

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
 - Perineal
 - Stacks
- Active community
 - Involved residents
- YMCA
- Ivory Triangle
- Loughborough leased
- Murals and concerts