



downtown strategies

Strategic Visioning Workshop **CLEARLAKE, CALIFORNIA**



DOWNTOWN STRATEGIES

Stakeholder Input Session Outline

OCTOBER 13, 2020 | 9:00 a.m.

WELCOME & INTRODUCTIONS

- Retail Strategies & Downtown Strategies
- 5 Pillars of Successful Revitalization
- Roles & Responsibilities
- Timeline

DIALOGUE SESSION

Downtown Visioning

- Character
- Mobility
- Design
- Land use

Community Image

Economic Diversification & Commerce

- Consumer Spending Patterns
- Retail & Restaurant Mix

Commercial & Residential Growth

Roadblocks & Challenges

WHAT'S NEXT?

Following evaluation of Market Analysis, Stakeholder Feedback, and Recon from Boots on the Ground Tour, Strategic Visioning Report deliverable will be compiled and submitted within 4-6 weeks.



DOWNTOWN STRATEGIES

Your Team



Jenn Gregory

President, Downtown Strategies

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Jennifer Gregory is the President of Downtown Strategies at Retail Strategies. Jenn comes to Retail Strategies with over a decade of community development and downtown revitalization experience.

Jenn was previously the CEO of the Greater Starkville Development Partnership in Starkville, MS, and is also the Founding Principal of Sidewalk Strategies, LLC, a consulting firm specializing in solutions for community development, downtown revitalization, retail recruitment, non-profit board development, governmental relations, and public affairs.

Prior to joining Retail Strategies, she was the Assistant Executive Director of the Stennis Center for Public Service, a federal legislative-branch agency with offices in Starkville, MS, and on Capitol Hill in Washington, D.C.

Jenn was named a "Top 50 under 40" professional by Mississippi Business Journal in 2016 and serves on the boards of Mississippi 30 Day Fund, Bully Bloc, and Parents for Public Schools.

Jenn resides in Starkville, Mississippi with her husband and their four children.



DOWNTOWN STRATEGIES

Your Team



Elliott Cook

Director of Real Estate, Downtown Strategies

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Elliott is part of the Downtown Strategies team where he conducts Downtown Visioning Workshops and executes the Downtown Strategic Plan with a focus on local real estate assets.

Additionally, Elliott specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within each city's trade area. His primary role is to leverage industry relationships and knowledge to assist retailers' expansion in California and Washington. He previously held the same role for the Alabama, Georgia and South Carolina markets. Elliott teaches Retail Academy clients how to identify key retail sites and target national retailers.

Prior to joining the Retail Strategies team, Elliott worked as a Property Manager for Retail Specialists. Elliott also worked for Vornado/Charles E. Smith Realty Trust in the Washington, D.C. area, and served as an aide to United States Representative Spencer Bachus in his legislative office on Capitol Hill.

A native of Birmingham, Elliott earned his bachelor's degree in history from Auburn University. He is a former board member of the Phoenix Club of Birmingham as well as the Greater Birmingham Auburn Club.



DOWNTOWN STRATEGIES

Your Team



Matthew Tate

Business Development, Retail Strategies

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Matthew Tate brings over 8 years of experience working closely with municipalities to help educate them on their retail potential. In his professional experience, Matthew has worked hand-in-hand with city leaders to help create and execute successful retail recruitment strategies across the country. Matthew leads our West Coast expansion through his strong relationships with West Coast city managers and economic development professionals this California native brings years of retail relationships to our West Coast cities.

In addition to his work with municipalities Matthew also worked directly with over 150+ retail, restaurant, healthcare and hospitality brands to leverage data and analytics in order to help find new locations and new customers across the country.

Matthew is originally from the Northern California area and is a member of ICSC, ICMA and League of California Cities and regularly attends their regional and national conferences. Matthew can often be found flying drones with his family in his free time and also earned his bachelor's degree in Liberal Arts from Harding University in Searcy, AR.



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