally often are designed in ways that don't properly integrate them into our downtowns or neighborhoods. Her "Culture Malls" article in this issue of The ADRR is an update of that earlier article. The heart of her argument, I believe, is that arts projects, too, must follow sound urban design and development principles. They should not be in any way exempt or the standards be applied less rigorously because the arts are involved. In the Covid19 influenced world, the issues of applying those principles may be more important than ever.

Roberta's website is Robertabrandesgratz.com and her email address is roberta.gratz@gmail.com

Andrew M. Manshel is the author of the terrific "Learning from Bryant Park" recently published by Rutgers University Press. He often assists municipalities and organizations on a pro bono basis in revitalizing, planning and managing public spaces and blogs about downtown and

public space revitalization at theplacemaster.com. For 10 years Andy was Associate Director and Counsel at the Bryant Park Restoration Corporation (conceptualizing and successfully implementing many of its most noted programs including its performances, the film series and the construction and leasing of the Bryant Park Grill) and General Counsel and Director of Public Amenities to the Grand Central and 34th Street Partnerships (where he structured the first tax exempt BID bond issues, developed and leased the Pershing Square Café, negotiated site control for Herald and Greeley Squares, and created the horticulture, street vendor, newsrack and public toilet programs). He was for 11 years Executive Vice President of Greater Jamaica Development Corporation and President of its Jamaica Capital Corporation and Jamaica First Parking affiliates, working to improve public space and the quality of life in a vibrant, but disinvested, African-American, Caribbean, Central American and South Asian neighborhood.

Steve Jobs enjoined us to "think different". In recent years, I've come to increasingly enjoy and benefit from discussing/debating things downtown with Andy because I don't get the boilerplate answers/solutions from him that so many other downtown experts are prone to offer. He does think different. When I asked him to write an article for The ADRR I was expecting something focused on public spaces, but instead, Andy's article, "Is ED Really a Problem?", deals with important issues that those involved in economic development too often ignore, yet are structuring political attitudes towards economic development, be it downtown or elsewhere. Who is economic development for? Is the discussion being data driven? In an important, if unstated way, Andy is also raising the issue of how important our development culture is in determining outcomes, as Aaron Renn has pointed out so forcefully elsewhere.

Andy's blog is theplacemaster.com and his email is andy@andymanshel.nyc

N. David Milder. That's me. I have completed leading edge work on downtown central social districts, arts districts, multichannel retailing as well as numerous retail assessments and downtown revitalization strategies for downtowns of all sizes in many parts of the nation. In the 1980s, I created the Downtown Safety, Security and Economic Development Program for Regional Plan Association to address a key barrier to downtown revitalization. I am well known for my work on niche downtown revitalization strategies. I have published numerous articles in periodicals such as the Economic Development Journal, Urban Land, Main Street News and Downtown Idea Exchange. I have also contributed chapters to books produced by the American Planning Association and the International Downtown Association. I am the author of two books on downtown revitalization: Niche Strategies for Downtown Revitalization (1997) and Downtown Business Recruitment (2005).

My friends say I've helped create The ADRR just so I would have a place to publish my articles. The two-part article I will be publishing in The ADRR, "Developing a New Approach to Downtown Market Research Projects" was peer reviewed and I hope it starts a serious discussion about how we can improve the research that is being done that is related to downtown economic revitalization -- especially with regard to retail. Having reliable analyses will be more important than ever as we try to work our way through and past this Covid19 crisis. For example, too many trade areas are wrongly defined, gap/linkage analyses are really

problematical in many ways, the critically important unbonded consumers are seldom analyzed, and capture rates are shamefully presented.

My website is https://www.ndavidmilder.com/ and my email is amdtnrevrev@gmail.com

Aaron M. Renn is an urban analyst, consultant, speaker, and writer. He focuses on urban, economic development, and infrastructure policy in the greater American Midwest. He is a columnist for Governing magazine and his work has appeared in The Guardian (UK), The New York Times, and The Washington Post, along with many others. Aaron was a Senior Fellow at the Manhattan Institute from 2015-2019 and is a Contributing Editor at its quarterly magazine City Journal. Prior to his work in public policy, Aaron had 15 year business career in management and technology consulting, where he was a partner at Accenture.

Aaron is a prolific author and over the past three or four years I have read many of his articles. I learned a lot from every single one of them, and they all were well researched, a pleasure to read, and addressed important issues or problems. From the get-go, I knew I wanted him to contribute to The ADRR. His article for this issue, "Bus vs. Light Rail", was written before the Covid19 crisis became full blown, but it addresses concerns of cost and serving needy low-income communities when designing a new transit system or redesigning old ones. They will continue to be very relevant concerns in the Covid19 recovery and post crisis time periods.

Aaron's email is: aaron@aaronrenn.com and his website is https://www.aaronrenn.com/

THE SPOTLIGHT AUTHORS

When it became apparent that Covid19 would be a major event, several members of The ADRR board started to email each other about what could be done. Gradually, that discussion broadened to include non-board members and a decision was made to have a group of authors write short articles that "spotlight" this subject. The result are the four articles grouped under the banner of "The Spotlight: Keeping Our Small Merchants Open Through the COVID19 Crisis." We believe readers will find them relevant, useful and interesting. The authors of these four articles are:

Katherine Correll. Katherine is the executive director of Downtown Colorado, Inc. (DCI) and a member of The ADRR's advisory board. She is an innovative resource choreographer for local governments, non-profits, and private businesses hoping to achieve more with less. She brings broad experience in public-private partnerships, financing strategies, and organizational and partnership structures. Katherine is well versed in professional development and volunteer networks, outreach and engagement, community and economic development, not-for-profit administration, project development and management, communications, and establishing collaboration around shared experience and marketing initiatives. Born and raised in Denver, Colorado, Katherine has worked with development initiatives in Denver, New York, Chicago, and the Former Soviet Union. Katherine received her master's degree in Public Administration

from Rutgers University and her bachelor's degree in Politics with a Minor in Urban Studies from New York University.

Katherine's article provides a view from the perspective of the downtowns in her whole state. Over the years, I have looked closely at several of them and found them to be very interesting and often innovative. Denver, of course, is on a level of its own, but I've noted other downtowns in CO that have done interesting things with business development, arts districts and tourism. CO is also "reopening" from the Covid shutdown rather early. From afar, I've found the DCI has interesting programs and brings in a range of interesting people to speak and advise.

DCI's website is http://www.downtowncoloradoinc.org/ and Kathrine's email is: director@downtowncoloradoinc.org

David Feehan is someone that I seem to have known and admired for ages. He is the President of Civitas Consultants LLC and a member of The ADRR's advisory board. Civitas is a Maryland-based international consulting firm assisting downtown and community organizations and local governments. Before entering private practice as a full-time consultant, Dave served as President and CEO of the International Downtown Association. He led successful downtown revitalization efforts in Des Moines, Detroit and Kalamazoo. He organized the business improvement district in Des Moines, and directed the Major Projects Task Force, a public-private partnership that led to the design and construction of a new science center, convention center, arena, multi-university center, riverfront improvements, residential and office development.

In Detroit, Dave organized the Greater Downtown Partnership and managed a 16 acre acquisition project culminating in purchase of the vacant Hudson's department store. Today Quicken Loan and Compuware have corporate headquarters is on this site.

In Kalamazoo, Dave directed the award-winning Arcadia Creek project. He pioneered a new management philosophy while managing the municipal parking system, receiving several awards for exemplary customer service.

Dave's article focuses on efforts to revive revitalization efforts in the student-oriented Dinkytown neighborhood that abuts the University of Minnesota's main campus after it has been hurt by the Covid19 crisis. A lot of our downtown revitalization plans will be severely disrupted, if not entirely ruined, by this crisis. How do we begin to respond?

Civitas's website is https://civitasconsultants.com/ , Dave's email is civitas.dave@me.com

Isaac D. Kremer
Isaac Kremer is a transformative leader who has successfully led Main Street revitalization programs in New York, Kentucky, and New Jersey. From 2008-2012 as Executive Director of the Oyster Bay Main Street Association on Long Island he led the restoration of President Theodore

Roosevelt's hometown. While there he organized one of the first Better Block projects in the US. As Executive Director of Discover Downtown Middlesboro from 2012-2016, Kremer mobilized hundreds of volunteers to build trails, encourage entrepreneurship, and bring incremental change about through three more Better Block projects. Currently as Executive Director of the Metuchen Downtown Alliance he is leading revitalization of a 'transit village' with over $100 million of investment.

I first discovered Isaac when I learned about a very interesting small business development program he developed in Downtown Middlesboro, KY, and I since have been following the revitalization effort he is leading in Metuchen, NJ. His article focuses on how downtown merchants and his community have responded to the Covid19 crisis.

Isaac's email is isaac@downtownmetuchen.org , and the website for his organization is https://www.downtownmetuchen.org/

Errin Welty is the Downtown Development Program Manager at the Wisconsin Economic Development Corporation (WEDC). She previously worked as a market analyst at Vierbicher, working with public and private sector clients to create market-based solutions to solve economic and planning issues, and as Vice President of Client Services for Grubb & Ellis, managing marketing and research for the firm's Denver office. Errin has significant planning and real estate experience, having been on staff with downtown organizations in both St. Cloud, MN and Denver, CO, and a founding member of Wheat Ridge 2020, an economic development organization focused on revitalizing one of Denver's original inner-ring suburbs.

Having done a number of assignments in WI as well as some pro bono work for the folks in UWEX who are focused on downtown revitalization, I have a high regard for many of those at the state and local levels who try to strengthen the state's downtowns and Main Street districts. In recent years I have found that Errin was involved in a number of very interesting downtown-related research projects – sometimes with my good friend Bill Ryan at UWEX -- on the impacts of student expenditures in college towns and on the rents that downtown storefront tenants pay. When I learned that the WEDC had produced a guidebook for downtowns and Main Streets on how to respond to the Covid19 crisis, she was quick to meet my request for a copy. The quality of that product and her prior research led me to invite her to write an article for The ADRR. As is the case with Katherine, her article is informed by the information she can access from communities throughout her state.

Future Spotlight Articles. After reading the Spotlight articles I hope you will agree that they are first-rate, timely and useful. Based on this result, we plan to have future Spotlight articles on other subjects. If you have any suggestions about the topics to cover, please let me know.

Sincerely,



N. David Milder
Editor