Engaging Millennials and Shoppers in the Digital Age
Engaging Millennials and Shoppers in the Digital Age

Oct 25, 2018 | 1:30 – 3:30pm

Moderator:

Nur Asri, AICP Candidate, Associate, Larisa Ortiz Associates

Speakers:
Aongus Burke, Consumer Insights Research Lead, Facebook
Brian Carr, Director of Marketing & Communications, Midtown Alliance
Jim Blakeslee, President, Geocentric
1. visit sli.do on your web browser
2. enter event code #IDAMillennials
3. send us a question
please silence your mobile phones
AICP members can earn Certification Maintenance (CM) credits for attending this session.

You must complete the survey on the mobile app at the end of the session today and also submit your credits on your own to the APA website at www.planning.org/cm.
Learning Objectives:

1. Understand and leverage the changing lifestyle preferences and spending habits of Millennials

2. Optimize Facebook and other social media platforms to interact with consumers

3. Recognize the strengths and limitations of downtown apps and websites
Nur Asri
Associate, Larisa Ortiz Associates

Agenda:
1. Who are Millennials?
2. How are Millennials and other shoppers engaging with retailers in the digital age?
America’s Retailers Have a New Target Customer: The 26-Year-Old Millennial
Who are Millennials?

Currently aged 20-40

Or born in the decades....

1980 1990 2000

Millennials are one of the biggest demographic segments in the country

92 million Millennials, compared with 77 million Baby Boomers

Source: US Census Bureau 2015 – Goldman Sachs “Millennials Coming of Age”
American 26-Year-Olds May Be Retailers' Target, But Only One Segment Is Prime: The HENRYs (High Earners Not Rich Yet)
Higher earning years

By 2020, Millennials will be entering their peak spending years...

$1.4 trillion annual spending by Millennials, or 30% of total retail sales

Source: Accenture; Goldman Sachs Fortnightly Thoughts intern survey, 2013 “How important is it for you to own the following?”
Digital is fundamental to the entire downtown shopping experience.

Although Millennials comprise a wide range of spending powers, the common thread that binds the entire population segment together is its familiarity with digital devices.

Shoppers are now accessing information anywhere, anytime.

Source: Deloitte Digital “The New Digital Divide”
Digital is fundamental to the entire downtown shopping experience

Get deals or compare prices

Current Deals

New York Past and Present at Gild Hall
ENDS MON DEC 31
Take advantage of Gild Hall’s fantastic Lower Manhattan location! Package includes accommodations for two, two tickets to the South Street Seaport Museum and two drinks at our Felice Ristorante.
READ MORE
Digital is fundamental to the entire downtown shopping experience
Plan trips
or create itineraries

28 MOST INSTAGRAMMABLE SPOTS DOWNTOWN
Posted On: August 28th, 2018
Downtown Memphis is filled with distinctive places for photo ops! Get that perfect insta shot at anyone of these special locations Downtown!
Read More

ELVIS WEEK 2018 IN DOWNTOWN
Posted On: August 8th, 2018
Every King deserves a week. From August 11-18, we’ve the ways to celebrate all things Elvis in Downtown during Elvis week 2018!
Read More

DOWNTOWNER’S GUIDE TO SOUL FOOD
Posted On: August 8th, 2018
Memphis wouldn’t be the same without its soul food! Here is the guide to all the best restaurants Downtown serving that southern, home-cooked goodness.
Read More

Digital is fundamental to the entire downtown shopping experience
Part of going digital is being on social media

Millennials are turning to their social networks when making purchasing decisions.

"When a brand uses social media, I like that brand more"

Source: Association of National Advertisers, Barkley, SMG, BCG (via Goldman Sachs “Millennials Coming of Age”)
Contact Information:

**Nur Asri**, AICP Candidate, Associate, Larisa Ortiz Associates
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718-205-5116
www.larisaortizassociates.com/blog
Aongus Burke
Facebook Marketing Science

Agenda:
1. How people find local businesses
2. Discovering new customers
3. Creating lasting relationships
3 in 4 Facebook users say they visit the page of a local business at least once a week.

Facebook IQ Source: Local shopping study by Factworks (Facebook IQ-commissioned research study of 1,537 people 18+ across the US, (1,344 monthly Facebook users, 193 non Facebook users)) April - May 2017.
How and why are people engaging with local businesses?
LOCAL BUSINESS:

Physical store or travels to customers
No more than 5 locations
Not a chain, franchise or non-profit
The Mobile Enthusiast

The Convenience Lover

The Local Explorer
What have we learned?
1 in 2 were motivated to shop locally by a desire to support local businesses

Facebook IQ Source: Local shopping study’ by Factworks (Facebook IQ-commissioned research study of 1,537 people 18+ across the US, (1,344 monthly Facebook users, 193 non Facebook users)) April - May 2017.
MOBILE IS STRENGTHENING THAT CONNECTION

8 in 10 people we surveyed say they use their smartphone to interact with local businesses.

*Facebook IQ Source: Local shopping study’ by Factworks (Facebook IQ-commissioned research study of 1,537 people 18+ across the US, (1,344 monthly Facebook users, 193 non Facebook users)) April - May 2017.
How can you use this information to grow?
Build your Mobile Presence

Communicate with Customers

Build Community with Customers
Build your Mobile Presence

Communicate with Customers

Build Community with Customers

#IDASATX18
People want to find you on their phones

49% of people say they need information about local businesses while on the go

68% of people surveyed say mobile devices help them to find out what is going on locally

*Facebook IQ Source: Local shopping study’ by Factworks (Facebook IQ-commissioned research study of 1,537 people 18+ across the US, (1,344 monthly Facebook users, 193 non Facebook users)) April - May 2017.
I don’t have to ask other people
Allows me to find information exactly when I need it
Saves me time

Convenience. Immediacy. Independence.

Facebook IQ Source: "Local shopping study" by Factworks (Facebook IQ-commissioned research study of 10,340 people 18+ across US, DE, FR, UK, IT, ES, PL and CA (8,878 monthly Facebook users, 1,562 non Facebook users)) April - May 2017.
The Mobile Enthusiast

1. Motivated by ease and immediacy

2. Looking for basic information fast and on the go

3. Not necessarily seeking out a local business

Facebook IQ Source: “Local shopping study’ by Factworks (Facebook IQ-commissioned research study of 10,340 people 18+ across US, DE, FR, UK, IT, ES, PL and CA (8,878 monthly Facebook users, 1,562 non Facebook users)) April - May 2017.

#IDASATX18
Give people the detail they need about your business
Showcase products and services with Sections

**Shop**

men's and women's mercantile shop filled with goods, and whimsy.

**Services**

- Express Manicure $25.00
- Gel Manicure $35.00
- Express Pedicure $25.00
- Women's Haircut $75.00
- Highlights $95.00
- Facial $65.00

**Jobs**

- Jasper's Market
  - Thursday at 2:04 PM
  - Join our team. We're hiring!

#IDASATX18
Encourage action with a Call to Action Button
Build your Mobile Presence

Communicate with Customers

Build Community with Customers

#IDASATX18
Top goals for local businesses

BUSINESS PRIORITY

Grow their customer base

MARKETING GOAL

Raise awareness

Facebook IQ Source: "Local shopping study" by Factworks (Facebook IQ: commissioned research study of 6,250 local business owners 18+ across US, DE, FR, UK, IT, ES, PL and CA (5,500 Facebook local page admins, 750 off platform business owners)) May -June 2017.
Reach people where they are

52% like receiving locally relevant updates and information in their Facebook & Instagram feeds

Facebook IQ Source: ‘Local shopping study’ by Factworks (Facebook IQ-commissioned research study of 1,537 people 18+ across the US, (1,344 monthly Facebook users, 193 non Facebook users)) April - May 2017.
The Convenience Lover

1. Looking for ease and convenience
2. Uses social media as a channel to find out what’s going on locally
3. Usually prefers to shop online for speed and ease
4. Shops locally to support businesses in the area

Facebook IQ Source: “Local shopping study” by Factworks (Facebook IQ-commissioned research study of 10,340 people 18+ across US, DE, FR, UK, IT, ES, PL and CA (8,878 monthly Facebook users, 1,562 non Facebook users)) April - May 2017.
Posting Features

Page Messaging
Communicate 1 to Many

Post Engaging Content

Boost Posts to reach more people

Save 20% on Jasper's best heirloom tomatoes
Expires Sep 15, 2017
Online and in-store

Jasper's Market
Brighten up your breakfasts. Fresh and juicy grapefruits just in!
Communicate 1 to 1

56% of people we surveyed would rather message than call customer service¹

330M People messaged small businesses on Facebook for the first time in 2017²

More than half of the people we surveyed say they have a strong sense of community.

Facebook IQ Source: Local shopping study by Factworks (Facebook IQ-commissioned research study of 1,537 people 18+ across the US, (1,344 monthly Facebook users, 193 non Facebook users)) April - May 2017.
Despite the power of community...

45% of local businesses we surveyed did not report actively maintaining a close connection to the local community.

Source: Local shopping study by Factworks (Facebook IQ-commissioned research study of 1,537 people 18+ across the US, (1,344 monthly Facebook users, 193 non Facebook users)) April - May 2017.
The Local Explorer

1. Word of Mouth Engines on Facebook and Instagram

2. Love local shopping and want to know every corner of their neighborhood

3. Inspired when they feel special and exclusive

Facebook IQ Source: “Local shopping study” by Factworks (Facebook IQ-commissioned research study of 10,340 people 18+ across US, DE, FR, UK, IT, ES, PL and CA (8,878 monthly Facebook users, 1,562 non Facebook users)) April - May 2017.
ENGAGE THE LOCAL COMMUNITY WITH EVENTS

700M

People use Facebook events every month

Source: Facebook Internal Data, Global, November 2017
BUILD MEANINGFUL CONNECTIONS WITH A GROUP

People use Groups on Facebook every month

Source: Facebook Internal Data, Global, November 2017
Contact Information:

Aongus Burke, Consumer Insights Research Lead, Facebook
aongus@fb.com
Brian Carr
Director of Marketing and Communications, Midtown Alliance

Agenda:

1. How our custom mobile app created new ways to explore Midtown Atlanta on foot and support retail

2. What we have learned after 18+ months
About Midtown Atlanta
Midtown Atlanta

120 city blocks
1.2 sq mi area

20K residents
70K daytime workers
10K visitors
One of ATL’s Most Walkable Places

88 Walkscore
40 mi sidewalks
15 mi streetscapes
Retail Conditions

1M SF retail space
485K SF incoming
Heavy F+B presence

$540M ann’l sales
$72K HHLD income

Source: ESRI and ICSC data analysis conducted by Larisa Ortiz Associates

@MidtownATL | #IDASATX18
What we developed
From analog loyalty card to mobile digital platform

V1.0
From analog loyalty card to mobile digital platform
From analog loyalty card to mobile digital platform

V1.0  V2.0  V3.0
Third time’s a charm

IN*MidtownATL
App Powered by MIDTOWN Alliance

V3.0
Cellular network vs. Bluetooth
Geofenced
iOS and Android
CMS same platform as website
Three Important Difference-makers:

1. Positioned to target audience as collaborative project
2. Dedicated sales rep
3. Doubled down on compelling content
Striving for Quality Retail Offers

@MidtownATL | #IDASATX18

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**Offering:**

**Free Dessert at Publik**

Satisfy your sweet tooth with a delicious indulgence - on the house. With the purchase of an entree, choose between our chocolate torte, brownie a la mode, fried peach pie, creme brulee cheesecake, or ice cream to enjoy a perfect finish to the perfect meal.

*The Fine Print*

- Redeem Offer

---

**Offering:**

**Shop at Shep’s Midtown ACE Hardware - Copy your key for free!**

Shep’s Midtown ACE is your local friendly hardware store. With a wide selection of merchandise, Shep’s offers more than just nails and hammers. You will also find cleaning products, items for grilling, key cutting service.

*The Fine Print*

- Redeem Offer

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**Offering:**

**Enter to Win Brunch for 2**

Dine in at Community Smith during the month of August and be entered into a brunch for two drawing, valued up to $75. It’s as easy as showing this offer to your server; they’ll take down your name and contact information and you’ll automatically be entered to win! Choose from delicious buttermilk sugar biscuits, Al’s poke nachos, Broche french toast, and much much more. Drawings once a week!

*The Fine Print*

- Redeem Offer

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**Offering:**

**FREE Acrylic Mediums Demo - Saturday**

Stop by Blick on Saturday, June 17 from 1pm-3pm for a free acrylic mediums demo open to anyone who wishes to learn more about acrylic mediums and how to use them! All supplies provided free of charge!

*The Fine Print*

- Redeem Offer
Connecting App Experiences to District Assets

Discoveries
- Autoeater
  - 26 ft
- Tight Squeeze
  - 144 ft
- 10th Street Pocket Park
  - 161 ft
- Federal Reserve Bank of Atlanta
  - 197 ft
- Margaret Mitchell House
  - 213 ft

Details
10th Street Pocket Park
- 151 ft away

About
Midtown Parks and Rec
Today, it's a beautiful greenspace that features lawn games, seating and landscaping. Many decades ago, it was a neglected ravine. Then, the Army Corps of Engineers came in and leveled the lot, and a community park space was born. The Dewberry Capital Corporation owns the block and leases the park space to Midtown Alliance for $1 per year.

Try your hand at badminton or bean bag toss.
Game on!
Pairing App Experiences with Exclusive Content

Discoveries

- Autoeater: 26 ft
- Tight Squeeze: 144 ft
- 10th Street Pocket Park: 161 ft
- Federal Reserve Bank of Atlanta: 197 ft
- Margaret Mitchell House: 213 ft

Details

Midtown MARTA Station Mural

About

A Lush Landscape Among Concrete Walls

Andrew Catanese

2018

This mural incorporates vignettes from Aesop’s fables with a Southern Gothic spin. Notice the mix of animals and plants, some of which are native to the South and others which are not. Also, look for the many references to Atlanta’s phoenix.

Watch this 45-second video interview for...
Digital and Offline Marketing

Discover Midtown’s hidden gems, future skyscrapers, special offers and more.

IN MidtownATL
App Powered by MidtownATL

There are 120 Blocks in Midtown Atlanta. Go Explore.
What we’ve learned
App Performance

5,000 registrants (~6% of district)

900 Q3 active 28-day users (+28% vs. Q2)

2,100 Q3 avg monthly sessions (+50% vs. Q2)

100 active offers (+180 previous)

7 – 17% rate of redemption (compare to direct response mktg)

Source: Google Analytics Audience Overview April 2017-September 2018
App Sessions Past 18 Months

April 2017 – September 2018:

- No outside sales rep
- New content

Source: Google Analytics Audience Overview April 2017-September 2018
Contact Information:

**Brian Carr**, Director of Marketing and Communications, Midtown Alliance

Brian@MidtownATL.com

404-809-2123

www.MidtownATL.com
Jim Blakeslee
Geocentric

Agenda:

Downtown Websites for Millennials: 5 Considerations

1. Mobile First
2. Speed
3. Up to Date
4. Integrated Social
5. Tell A Story
Millennials have built a reputation as the digital generation
1. Mobile First
"Hawai‘i’s Colorful and Complicated History"
1:00 PM - 3:00 PM / GLOBAL VILLAGE MUSEUM OF ARTS & CULTURES

Herbs for the Immune System
2:00 PM - 4:00 PM / GOLDEN POPPY HERBAL APOTHECARY

Tea & Painting with Kids!
2:00 PM - 4:00 PM / GOLDEN POPPY HERBAL APOTHECARY

Community Conversation: Library Master Plan
6:00 PM - 8:00 PM / OLD TOWN LIBRARY

#IDASATX18
2018 Four Peaks Oktoberfest at Tempe Town Lake
Tempe Beach Park

Bleep Bloop at Shady Park
9:00 PM - 2:00 AM / Shady Park Tempe

Borgore at AURA
9:00 PM - 2:00 AM / AURA

EDGE Happy Hour at TCA
5:30p - 7:30p / Tempe Center for the Arts

Fall Wing Chun Workshop
Read More

2018 Four Peaks Oktoberfest at Tempe Town Lake
Tempe Beach Park

6th Street Market
WHERE DO WE GO NEXT?

While other, still-urbanizing Arizona cities continue to strive for more progressive and vibrant cores of their own, Downtown Tempe has hit that mark years ago, and boasts endless entertainment and recreational options both before and after sunset. Explore and surprise yourself.

THINGS TO DO

Explore Our Calendar ➔

TEMPE TALES

Find Them All ➔
2. Speed
Test for Speed

Google Page Speed: https://developers.google.com/speed/pagespeed/insights/

Pingdom Website Speed Test: https://tools.pingdom.com/

Varvy https://varvy.com/pagespeed/
3. Up To Date
75% of millennials stated their biggest website peeve was when they weren’t kept up-to-date with content, news, and trends.

Source: https://usabilla.com/blog/millennials-loophole-web-design/
4. Integrated Social
Biketober Begins: How Everyone Benefits from More People Riding Bikes

The annual, month-long bike competition aims to recruit new bike riders and encourage bicycle commutes. Midtown Transportation weighs in on the status of bike infrastructure in Midtown.
Edit Social Sharing: Biketober Begins: How Everyone Benefits from More People Riding Bikes

CUSTOM TITLEBAR
Biketober Begins: How Everyone Benefits from More People Riding Bikes
Guideline: 50-60 character (more) current count: 69

CUSTOM META DESCRIPTION

Guideline: about 150 characters (more) current count: 0

CUSTOM META KEYWORDS

Guideline: not important for SEO, can be blank (more) current count: 0

FACEBOOK IMAGE
image 6415: midtownalliance_c6c6337_082714-1024x683.jpg
Guideline: 1200x600.jpg max 1MB (more)

FACEBOOK TITLE
Biketober Begins: How Everyone Benefits from More People Riding Bikes
Guideline: 60-90 character (more) current count: 69

FACEBOOK DESCRIPTION
The annual, month-long bike competition aims to recruit new bike riders and encourage bicycle commutes. Midtown Transportation weights in on the status of bike Infrastructure in Midtown.
Guideline: about 200 characters (more) current count: 165

TWITTER IMAGE
image 6415: midtownalliance_c6c6337_082714-1024x683.jpg
Guideline: 1200x600.jpg max 1MB (more)
Card validator

Card URL

Card preview

The card for your website will look a little something like this!

Biketober Begins: How Everyone Benefits from More People Riding Bikes
The annual, month-long bike competition aims to recruit new bike riders and encourage bicycle commutes. Midtown Tran...

midtownatl.com

URL information

Last scraped: a few seconds ago

Fetched URL: https://www.midtownatl.com/about/news-center/post/biketober-begins-how-everyone-benefits-from-more-people-riding-bikes

Canonical URL: https://www.midtownatl.com/about/news-center/post/biketober-begins-how-everyone-benefits-from-more-people-riding-bikes
Validate for Social Sharing

Facebook:  
https://developers.facebook.com/tools/debug/sharing/

Twitter:  
https://cards-dev.twitter.com/validator

Linked In  
https://www.linkedin.com/post-inspector/
5. Tell A Story
Milena González Hernández: Re-live Your Sense of Wonder

SEP 1, 2018  WRITTEN BY MATT SIRGO

Milena González Hernández became the Community Engagement Manager at the Instituto Cultural de México (Mexican Cultural Institute) at Hemisfair in February 2018. She admits that she had reservations about moving to San Antonio.

Her background is in arts festivals and initiatives in Mexico City. Her enthrallment with artistic expression came after a visit to the Museum of Modern Art in New York. From then on, topics from Industrial Design to Architecture influenced her. She managed many cultural initiatives in Mexico before

Real Mus-IQ: Change The World, One Crowd at A Time

MAR 2, 2018  WRITTEN BY MATT SIRGO

This one’s for my man with the red tie!” exclaimed David, doing what he’s always done when interacting with a crowd. But Real Mus-IQ had never performed like this before. It was their first stage gig. It was at the Empire Theatre... during DreamWeek... for the Mayor's Ball no less. With Mayor Ron Nirenberg (a.k.a the man with the red tie) in attendance.

"This one’s for my man with the red tie!” exclaimed David, doing what he’s always done when interacting with a crowd. But Real Mus-IQ had never performed like this before. It was their first stage gig. It was at the Empire Theatre... during DreamWeek... for the Mayor's Ball no less. With Mayor Ron Nirenberg (a.k.a the man with the red tie) in attendance.
Larnzell Harper: Max Multimodel

Having been a bus operator in Chicago and involved in public transit for twenty years, Larnzell creates training programs for adults focusing on operations. He says the most rewarding part of this work is when students tell him they made better decisions based on his training. Whether its new compressed natural gas buses or routine training, Larnzell has grown professionally by helping others adjust to the evolution of transit.
Larnzell Harper: Max Multimodel

Education Jul 21, 2018

Having been a bus operator in Chicago and involved in public transit for twenty years, Larnzell creates training programs for adults focusing on operations. He says the most rewarding part of this work is when students tell him they made better decisions based on his training. Whether its new compressed natural gas buses or routine training, Larnzell has grown professionally by helping others adjust to the evolution of transit.
Ever since he was little, Larnzell knew he would end up in the South. His family is originally from Mississippi, and he ended up studying communications in New Orleans. The move to San Antonio just made sense to him. He’s been here for around two years and his focus has been clear: “How do I meet people? How do I grow? How do I network?” he explains.

Having been a bus operator in Chicago and involved in public transit for twenty years, Larnzell creates training programs for adults focusing on operations. He says the most rewarding part of this work is when students tell him they made better decisions based on his training. Whether its new compressed natural gas buses or routine training, Larnzell has grown professionally by helping others adapt to the evolving field.

“"When I look into the water I can see the souls of San Antonio."

Larnzell Harper Downtown Resident

As he describes it: "When I look into the water I can see the souls of San Antonio."
Grab a Colorado Craft Beer

Like your brews local? Here's some places where you can grab a Colorado-made craft beer.

If we know one thing for sure, it's that Coloradans like their craft beer. With 348 breweries, Colorado is home to the second-most breweries in the nation behind only California, which has 687. Denver comes in third among U.S. cities for total number of breweries at 148.

All those choices can be a bit dizzying (or maybe it's the beer kicking in...), but at least you don't have to worry about narrowing down your watering hole options. Below, check out every beer garden, restaurant and bar in Cherry Creek North that's ready to help you drink like a local.

NORTH ITALIA
You might be surprised to learn an Italian restaurant has more to offer on its beer list than just imports like Peroni and Moretti, but NORTH proves they truly do love local with selections from River North, Elevation, Four Noses, Prost Brewing and more to go with your woodfired pizza or freshly made pasta. Salute!

THIRSTY LION GASTROPUB AND GRILL
In need of the perfect place to watch the game or grab a beer with a larger group? This massive gastropub features three rotating taps and an extensive beer list sure to please the whole crew. While the restaurant chain is based in Oregon, much of the beer hail from our state-you can sample six local beers for $12 in The Colorado Flight, which changes regularly and features breweries like Breckinridge, Odell and Funkworks.

IN THIS POST

Thirsty Lion Gastropub & Grill
201 Columbine Street
Learn More
BECOME PART OF DC’S FASTEST GROWING NEIGHBORHOOD.

JOIN OVER 6,000 RESIDENTS, 12,000 OFFICE EMPLOYEES, AND THREE MILLION ANNUAL VISITORS in Capitol Riverfront. At build-out, the Capitol neighborhood will reach 37 million square feet of development, among an exciting mix of parks, educational opportunities, and amenities.

RESIDENTIAL GROWTH

Today, more than 7,000 residents call Capitol Riverfront home. By 2018, the population in the neighborhood is expected to grow to nearly 10,000 residents.

VIEW RESIDENTIAL BUILDINGS ➤

<table>
<thead>
<tr>
<th>Existing Residential Units</th>
<th>6,236</th>
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</thead>
<tbody>
<tr>
<td>Residential Units Under Construction</td>
<td>3,106</td>
</tr>
<tr>
<td>Apartment Units Breaking Ground in 2018</td>
<td>1,883</td>
</tr>
<tr>
<td>Condo Units Breaking Ground in 2018</td>
<td>162</td>
</tr>
</tbody>
</table>

OFFICE ATTRACTIONS

CBS News, National Association of Broadcasters, The Trust for Public Land, and All Levels Public Affairs have all signed leases in Capitol Riverfront in the last year. Today, Capitol Riverfront’s office market is home to a healthy mix of Fortune 500

HOTELS & HOSPITALITY

Whether you’re in town to cheer on the Nats or meet with federal agencies, Capitol Riverfront rewards the solo guest or group with attractions, hospitality and events that guest want to explore, share, and revisit.

VIEW HOTELS

<table>
<thead>
<tr>
<th>Hotels Open</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Rooms</td>
<td>737</td>
</tr>
<tr>
<td>Hotel Under Construction</td>
<td>2</td>
</tr>
</tbody>
</table>

GET THE SCOOP

Subscribe to our newsletter

Enter your email address...
DOWNTOWN PARKING

Easy access to 335 blocks of first-class entertainment, shopping, dining and hotel rooms. Downtown Fort Worth is known as the place for good times and real fun.

DATE NIGHT IN SILVER SPRING

HAVE YOUR DATES BEEN FIZZLING OUT? ENDING WITH A HALF HEARTED PECK ON THE CHEEK? COME SPEND THE NIGHT IN SILVER SPRING’S ARTS & ENTERTAINMENT DISTRICT FOR A FUN AND ROMANTIC DATE NIGHT.

FOR SCIENCE LOVERS

Have dinner at Koi Thai and take a stroll over to United Therapeutics to catch an amoeba flick, check out the periodic table symbols in the lighting, listen to electronic music, and smooth in front of the Bio Walk.

DRESS TO IMPRESS

Enjoy a seafood dinner at Ali Set, take a walk by Sisyphus and impress her with your knowledge of Greek mythology, and catch an indie film at the Innovation Film Hub.
Explore Here :: Restaurants & Dining :: Downtown Raleigh
https://www.godowntownraleigh.com/explore/dining

Downtown Raleigh Restaurants & Dining. 10th & Terrace 616 S. Salisbury. 18 Seaboard Restaurant 18 Seaboard Ave, 42 & Lawrence 134 E. Martin St. 42nd Street Oyster Bar 508 W Jones St. A Place at the Table 300 W Hargett St. Asso Cafe 11 W Jones St. Amorino Gelato At Naturelle 137 E. Davie Street, Armadillo Grill 429...

Fine Dining · Outdoor Seating · Steak & Seafood · Brunch

Restaurants & Dining :: Fayetteville Street :: Districts :: Downtown Raleigh
https://www.godowntownraleigh.com/districts/fayetteville-streetdining

Restaurants & Dining in Fayetteville Street. :: 10th & Terrace 616 S. Salisbury. B Good 555 Fayetteville Street; Benny Capizzi's Pizza 121 Fayetteville St.
My Boulder Itineraries

Some say the best recommendations come from trusted family and friends. For us, there is no one better than downtown business owners and managers themselves to give you a look at the best that downtown Boulder has to offer. Not only do they work here, but they also dine, shop and play here! This is their Boulder and now, they are sharing some of their best kept secrets with you.

#MyBoulder #LoveTheLocal

FEATURED STORIES

Downtown Insider with Alex Bogusky
I ride my bike to work downtown with a permagrin on my face every day. For me, this is a dream come true.

Afternoon Stroll with Canoe Club
To start an afternoon stroll through downtown Boulder, Lolita’s is my first stop. It’s right across the street from our shop down on 8th and Pearl, so their phenomenal sandwiches are my go-to.
Afternoon Stroll with Canoe Club

Timothy Grindle is a recent transplant to Boulder, moved from Chicago last winter to open his men's wear store Canoe Club with his room. He immediately plugged into the downtown community and has been busy outfitting Boulder's men to look & feel great.

To start an afternoon stroll through downtown Boulder, Lolita's is my first stop. It's right across the street from our shop down on 9th and Pearl, so their phenomenal sandwiches are our go-to. For a sit-down lunch I'll hit the Kitchen Next Door. Their garlic mashed are great and usually make it into whatever we order.

Back down toward the bricks, I like to stop into Fjallraven, say hi to Jenny and see what new outerwear the Swedes have crowed. If I'm due for a haircut, I'll head down to the East End and see Anthony at Truman Barber Co. They just opened this summer and are blowing up. It's a great bunch of guys and they set you up with a mean fade. For coffee I'll head east a bit further to either Bayha or Bnard Coffee. They're both great options depending on what mood you're in.

Downtown Boulder is great and these are some of my favorite options. Enjoy!
Summary:

1. Think Mobile First
2. Be Fast to Load, Fast to Use
3. Stay Current on Content/Trends
4. Integrate Social Feeds In, Enable Sharing Out
Contact Information:

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