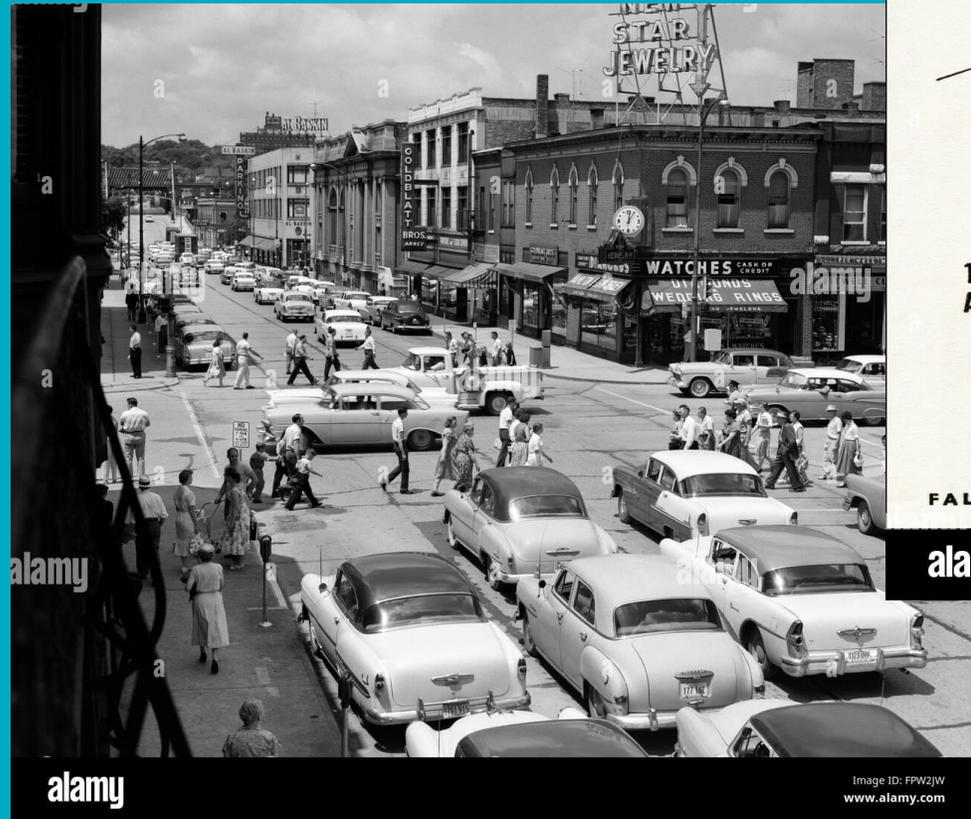


**Hello!**

# Small Business Is the Strategy

**TENANT**  
MENTORSHIP

# Let's reminisce



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Image ID: FPW2JW  
www.alamy.com

How nice to  
come home to

*fresh  
piping-hot  
coffee*



Made to perfection by the AUTO-PERC,  
and kept at just the right temperature—  
automatically. Fill it before you go out  
... or when you come in ... and freshly  
made, fragrant coffee is yours whenever  
you want it. Made automatically; switched  
off automatically; kept hot automatically.  
In attractive chrome and plastic finish,  
capacity 1½ Pints. Voltages 100/120v.  
200/220v. 230/250v. A.C. only.

The Exclusive  
Automatic Switch

## FALKS

## *Auto-Perc* COFFEE MAKER

Obtainable from usual electrical suppliers.

**ONE OF FALKS FINE FOUR**

Robot Toaster • Featherweight Iron • Gad-about Travel Iron

FALKS, U DEPT., 91 Farringdon Road, London, E.C.1

alamy

Image ID: FB31R9  
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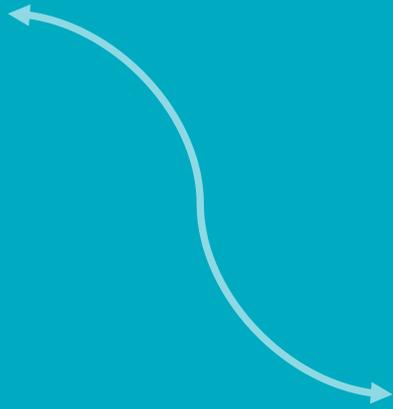


# Downtown was the event

BUT...

- We replaced experience with efficiency
- Convenience won
- Sameness scaled
- Municipalities followed tax stability
- Developers followed credit tenants

**The desire still exists**



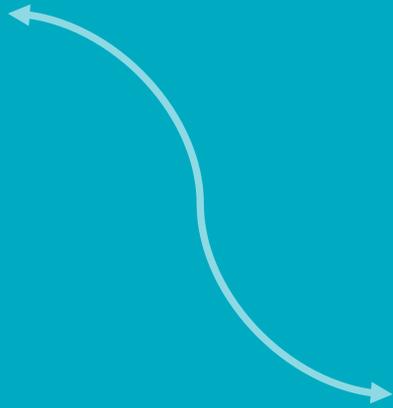
**The reality...not so  
much**



# People travel for experiences, not infrastructure

- Pretty doesn't equal compelling
- No story, no trip
- Amenities can't fix boring

**The heart and soul of a  
successful downtown**



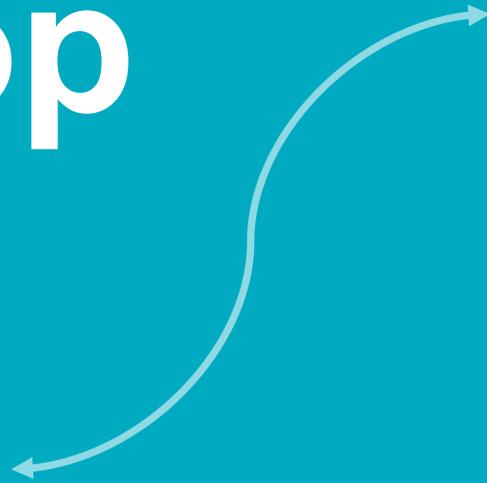
**Indie business**

# Blessing and Burden

- ♥ originality
- ♥ personality
- ♥ risk
- ♥ reasons to visit

- ✗ thin margins
- ✗ limited business training
- ✗ undercapitalization
- ✗ reactive decision making

# Three ways to master the mom and pop





# Think small

- Right size launch pad = fighting chance
- Empanada math
- Forced discipline
- Realistic expectation



# Change the vetting process

- Change the questions
- Demand proof of viability
- Concept is king
- Expert input
- Be tough before the lease, not after

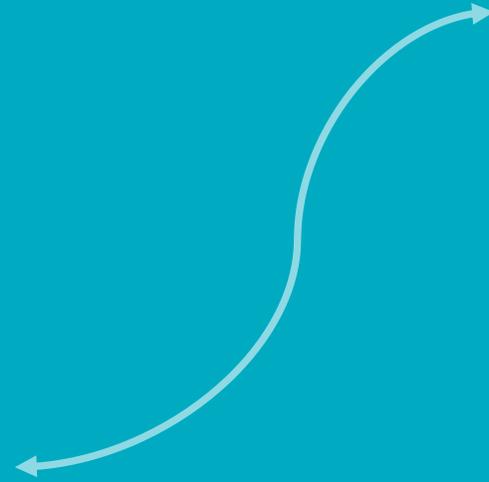
My company, **[Name]**, helps **[Target Audience]** who want to **[Need/Desire]** by **[Unique Solution/Product]**



# Remove the friction

- Teach the language
- Pave the path/supply the playbook
- Enjoy being the hero

**Stop leasing.  
Start Curating.**

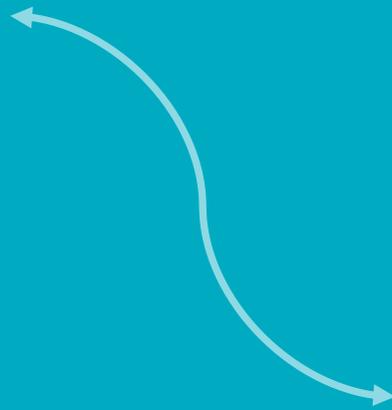




# Recruitment pipeline

- Community surveys
- Pop ups
- Mash Ups
- Third Spaces

**When expectations  
collide**



**The responsibility myth**



# Your job doesn't end when you hand over the keys

- Success is a shared effort
- Work as coordinated teams, not in silos
- Even one struggling store affects the entire ecosystem



# Market like it's 2026

- **Stop counting heads – Bodies are not buyers**
- **Marketing Trifecta**
- **Shared data = power**
- **Shared responsibility = compounded success**



# IRL is your superpower

- **Experiences, not events**
- **Connection**
- **Teach. Try. Taste. Talk.**
- **Change the measurements**



# Train. Repeat.

- **Normalize giving help**
- **Build the momentum that becomes the culture**

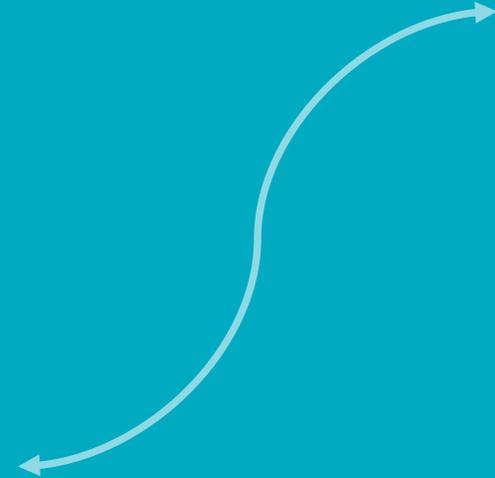
**Build a transactional  
environment**

**and**

**you'll never**

**build**

**community**



**Thank you!**

**TENANT  
MENTORSHIP**