



RETAIL / IMAGE COMBINED TASK FORCE MINUTES September 18, 2008

Members Present: Retail chairman Jerry Horton, Cindy Donald, Tom Skipper, Patrick Marbury, Jake Keen, Tex Holt, Kathy McFetridge, Harry Blundell, Michael Steenbergen, Matt Brown, Kent Eikenberry, Eric Edelstein, Lance Eads, Patrick Marbury, Paula Casteel, Brian Parker and Barb Fohl of Pizzuti Solutions, Pete Desoto of the Danter Group, Charles Hodges of Hodges & Associates, Perry Webb, Bill Rogers, Joy Heuer, Rhonda Hughes and Angie Cooper of the Chamber staff.

Members of the CityFuture II Retail and Image Branding Task Forces met in a combined meeting with representatives from the three firms retained by the Chamber of Commerce to conduct retail research and analysis, market demographic research and site planning. The purpose of the meeting was to allow Task Force members the opportunity to provide feedback to the retained firms as they move toward the conclusion of their work and an Oct. 31 report deadline. The two Task Forces were originally charged at CityFuture II with the same duties that subsequently were contracted to Pizzuti, Danter and Hodges.

After a brief overview of the three firms' purpose and work thus far, Parker and Hodges opened the floor to the group asking for suggestions of what they would like to see in the 1,000+ acre area west of 48th Street, south of Hwy 412, east of Hwy 112 and north of Greathouse Springs Road. Hodges noted that the firms are seeking to make the area regionally significant and not merely trying to identify what other cities in the region have that Springdale doesn't have. He noted that Task Force members needed to think about what the area could be home to that would be regionally significant in the area of retail, medical, education, entertainment, corporate office, residential, etc.

The suggestions included:

- The area should resemble a self-sufficient town; a town-center concept
- The area should integrate everything, not merely retail
- A giant sporting goods store
- Significant retail not in the market today that would likely only have one location in NWA
- An amphitheater for outdoor concerts
- A children's hospital
- A Level 1 Trauma center
- A south campus for NWACC
- Medical research and development facilities
- Something similar to the Cooper Clinic designed to draw aging boomers to the region for wellness and medical treatment
- A sports facility or soccer complex
- An Olympic training site
- A horse park or equine training center that could work in concert with a medical complex for advanced healing
- A type of motorsports facility
- A fine arts theater complex

After a period of brainstorming about possible retail ideas for the area, the group was asked to contribute thoughts on branding for the area. The group did not have as many suggestions as they did for retail but ideas included:

- A unique name noting that there were at least 10 shopping centers in the U.S. using Promenade
- A brand that tied into the historical nature and use of the area in west Springdale
- Possible use of orchard as a theme, noting the historic place fruit crops had in Springdale's history as well as the nearness of the area to Tontitown and grape crops
- A name that would be easily remembered and identified outside NWA; there was consensus that "Springdale" didn't need to be part of any branding name

The group met for approximately an hour and 45 minutes and provided Pizzuti, Danter and Hodges groups with several pages of feedback that they said they would utilize in formulating their final report. The report is expected in late October.

CityFuture II Retail Prioritized Initiatives

#2 Major Destination Retailer

- Work to develop a strategy for attracting a major destination retailer like Bass Pro Shop or Cabela's

#17 Attract City-Wide Retailers

- Permanent position of retail development director
- Cutting edge retail web page
- Incentive for existing retailers
- Increase A&P Tax

CityFuture II Image Prioritized Initiatives

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#5 Ballpark Area Branding

Branding planning of area around ballpark with an emphasis needed on interchange located at Oaklawn Avenue

#6 Streetscape Enhancement

- Whom: City/Chamber support/business community/SpringdaleTomorrow
- How: Landscaping, signage, east meets west (local development), education public
- When 12/31/07 (ordinances) ongoing