

**RESULTS OF STRENGTHS AND WEAKNESSES WORKSHOP,
JANUARY 12, 2006**

ASSETS


Lemon Bay
Existing merchant base
Parks and community activity
Artistic population
Historic buildings
Undeveloped/unique
Village feeling/historic
Traffic circulation
Live theater
Streetscape
Chamber/Partnership
County-time/energy/TIF
Library

WEAKNESSES

Lack of buildings
Traffic speed problems
Lack of cinema
Lack of bookstore
Lack of post office
Lack of architectural continuity – sense of place
Non-use of water asset
Critical mass
Above-ground utility lines/lighting
No major ownership in land areas
Overtly seasonal
Storm water management
Too many uses on the street
Lack of signage
Lack of Merchants Association agreeability

WORKSHOP SIGN-IN SHEETS

52 sign-in sheets



Strategic Planning Group, Inc.
Economics • Planning • Development Consultants
2453 South 3rd Street
Jacksonville Beach, FL 32250

**Englewood
Retail Study Kickoff**

6:00 p.m. ~~February~~ **February 12, 2006**

Sign-in Sheet

Name	Address	Phone #	Property Location/Address
MARIN DENOTINA	175 Cedar St	475-1978	←
MICHELLE EDWINE	299 Elm	941-460-1990	MULTIPLE PROPERTIES
BILL & JULIE TRYDER	185 Winsom Ave	941-460-9839	same
Ebire Wickwire	Englewood CRA	941-473-9795	
STEVE & DEBORAH LEE	441 W. DEARBORN	473-7790	
Bernadette Gottschalk	655 N. Tamiami Trail	SEQ 34239	955-0991 SARASOTA CVB
JOHN LATTI	1825 TAMAMI TRAIL #221	33911	
James Pollard	780 Suncrest Lane Englewood	34223/941-473-1360	Residential
Corie Haring	475 W. Dearborn St.	34223	941-474-9054 31001D Eng.
Nancy King	16700 Clark Rd Sarasota	34241	County Staff
Betty Nugent	604 W. PERRY ST ENG	34223	475-2696
DICK AUSTIN	860 PARK ENGLD	473/1884	



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Retail Study Kickoff**

6:00 p.m. February 12, 2006

Sign-in Sheet

Name	Address	Phone #	Property Location/Address
Taylor Meeks		474-5100	599 W. DEARBORN
Janet & Don Landis		474-9639	420 W Dearborn
Lise Yust		475-3956	
Kathy Turbeville		475-2484	Friends of Elsie Quirk Library 110 Pine Hollow dr
Mr & Mrs Daniel B. Costello		460-1925	Property owner
Russ KUPER		474-7632	LEMON BAY PLAYHOUSE
Rob Lewis		941-915-7211	SCGOV
JOHN DUBOWIK		473-3515	EQ LIBRARY
John Redkins		223-5354	OEYA
JOHN FELLIN			ECRAAB
Bob Liddy		475-5128	San. Herald
TOM MINICH			ALLIANCE
BILL PAPPAS		474-7252	530 GREEN
Ron Johnson		941-727-1057	ARTIST/776
Dana Gourley		923-8972	Land use planner



SPG

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 Economics • Planning • Development Consultants
 2453 South 3rd Street
 Jacksonville Beach, FL 32250

**Englewood
 Retail Study Kickoff**

6:00 p.m. February 12, 2006

Sign-in Sheet

Name	Address	Phone #	Property Location/Address
Shannon Staub	County Commission		Sarasota
Gene McCall	541 Morrison Ave.		Englewood
Vito Bisceglia	11 Jamestown Ave		Englewood
Manuel A Sanchez	299 Elm St	(941) 276-2540	Englewood
Joyce Colmar	348 Debaron St 496 Page Ave	Atlanta, Ga. 30307	(404) 223-0500
Peter Matson	444 W. DEARBORN ST.	474-1504	
Rob Collins	646 OLIVE ST	474-5595	
Deb Collins	646 Olive St	474-5595	Englewood
Jorge Perez	18500 MURDOCK	623-1073	Chow Co.
Brian Lichterman	2055 Wood Street Suite 114	316-9555	Sar.
Stephen Rees	2033 main street	Suite 600 366 8100	
Christa Norton	300 West Dearborn		Englewood Sarasota county
Richard Bass	1953 8th Street	SARASOTA, FL 34236	
Jett Thompson	15 Golf View Dr	Englewood	Englewood
Al & Elise Logan	2060 Lemon Ave.	Englewood, IL.	



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**Englewood
Visions Workshop**

6:00 p.m. February 23, 2006

Sign-in Sheet

Name	Address	Phone #	Property Location/Address
Bob Gray	SPG - PVB	800 213 PLAN	
Bruce Katz	Blue Pineapple		445 W. 1st / Dearborn St.
JE Robertson	767 N. Monrovia Way	408 9029	
John FELLIN	832 DIANE CIR		
Vicki Dean		vickidean@heraldtribune.com	
Russ KUPER	281 PARK FOREST BLVD	474-7632	LBP
Peter MATSON	BLUE PINEAPPLE	474-1504	
LES MILLIKEN	101 S. McCull Rd.	474-0223	80-101 S. McCull
Skip Wilson	2234 Mammoth St	473-4235	
Don Platt	1936 Penn. Ave	697-1305	
W & Ann Caldwell	920 Elwood Ave	474-3342	
Alene & Deborah Lee	441 W. Dearborn St.	473-7790	
BRET CLARK	121 N. McCull Rd	460-9100	Bretclark@earthlink.net
Kathy & Steve CEVOLI	5705 SANDLER DR.	460-0408	
Deborah Lee	441 W. Dearborn	473-7790	
John Ruediger	1816 Bridger St E, FL	273-5354	411 W. Dearborn



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**Englewood
Visions Workshop**

6:00 p.m. February 23, 2006

Sign-in Sheet

Name	Address	Phone #	Property Location/Address
Dana Gourley	34241 62330 W. Beach Rd	953-8972	Rob Gourley & Prodigy.net Northern Anchor site
Richard Bass	1953 2 nd STREET SW.	954-7553	(RIKBASS@COMCAST.NET)
Tom Minicelli			
Paul & Julie Eyer	186 WINSON AVE	375-3001	wmt3@benchmarkme.com same
Tommy Hester	215 CEDAR ST	474-2306	SRE
Elaine Wickwire	Englewood CRA	473-9795	
William Houghton	341 Cedar st	475 9290	same
Joris + James McDerhott	P.O. Box 332 Englewood, 34215	474-3029	
Norma Sullivan	470 W Dearborn	34223 474-3333	
Wm + Jude Gilbert	25 North Maple Englewood		
Barbara + Ray Plante	480 West Dearborn		
Art Zang	470 W Dearborn St.		
Tracy McHales	599 W. DEARBORN	474-5100	getaway@BUCHANANS.COM
Karen Maxwell	Englewood Chamber of Commerce	474-5511	601 S Indiana -



SPG

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Englewood
Visions Workshop

6:00 p.m. February 23, 2006

Sign-in Sheet

Name	Address	Phone #	Property Location/Address
Linda Schilke	450 Artist Ave E.	473.1693	
Janet + Don Landis	420 W. Dearborn	474-5700	420 W Dearborn
Tony Rodas	1765 MANOR RD	920-5239	
EMILIE MILLER-SANDTEL	202 PINAPPLE	460 1590	
Row Johnson		941-727-1057	
JANE GROSS	SCGOV		
Carol Hayett	40 Buchanan Landing		
Judith Silbert	75 N. Maple St		
TINA SABATELLI	145 ENGLEWOOD HEIGHTS	473-7323	
Gene McCall	541 Morrison Ave		gmccall@ewol.com
Savvie McCall	" "	" "	473.0345
Barbara + Ray Plante	480 W. Dearborn St.	460-1750	
Bonnie Stanbro	1871 BAYSHORE DR	474-4401	
Rub Lewis	SCGOV	915-7211	
Liz Nelson	799 Yale	475-9024	

DEARBORN STREET TENANTS

Antiques/Collectibles
Vagabond Antiques
This & That Antiques & Collectibles
Grass-Roots Gallery
Antiques on Dearborn
Art Galleries
Lemon Tree Gallery, LLC
Sage Art Gallery
Grass-Roots Gallery
Frame's by the Thousands
Daylillies Gallery
Blind Images
Furniture/Interior Design
The Dream House Coach
Clubs/Entertainment
Moose Lodge
Hardware
Englewood Hardware
Liquor/Wine
Super Wine and Liquor
Restaurants/Delis/Bars
Dearborn-Corner-Market & Deli
Compadre's Mexican Restaurant
The Café on Dearborn Street
Island Hideaway Raw Bar
Kelly's Tavern
Jitters Coffee House
Bootlegger's Brewing Co. & Steakery
Salons/Day Spas/Barbers
A Village Barber
Hair by Linda and Hair by Chris
All About You Salon & Day Spa
A Cut Above Styling Salon
Flo's Hair Designs
Scorpio's Hair Studio
Banks
Bank of America
Wachovia Bank
Specialty Gifts & Crafts
Blind Images
Sandy Beach
Nancy Silver-Sea N Such
Frames by the Thousands
RG Clocks
Gifts-Etc-
Bargain Box
Amherst Depot Trains
Palms Gallery & Gifts
Blue Pineapple
Adamson's Artwork
Daylillies Gallery & Gifts
Day-Jones-Loecker
Wish You Were Here
Music Wizard
Sporting Goods/Eco Sport
E-Wood Skate Shop
Scooter-Bike-Rentals
Apparel (Men's & Women's)
Joe Ameling's Gentlemen's Choice
Madalin's Fashions
Tropical Chic
Services
And-6678-Dance-Studio
American Pie and Ice Cream
Ice Gallery Ice Cream
Englewood Glass & Mirror
Blue Pagoda Florist & Evolution Orchids
Amanda's Alterations
Napa Auto Parts
Darrell's Pool Supply
The Tire and Servicecenter

Note: Based on list of establishments on the map provided by the Englewood CRA and phone calls to determine which businesses were still operating.

Source: Strategic Planning Group, Inc., 2006.

THE MAIN STREET PHILOSOPHY - EIGHT PRINCIPLES OF SUCCESS

The National Trust Main Street Center's experience in helping communities bring their commercial corridors back to life has shown time and time again that the Main Street Four-Point Approach succeeds. That success is guided by the following eight principles, which set the Main Street methodology apart from other redevelopment strategies. For a Main Street program to be successful, it must wholeheartedly embrace the following time-tested Eight Principles.

Comprehensive: No single focus—lavish public improvements, name-brand business recruitment, or endless promotional events—can revitalize Main Street. For successful, sustainable, long-term revitalization, a comprehensive approach, including activity in each of Main Street's Four Points, is *essential*.

Incremental: Baby steps come before walking. Successful revitalization programs begin with basic, simple activities that demonstrate that "new things are happening" in the commercial district. As public confidence in the Main Street district grows and participants' understanding of the revitalization process becomes more sophisticated, Main Street is able to tackle increasingly complex problems and more ambitious projects. This incremental change leads to much longer-lasting and dramatic positive change in the Main Street area.

Self-help: No one else will save your Main Street. Local leaders must have the will and desire to mobilize local resources and talent. That means convincing residents and business owners of the rewards they will reap by investing time and money in Main Street—the heart of their community. Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

Partnerships: Both the public and private sectors have a vital interest in the district and must work together to achieve common goals of Main Street's revitalization. Each sector has a role to play and each must understand the other's strengths and limitations in order to forge an effective partnership.

Identifying and capitalizing on existing assets: Business districts must capitalize on the assets that make them unique. Every district has unique qualities like distinctive buildings and human scale that give people a sense of belonging. These local assets must serve as the foundation for all aspects of the revitalization program.

Quality: Emphasize quality in every aspect of the revitalization program. This applies to all elements of the process—from storefront designs to promotional campaigns to educational programs. Shoestring budgets and "cut and paste" efforts reinforce a negative image of the commercial district. Instead, concentrate on quality projects over quantity.

Change: Skeptics turn into believers and attitudes on Main Street will turn around. At first, almost no one believes Main Street can really turn around. Changes in attitude and practice are slow but definite—public support for change will build as the Main Street program grows and consistently meets its goals. Change also means engaging in better business practices, altering ways of thinking, and improving the physical appearance of the commercial district. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.

Implementation: To succeed, Main Street must show visible results that can only come from completing projects. Frequent, visible changes are a reminder that the revitalization effort is under way and succeeding. Small projects at the beginning of the program pave the way for larger ones as the revitalization effort matures; and that constant revitalization activity creates confidence in the Main Street program and ever-greater levels of participation.

THE MAIN STREET FOUR-POINT APPROACH™ TO COMMERCIAL DISTRICT REVITALIZATION

The Four Points

The National Trust Main Street Center offers a comprehensive commercial district revitalization strategy that has been widely successful in towns and cities nationwide. Described below are the four points of the Main Street approach which work together to build a sustainable and complete community revitalization effort.

Organization involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program. A governing board and standing committees make up the fundamental organizational structure of the volunteer-driven program. Volunteers are coordinated and supported by a paid program director as well. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.

Promotion sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.

Design means getting Main Street into top physical shape. Capitalizing on its best assets—such as historic buildings and pedestrian-oriented streets—is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the

commercial district, enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

Economic Restructuring strengthens a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district.

Coincidentally, the four points of the Main Street approach correspond with the four forces of real estate value, which are social, political, physical, and economic