NIGHTTIME ECONOMY & SOCIAL PLACEMAKING

Roosevelt Row Improvement District
May 28, 2015
Why Focus on Socializing?

- Build Social Capital – Citizen Engagement
- Create Sense of Community
- Personal Development
- Economic Benefits
  - Property Owners
  - Businesses
  - Citizens
  - City
- Jobs
Isolation Bad

Decline in:
In-person Contact
Relationships (Social Capital)

Lack of Social Capital correlated with:
• Distrust
• Intolerance
• Less Civic Engagement
• Unsafe Neighborhoods
• Reduced Economic Prosperity
6 Hrs Socializing Daily is Optimum

The Five Essential Elements of Wellbeing

For more than 50 years, Gallup scientists have been exploring the demands of a life well-lived. More recently, in partnership with leading economists, psychologists, and other acclaimed scientists, Gallup has uncovered the common elements of wellbeing that transcend countries and cultures. This research revealed the universal elements of wellbeing that differentiate a thriving life from one spent suffering. They represent five broad categories that are essential to most people:

- **Career Wellbeing**: how you occupy your time -- or simply liking what you do every day
- **Social Wellbeing**: having strong relationships and love in your life
- **Financial Wellbeing**: effectively managing your economic life
- **Physical Wellbeing**: having good health and enough energy to get things done on a daily basis
- **Community Wellbeing**: the sense of engagement you have with the area where you live

- Gallup Psycho-Economic Study
- Only 7% thrive in all 5 Areas
- Achieve 3 of 5 Elements with Social District
The Value of Venues

The First Place
Home

The Second Place
Work or School

The Third Place
Places for People to Socialize
Growth in Social Venues

Restaurant Sales Growth in 2014 (Projected)

Source: National Restaurant Association, 2014 Restaurant Industry Forecast
Nightlife Establishments Support the City’s Economy by Purchasing from Local Businesses

Nightlife Industries also support local businesses in other industries. In 2010, the Nightlife Industries spent nearly $670M on local foods, $580M on local beverages, and $370M on performers, local business services, and other local suppliers.

Source: Bureau of Labor Statistics; U.S. Census Bureau; Controller’s Office Nightlife Venue Survey
Attracts Relocating Companies

Tony Hsieh's Rule for Success: Maximize Serendipity

Innovation
Quality of Life
ROC, not ROI

“Create opportunities for meaningful serendipitous collisions, then watch as the best things unfold.” – Tony Hsieh, Zappos
Benefits Local Economy

“Social Offerings ranked the #1 most important quality that attaches people to community.”

Positive Correlation between attachment and local GDP growth
# Sociable City Expectations

## RHI Survey Results

<table>
<thead>
<tr>
<th>SAFETY</th>
<th>VIBRANCY</th>
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<tbody>
<tr>
<td>Eyes on street</td>
<td>Public restrooms</td>
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<tr>
<td></td>
<td>Variety of things to do</td>
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<tr>
<td></td>
<td>Mix of ages &amp; cultures</td>
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<tr>
<td>Foot Patrols</td>
<td>Night Rides</td>
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<tr>
<td></td>
<td>People watch</td>
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<td></td>
<td>18/7 or 24/7</td>
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<tr>
<td>Monitored Connectors</td>
<td>Signage</td>
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<td></td>
<td>Buskers</td>
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<td></td>
<td>Surprises</td>
</tr>
<tr>
<td>Well-Lit</td>
<td>Visible Safety</td>
</tr>
<tr>
<td></td>
<td>Nice Police</td>
</tr>
<tr>
<td></td>
<td>Public space-markets/café</td>
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</tbody>
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**SAFE FUN**
BIDs ROLE in NIGHTTIME ECONOMY & SOCIAL PLACEMAKING
Mix of Socializing Options

- Food & beverage businesses
- Entertainment: music, film, sports, events (also production & distribution)
- Arts & culture
- Shopping
- Exercise
- Fashion
- Beauty services
<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Activities</th>
</tr>
</thead>
</table>
| 9am-5pm    | - Business meals  
            | - Coffee Breaks  
            | - Exercise  
            | - Shopping  
            | - Happy hour  
            | - Biz meetings  
            | - Take Out  
            | - Pre-show meal  
            | - Social Dinner  |
| 5pm-8pm    | - Exercise  
            | - Shopping  
            | - Happy hour  
            | - Biz meetings  
            | - Take Out  
            | - Pre-show meal  
            | - Social Dinner  |
| 8pm-11pm   | - Late Dinners  
            | - Vendors  
            | - Street Entertainment  
            | - Take Out  
            | - Music/Dancing  
            | - Conversation  
            | - Ticketed Events  
            | - Theatre  
            | - Sports  
            | - Post-Event Tapas/Dessert  
            | - Strolling  
            | - Shopping  
            | - Beauty Services  |
| 11pm-2am   | - Dancing  
            | - Music  
            | - Cruising  
            | - Late-dinners/drinks  
            | - Food Trucks  
            | - Cool down  
            | - Conversation  
            | - Ride/Walk home  |
Market to Consumers Groups who Socialize

Singles  Mingles  Families  Jingles
Prevent Impacts

- Public restrooms - Leucadia, CA, Athens, GA
- Patron responsibility campaign - Edmonton
- Guide impactful nightlife to appropriate locations - Springfield
- Sound Attenuation for new construction - Austin
- Educate new businesses about neighbors - San Diego
- Notify new residents about night activity - D.C.
The Seattle City Council has approved a $100 fine for rowdy behavior after bars close.
Clarify Rules & Regulations

- Streamline
- Orient new business
- Bi-annual update for existing
Advocate & Solve Issues

Review Codes using “Night Vision”
- Sidewalk cafe
- Street vendors
- Street Performers
- Nuisance Business
- Noise
- Curfew
- Promoters
- Handbills

- Food trucks
- Cruising
- Trash pickup
- Deliveries
- Drinking in Public
- Pedicabs

- Panhandling
- Live entertainment
- Amplification
- Extension of premise
- Public urination
- Taxi stands
Benefits of Nighttime Economy

- Extends Daytime Economy
- Lights up the Night
- Energizes Streets & Buildings
- Reduces Crime
- Spurs other Business
- Increases Property Value
- Tax Contributions
- Creates Jobs
- Attracts relocating industries
- Enhances Resident & Visitor Experience
- Draws Young Professionals and Baby Boomers
Most Common Challenges

- Negative Perceptions of Safety
- Closing Time Crush
- Limited Diversions
- Narrow Business Mix
- Lack of Connectivity (Vitality and Time)
- Morphing Operations
- Codes not Oriented to Special Needs of Night
- Safety Resources & Policing Style
- Quality of Life Impacts: noise, urination, panhandling
- Patron/Non-patron incivility
- Silo Communication
- Lack of Coordinated Vision
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