

At Home in Duluth and LPBG Recommendations

Premises

- The civic, business and community sectors working together have achieved visible results with a new school going up, Clyde Park Iron Works Restaurant recently opening their doors following the Duluth Heritage Sports Center in 2009 and simple improvements like the signage marking the neighborhood gateways.
- The agenda of needed and desired investments to finish even the basics at Clyde Park and to link this to the community and to have a positive visible impact on Superior St. are substantial.
- The market is there to take advantage of these investments. The demonstrated results when the members of the Collaborative focus are evidence that the critical work to support completion of the agenda is feasible. This will require a renewed commitment to set priorities and to coordinate efforts.

Principle Goals for the Next 24 –36 Months

- Plan engagement of the Collaborative members to bring their specific expertise, resources and skills to completing Clyde Park, the investments in the neighborhood, the new school and the linkages between each.
- Continue to improve the housing choices for residents of LP including foreclosure prevention, programming to improve stock condition and requirement that owners maintain the livability of rental housing.
- Assist member partnerships/alliances to link many efforts that are now underway.
- Work closely with Clyde Park and LPBG to brand the collective new business and consumer opportunities in LP.

Starting Points

The following are a mix of short and intermediate term and are intended to be illustrative.

Role and Approach

- Provide focused and constructive support to the principles at Clyde Park and within Lincoln Park in finishing what has begun.
- Match skills to tasks
- Seek to demonstrate why these many new investments are successful in serving customers and changing community
- Practice what you preach; shop local

Initial Work

- Anything that increases the visibility, access and attractiveness of the areas surrounding new investments including the path too and from
- Anything that is important to the partners; but if they focus on it lieu of their primary efforts it takes them away from their critical work such as finding an appropriate tenant for the remaining ground floor space at Clyde Park

- Anything that helps to get the Children's Museum at Clyde
- Support for collecting, sharing and using information about the residents, businesses, employees and others using services in LP.

For LPBG

Specific Business Goals

- Shift the focus to implementing value added services to current and potential members on key corridors such as, the Michigan St. and Superior St. corridors, as a prerequisite for an effort to promote LPBG organizational sustainability,
- Identify, profile and link the business customers and their employees to the wealth of new opportunities in the market and the users of Clyde Park with the businesses in the area, and the residents with both.

Three pronged approach

- Retention of currently available comparison shopping opportunities
- Link potential businesses or business expansions to key vacancies
- Link the Superior St and Michigan St campaign to improving visibility for and linkages with Clyde Park

Starting Points

Information

- Complete the mapping of Michigan St and Superior St noting occupied and unoccupied space and the condition of each.
 - Identify the comparison goods and services clusters, business to business clusters and other business/services which complement each other and represent a market draw
 - Identify ready spaces
 - Identify spaces where a bit of clean up would make them attractive to the driver or walker
 - Identify business characteristics for the occupied business
- Using the aforementioned information to develop a block by block plan which identifies specific action plans focusing on what can be done in the next 12 months

Visibility and Customer Attraction

- The Basics -- Clean Up; Signage;
- Market making -- map the home furnishing opportunities in the community and run a campaign to inform Duluthian's, and consider visiting Duluth Pack to find out what their plans are for celebrating their 100th Anniversary in 2011
- White Box Treatment for Vacant Storefronts
- Streetlighting