Stakeholders Visioning Strategy Meeting  
Monday, October 19th, 2015  
Meeting Summary  

Strategies and Goals:  

- Bring in new business  
  - Manufacturing  
  - Artists  
- Marketing of neighborhood  
  - Bike trails  
  - River view  
  - E.g. Billboard to 55 traffic jam  
  - Find a major investor  
    - ICL, New World Pasta  
    - Sisters of St. Joseph  
- Niche marketing/identity  
- Promote safe aspect of community  
- Attract new visitors (tour de Carondelet)  
- Sell and lease buildings (real estate concerns)  
- Railroad property  
- Engaging youth  

Opportunities for Growth  

- Destination businesses needed  
- No identity defined for neighborhood but we can craft it; chance for involvement  
- Attract National Distribution companies  
- Attract more manufacturing  
  - Elderly housing for new residents  
- More mom and pop businesses  
- Green business (solar)  
- Call centers  
- Lots of rental housing to become owner occupied  
- Storefronts on Broadway empty  
- Need more cafes  
- Bakeries  
- Business incubators  
- Artisan food-wholesale and retail  
- Community gardens  
- Agricultural economies
Challenges

- Elderly population
  - Move away
  - New owners
  - Flip properties
- Vacant housing
- Increased transiency and low-income
- Less long term customers
- Buildings on market too long
- Not white box ready
- Large low income population
- Outside perception negative
  - Crimes
  - People on drugs
  - Too far South
- Reputation of South Broadway
- Engage youth
- Homelessness
- Not visible from highway (hidden)
- Difficult for transporting goods

Assets

- Manufacturing
  - Close to mass transit for laborers
  - Access to labor pool
- Emerging real estate market
- Low point of entry cost wise (cheaper to buy than rent)
- Creative culture/class
- 4 biz districts
- Wide Blvd, ample parking
- Historic storefronts
- Close to 55, downtown, South County
- Carondelet community
- Walkable/scale shorter streets
- Safe
- Long term residents
- Diverse mix population
  - Income
  - Language
  - Race
- Park, Mississippi, bike trails
• Historic buildings
• Industrial businesses have space
• Low traffic
• Historic businesses
• Destination businesses
  o Perineal
  o Stacks
• Active community
  o Involved residents
• YMCA
• Ivory Triangle
• Loughborough leased
• Murals and concerts