

BUSINESS ATTRACTION STRATEGY

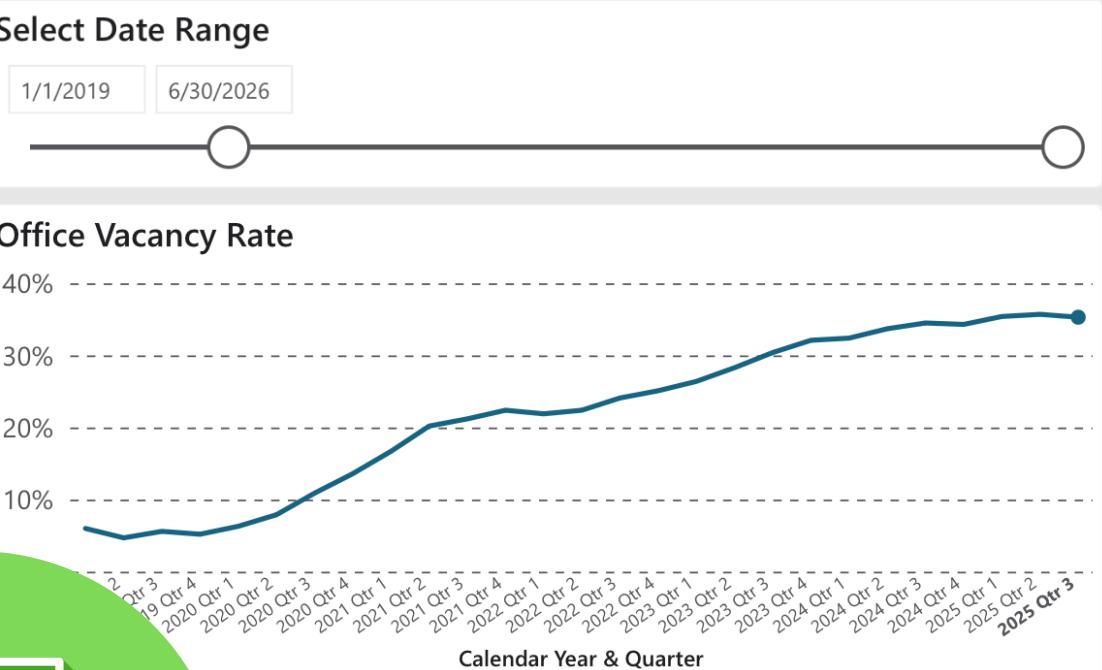
Vacant spaces limit community growth opportunities.

Evidence

- Vacancy rates have been rising in the Lower Fillmore: 7.7% in 2015, 14.6% in 2019, 31% in 2021.
- 80% of the current Fillmore Merchants' Association made of Upper Fillmore businesses.
- Interviews with businesses such as Boba Guys and KC Desserts indicate that Lower Fillmore has a deficit of natural foot traffic and appeal.
- In 2023, the city created a Fillmore-specific grant for small businesses.



Office Vacancy



Approach: Seasonal Market meets Pop-ups

SWOT ANALYSIS

Strengths

- Addresses immediate vacancy problem
- Creates destination appeal
- Supports the local economy
- Create a more diverse business economy

Weaknesses

- Dependence on both local and name brand representation & marketing
- Dependence on city regulations & funding

Opportunities

- Fillmore Small Business Fund
- Showcase local artisans
- Year-round market evolution
- Pop-up permanent tenants
- Job Creation

Threats

- Gentrification concerns
- Traffic and parking conflicts
- Possible increase in shoplifting crime
- Insufficient vendor interest

Recommended Approach

- Seasonal Market meets Pop-ups:
- Utilize the building vacancies
- Place pop-ups/seasonal market in vacant storefronts

Alternative Approaches

- Revitalize the city's Fillmore Grant program
 - Alleviating financial stress on Lower Fillmore businesses
- Organizing a Lower Fillmore-specific merchant's association
 - Lower Fillmore can advocate for its needs.

Potential Outcomes

- Activation of vacant storefronts through seasonal markets and pop-ups.
- Increased foot traffic and tourism in Lower Fillmore.
- Use of the Fillmore Small Business Fund
- Potential for city-backed long-term revitalization or business grant renewal.
- Risk of rising rents displacing local small businesses.

Implementation

Year 1: Holiday Market

- From November through January
- Both local and global businesses
- Occupy the vacant storefronts
- Selling primarily holiday goods
- Potential partnership with Avenue Greenlight
 - Possible funding of \$15,000 to kickstart our project.
- Based on Year 1 attraction, Year 2 will be implemented the following year.

Year 2: Holiday Market & Push Towards Longevity

- Early December → Fillmore Holiday Market lighting festival
 - String lights, mini concert + more
- Successful businesses from the Fillmore Holiday Market will have the opportunity to stay in their storefronts for the duration of the year.