



WEBINAR SESSION:

DOWNTOWN REAL ESTATE: HOW TO ACTIVATE RETAIL VACANCIES

Retail and restaurant options play a big part of a vibrant downtown, but it can be challenging to know what the biggest real estate opportunities are for city leaders. Whether you have a completely vacant Main Street, have recently had positive momentum downtown, or are fearful that long-time businesses may shutter in the coming months, our approach is to provide guidance to create and implement a sensible retail plan for your downtown.

In this webinar, Elliott Cook, director of real estate for Downtown Strategies, provides answers to some frequently asked questions he hears from community leaders that are focused on maximizing real estate assets in their downtown.



SPEAKER: Elliott Cook, Director of Real Estate

Elliott is part of the Downtown Strategies team where he conducts Downtown Visioning Workshops and executes the Downtown Strategic Plan with a focus on local real estate assets. Additionally, Elliott specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within each city's trade area. His primary role is to leverage industry relationships and knowledge to assist retailers' expansion in California and Washington. He previously held the same role for the Alabama, Georgia and South Carolina markets. Elliott teaches Retail Academy clients how to identify key retail sites and target national retailers.



NOV 30, 2022 | 10 - 11AM
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