**ENT 363: Local Business, Downtown Durango Project (20 points)**

What is the nature of business on Main Avenue, Durango? We have been to a couple of businesses on Main already, but let’s take a holistic look. To answer this question, start at the corner D&SNGRR train station and walk down one side of the street down to 12th street. Along the way, make a thorough list of every business you see, recording and categorizing each one. [Make up your own categories including bar/restaurant, retail/merchandise, etc.] Focus on the ground floor businesses but you can include the obvious second floor ones too; you may include the businesses that are on the side streets if they are of interest to you, but they are not required. On the way back, walk on the other side of the street and do the same. Take and include here a picture of you (and your partners) so that I know you didn’t just do this on Google maps (no bonus points if it is inside El Rancho); I want you to be immersed in downtown. Obey all traffic laws and signals.

After your stroll, find a nice place to sit and work. You may work together on this assignment with another student or two or you may do this individually.

1. How many total businesses did you see? How many empty stores did you see? You can tally this up or it might be easier to create a map of some kind (which you can probably steal from Google, which is allowed.)
2. Make a table of the number of businesses by each category you devised (use MS Excel maybe?).
   1. Which category has the most?
   2. Do any of the categories seem **overrepresented**, given your knowledge of Durango?
   3. Is there an **underrepresented** business missing that you think could successfully fill a void?
3. Estimate how many or which of these businesses or what percent of each business relies on:
   1. Local customers.
   2. FLC students.
   3. Tourists.
4. Estimate how much money flows through all of these businesses on an average day. I have no idea how do this, good luck!
5. Given everything you learned on your walk and in questions 1 – 4, if you were to start a new business on Main Avenue, Durango, what would it be? Justify your answer.

Write up your results in a professional looking *single* document. [If you use both MS Word and MS Excel, paste the Excel stuff into the Word file.] Have fun!

Submit final document on Canvas.