

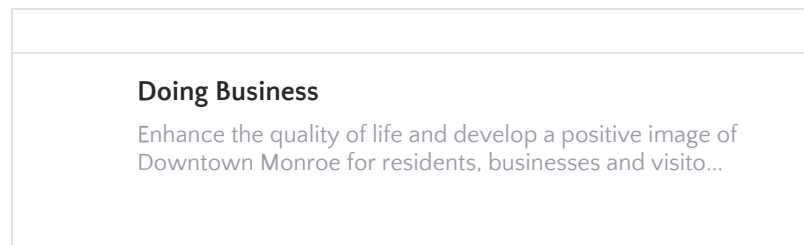
February 25, 2021

Daryl,

Thank you for your understanding about my missing the meeting this evening. I had to rearrange my schedule around another obligation and my absence cannot be avoided.

Based on the conversation held between you, Geri and me of last week, the next steps I recommend regarding the market analysis should be baby steps. First, the information should be packaged in a graphically designed brochure or one-pager that also depicts Stockbridge in a positive way. The report has valuable information, but it is unlikely that anyone will read it cover to cover. The brochure should highlight main demographics and market opportunities.

Here is one I created with the help of a top-notch graphics designer/branding firm:



(scroll to Business Recruitment Brochure)

Here is one I did with the City of Farmington:

https://www.downtownfarmington.org/document_center/Doing%20Business/1.FDDAPackageWeb2.pdf

Yours should be branded for Stockbridge. We can work on this with a local graphic artist or marketing firm, such as Total Local.

Then, the information should be shared with property owners, perhaps in a town hall setting or virtual open house. You can then share with them how this report will help identify potential targets along with resources available to assist them in improving their properties, whether that be facade grants, historic preservation tax credits, or other resources not named herein.

The information should also be shared with business operators for retention and/or expansion purposes. For example, the report states that some amount of potential exists for a grocery store;

could Plane Food be persuaded to expand its business to add more product lines (the farmers market might be a place to start).

You could then consider a downtown wide familiarization tour or open house where local real estate folks, potential business owners and others can view any property that is available on a walk-in basis on a specific date and time.

While you may not find potential operators locally, most successful business recruitment will come from within the community and/or through referrals. We can discuss other ways for a targeted approach to recruit a downtown anchor once these steps are complete.

Lastly, as I mentioned, with the weather conditions improving, I am happy to travel to Stockbridge for additional tasks recognizing that I am trying to minimize my travel expenses payable by the SDDA.

Please let me know what questions you have; I will follow up with the items we talked about last week (Redevelopment Ready, MI Main Street training) while I am working at home tomorrow morning.

Best regards,
Annette Knowles