



FREE PUBLIC EVENT MAIN STREET RETAIL SUCCESS + THE DOWNTOWN ECONOMY

Join us as national retail consultant **Bob Gibbs** presents a two-part talk on the critical keys to urban retail success and how we can effectively put them to work in our Downtown. **ATTEND ONE OR BOTH SEGMENTS.**

WEDNESDAY, FEBRUARY 17 | 10 A.M. TO NOON



» **Segment 1, 10-11 a.m:**

Theory and tools for creating successful urban retail.

» **Segment 2, 11 a.m. – 12 p.m:**

Emerging data on retail in downtown Las Cruces, followed by a facilitated, results-oriented conversation.

**LAS CRUCES CITY HALL | COUNCIL CHAMBERS
700 NORTH MAIN STREET | LAS CRUCES, NM 88001**

**PART OF THE DOWNTOWN MASTER PLAN WORKSHOP
FEBRUARY 16-19 | WWW.LASCRUCESDOWNTOWNPLAN.ORG**