

In-fill and Redevelopment Action Plan Matrix
Clarifying the Tactics
NDDC 3/12/09
Strategy 1: Re-analyze/Re-evaluate Market Assumptions
Tactics
1. a. Inventory Existing Market Research (<i>Review Previous Studies</i>)
1. b. Consider Characteristic-Based Marketing (<i>Move Beyond the Geographic Circle</i>)
1. c. Identify Targets with High Potential (<i>Segments with Affinities to Northfield's Assets</i>)
1. d. Increase Leverage from our Competitive Advantage/Assets (<i>Better Promotion and Targeting</i>)
Strategy 2: Market/Promote Northfield
Tactics
2. a. Incorporate New Ideas into Marketing Plan (<i>Consider Stakeholder-Generated Suggestions</i>)
2. b. Package Information as User-Ready (<i>Meet Broker Standards for Promotional Materials</i>)
2. c. Coordinate Marketing Efforts (<i>Reinforce "Brand", Combine Resources, Synchronize Schedules</i>)
2. d. Marketing Website (<i>Post Available Properties on Web</i>)
Strategy 3: Build Community Support
Tactics
3. a. Northfield Supports Economic Development (<i>Send Message Globally, Live Message Locally</i>)
3. b. Identify/Include ALL Groups (<i>Involve Stakeholders Early and Repeatedly</i>)
3. c. Educate All Groups about Priority (<i>Businesses Mean Jobs, Taxes, Quality of Life</i>)
3. d. Get Buy-In from All Groups (<i>Get Commitment Up-front</i>)
Strategy 4: Review and Enhance Economic Development Toolbox
Tactics
4. a. Review Existing Toolbox (<i>Evaluate Current Programs</i>)
4. b. Gather Input from Potential Users on BOTH Tools and Obstacles (<i>User Comments are Crucial</i>)
4. c. Enhance Tools, Remove Obstacles (<i>Adjust or Add Programs, Improve Resources</i>)
4. d. Secure Necessary Resources (<i>Find Funds for Crucial Programs</i>)
Strategy 5: Inventory Assets
Tactics
5. a. Inventory of Opportunities (<i>List of Available Sites</i>)
5. b. Master Plan/Map of Opportunities (<i>Picture of Potential Developments</i>)
Strategy 6: Assemble Resources
Tactics
6. a. Acquire Land (<i>Support Private and Public Efforts</i>)
6. b. Secure Funds (<i>Turning Dreams into Reality Requires Resources</i>)