



## **Town of Yorktown**

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### Market Analysis

As the Redevelopment Commission continues to push forward with the downtown project, one of the next logical steps is preparing a market analysis along with marketing materials for the town to utilize in the project and for other ventures outside of the downtown. We have received proposals narrow in scope previously for retail or hospitality specific and have not moved forward with utilizing those services. With the redevelopment project parameters more tangible and the council approving the scope and focus of the downtown redevelopment, moving forward with the analysis leading to the creation of marketing documents make sense.

The proposal in-front of you identifies many of the next steps and the redevelopment commission is working with most of those items (implementation, property acquisition, etc), the large cost item being the market analysis it is the hope that a partnership between the Council and Redevelopment Commission make sense. After talking with the Redevelopment Commission and Council President Lee it made sense to bring this to the entire council as the documentation will be utilized not just for the downtown project but also other projects in the community, our promotions on the website, social media etc, and planning for future growth.

My recommendation would be that the Town Council utilize funding from the EDIT moneys provided by the Commissioners last year.

Pete