

**HOW DO WE ATTRACT MORE CREATIVE AND RETAIL BUSINESSES TO DOWNTOWN HAVERHILL ?
HOW DO WE SUPPORT NEW AND EXISTING RETAILERS ?**

EXISTING RETAIL CATEGORIES (DOWNTOWN)

Apparel (Women only)
Antiques
Art Galleries
Cards
(Candles)
Specialty Foods
(Coffee)
Crafts
Gifts
Home Accessories
Jewelry
Local Tourism/Heritage Items
Photography
(pottery)
Recycled/Repurposed
Seasonal

WHAT'S MISSING (*TO CREATE A RETAIL MIX, BROAD RANGE OF GOODS/SERVICES*)

Apparel, Men
Arts and Crafts Supplies
Bakery
Books
Candles
Candy
Florist
Ice Cream
Pet Supplies
Soaps/Aromatherapy/Lotions/Perfumes
Tee Shirts
Toys

Which of these would best serve our residents ?

Which would complement existing businesses and add appeal to our community ?

Which would simply not be viable downtown due to competing malls, parking, demographics ?

POTENTIAL DEMOGRAPHIC GROUPS TO REACH

Families with Children
Generation X
Baby Boomers
Seniors
Business Travelers
Tourists
Outdoor Enthusiasts

Which group is currently under-served by our retailers ?
Which group would be worth attracting ? (Identify purchasing potential.)

WHAT WOULD ATTRACT NEW RETAILERS ?

City's Reputation
Parking
Demographics
Vibrant Art Scene
Tourism
Special Events
Supportive and Active Chamber of Commerce
New Harbor Place, UMass

HOW DO WE SUPPORT EXISTING RETAILERS ?

Cross-Marketing
Riverfront Cultural District's designation, use for marketing purposes
New Signage (Kiosks coming soon !)
Update brochures, walking tour maps
Encourage residents to Shop Local...info into welcome packets at Cordovan, Hamel Mills, etc.
Continue to have special events involving local merchants

HOW DO WE MARKET DOWNTOWN HAVERHILL TO POTENTIAL NEW RETAILERS ?

Work with Planning Commission
Fill Empty Storefronts with Art
Connect with Local Artists who may want to start a business
Work with SCORE to match up potential new businesses with spaces downtown