

DevelopLehigh  
Lehigh Chamber  
1.10.18

- I. Call to order/introductions
- II. Sites for retailers/developers
  - a. Brainstormed sites to propose to Starbucks for upcoming meeting
  - b. Research participation in Retail LIVE in Orlando
  - c. Research older strip malls with ample parking – can any pads be carved out?
  - d. Absence of Chuck E Cheese and other family-friendly chain restaurants. Add them to the list of prospects
  - e. Continue to work on proposing sites to Lowes and Home Depot
- III. Mixed Use Overlay
  - a. New Lehigh Acres specific brochure was created
  - b. Send brochure to all property owners in the overlay zone
  - c. Make contact with TRC Construction Services/ TRC Worldwide they specialize in mixed use developments
  - d. Request testimonial from MUO applicant
  - e. Article in the citizen?
  - f. Follow up with Mike Welch about potential article
  - g. Look into search engine placement
  - h. Advertise
    - i. South Florida Business Journal
    - ii. Florida Construction News
    - iii. Miami Construction News
    - iv. Florida Trend
- IV. Website
  - a. New website is getting ready to go live
  - b. Send content or ideas to Rachel
- V. 2018 Goals
  - a. Brainstormed short term & long term goals:
    - i. Short term
      - 1. Develop marketing plans/ implementation plans for Lehigh Plans
      - 2. Identify commercial use locations
        - a. What's available (developed & not)
        - b. Road studies
        - c. Pinpoint leakage to specific usage
      - 3. Advertise DevelopLehigh – website and social media channels
      - 4. DevelopLehigh to attend Spring Fest & other special events
      - 5. Attend ICSC this year with specific information for
        - a. Sites
        - b. Leakage
        - c. Growth potential
        - d. Census 2016 update or newer
      - 6. Establish a committee to lead effort on creation of an annual festival
      - 7. Compile data to give clarity to priorities/goals
      - 8. Disseminate information to key stakeholders
      - 9. Tell the story

10. Build a "campaign for Lehigh Acres"
  11. Conduct a new community charrette to identify potential development and beautification project
  12. Change demographics and population numbers on the internet (so many websites have conflicting information)
  13. Schedule visits from site selectors
  14. Promote special events
    - a. Wings over water
    - b. Spring festival
    - c. Make a difference day
  15. Evaluate creating an arts festival
  16. Research Santana Row (San Jose) Retail residential community modeled like a village
  17. Develop campaign to change negative perception- "Why I love LA"
  18. Explore special events incentives
  19. Develop cultural, arts, special, food truck, events
- ii. Long term
1. Work on changing negative perception
  2. Use Special Events to attract new people to the area
  3. Establish an annual festival
    - a. Leverage park assets
  4. Develop Identity
  5. Establish a mainstreet corridor with beautification project
  6. Identify potential anchor businesses
  7. Create Entertainment Center and Cultural events
  8. Attract more restaurants- not fast food
  9. Attract more retailers – clothing, shoes, home depot, lowes. Building supplies
  10. True mixed use buildings with shopping, parking, living spaces in the same building
  11. Bring employers here so there are more jobs
  12. More things for kids
  13. More culture and arts
  14. Land Banking
  15. Foreclose county held tax certificates and trade to assist developers with assemblage
  16. Innovation district with collaborative incubator
  17. Develop a signature event that draws people from out of town