

CRORY

FIRST FLOOR RETAIL VIBRANCY...

VACANT

TO VIBRANT



**SANDRA
HULL**
MAINSTREET
WOOSTER, OH

**DAVID
WILLIAMS**
CITYWIDE
DEVELOPMENT
DAYTON, OH

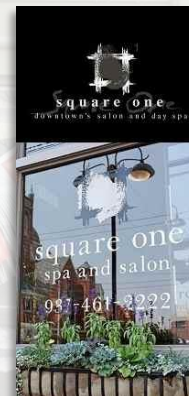


ADVOCATES

VACANT to VIBRANT
HERITAGE OHIO



DAVID WIESENBERG
OWNER



BRENT JOHNSON
PARTNER



MIKE MARIOLA
RESTAURANTEUR



BRIANA SNYDER
PROPRIETOR



MAIN STREETERS



WHAT DOES IT TAKE ...

- ✓ ***CUSTOMER SERVICE...***
- ✓ ***MARKETING/PR...***
- ✓ ***STAYING FRESH...***
 - STORE/BUSINESS APPEARANCE...***
 - OFFERING/CURB APPEAL...***
- ✓ ***TRAFFIC DRIVERS...***
- ✓ ***SOCIAL MEDIA...***
- ✓ ***PARKING...***



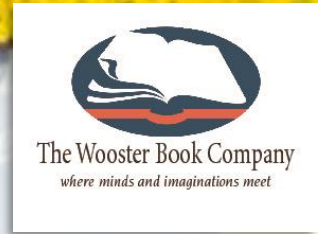
DISCUSSION

DAY TO DAY MANAGEMENT...

- ✓ **BOOK KEEPING...**
- ✓ **STAFFING...**
- ✓ **INVENTORY...**

MARKETING...

- ✓ **SOCIAL MEDIA...**
- ✓ **EARNED MEDIA...**
- ✓ **PRINT... ETC...**



ANALYSIS



**WHAT ROLL
WOULD YOU
LIKE THE
MAIN STREET
PROGRAM TO
PLAY?**

- ✓ **COMMUNICATION LIASION...
OTHER DOWNTOWN BUSINESSES...
PERMITTING/ETC...**
- ✓ **EVENT/MARKETING/PR...**
- ✓ **BUILDING OWNER RELATIONS...
LEASING/MAINTENANCE...**
- ✓ **RETAIL ENVIRONMENT...**

DELIBERATION



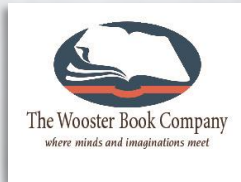


***WHAT HAS BEEN THE BIGGEST
CHALLENGE/S AS A
MAIN STREET RETAILER?***

CONSIDERATON



WHAT HAS BEEN THE BEST REASON FOR BEING A MAIN STREET RETAILER?



CONSULTATION



DAVID WIESENBERG
OWNER



BRENT JOHNSON
PARTNER



MIKE MARIOLA
RESTAURANTEUR



BRIANA SNYDER
PROPRIETER



CONUNDRUMS & EPIPHANIES

Q's

VIBRANT



AND THE WINNERS ARE...
ALL OF YOU