

What

A market analysis process designed to work with Boards of downtown organizations of small cities (less than 100,000).

Location:

Central business districts

Audience:

Organizations working to Improve downtown economic vitality

University Provides:

Knowledge, expertise and guidance

Local Involvement:

Business owners, community leaders

Contact

IF YOU WOULD LIKE FURTHER INFORMATION CONTACT:

CINDY BOND-ZIELINSKI

GUERNSEY COUNTY

Family & Consumer Sciences & Community Development Extension Educator

bond-zielinski.1@osu.edu

Team:

Mike Lloyd, Co-Leader, Noble County

Amy Grove, Morgan County

Bill Grunkemeyer, Comm. Dev., Wooster Center

Terry Tamburini, Washington County

Myra Moss, OSU Extension Center at Lima



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DOWNTOWN BUSINESS DISTRICT MARKET ANALYSIS



Revitalizing
Downtown
Economies

Thank you to the University of Wisconsin Extension for adapting their resources.

Steps:

Part 1: Understanding the Downtown Economy

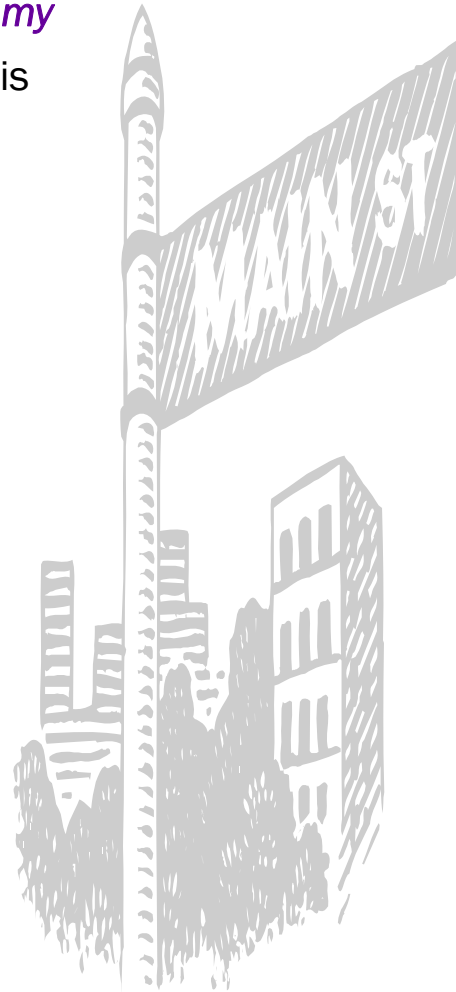
- Who are the downtown businesses; What is the business mix?
- Who is the competition?
- Who are the customers?
- What are the needs of business owners?
- Where are the customers from?
- What are the downtown's assets?

Part 2: Identifying Market Opportunities

- What are the development opportunities?
- What sectors have the greatest potential?
- What is the market niche?

Part 3: Developing Market Driven Strategies

- How can existing businesses sustain and grow and attract others?
- What new businesses should be recruited?
- How can space be used to the greatest advantage?



Results/Outcome/Output

Community and business leaders will develop and implement a comprehensive downtown market analysis plan

How is this market analysis plan different from others?

- ◆ Community leaders develop the plan with OSU Extension guidance and assistance
- ◆ Market Plan implementation is built into the process
- ◆ Community develops capacity to conduct future market analysis planning