



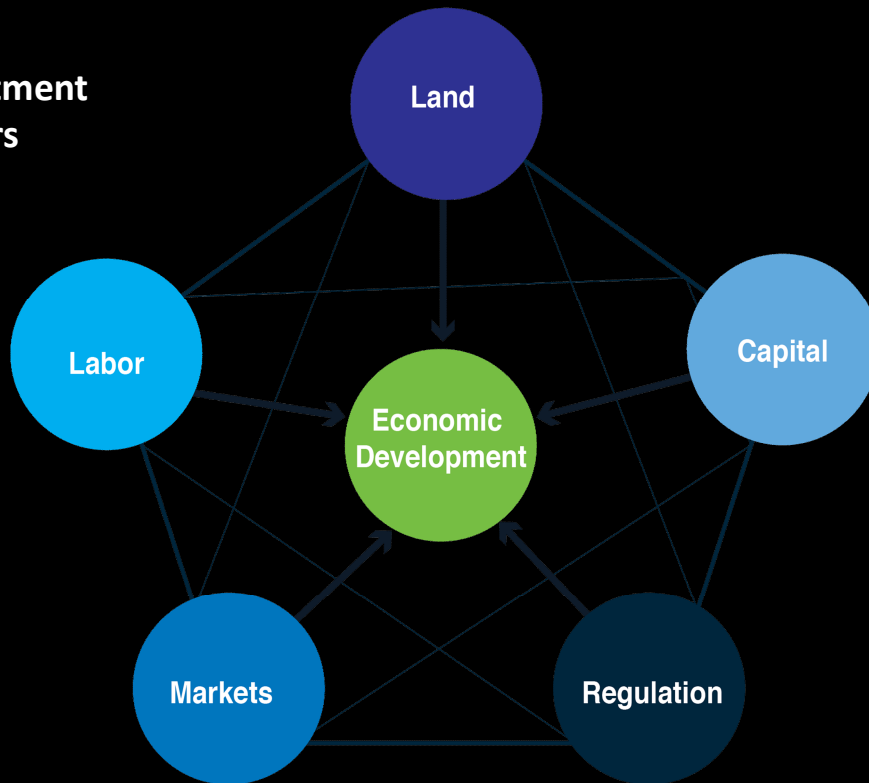
Economic Development is inevitable.
Where it occurs is not. **We Know Why.**

City of Mount Dora– Grandview Business District



The BusinessFlare™ Approach

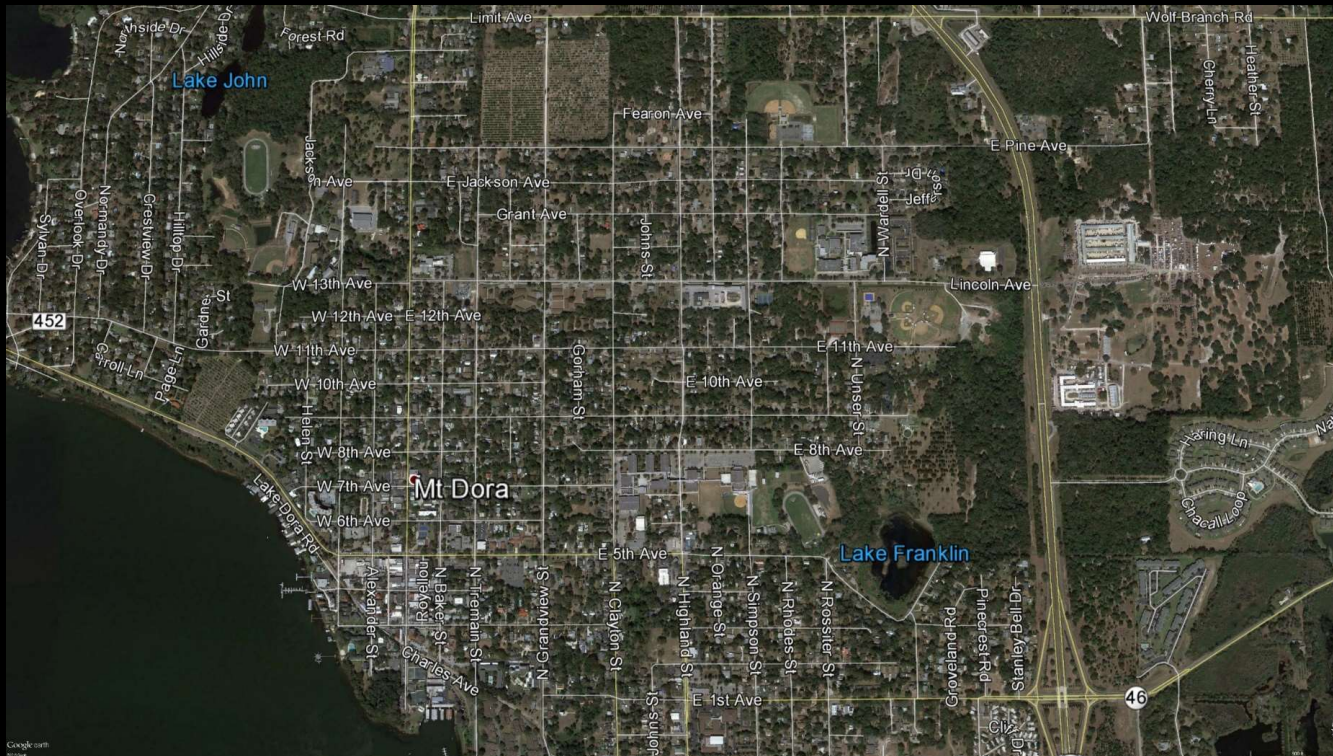
Investment
Drivers

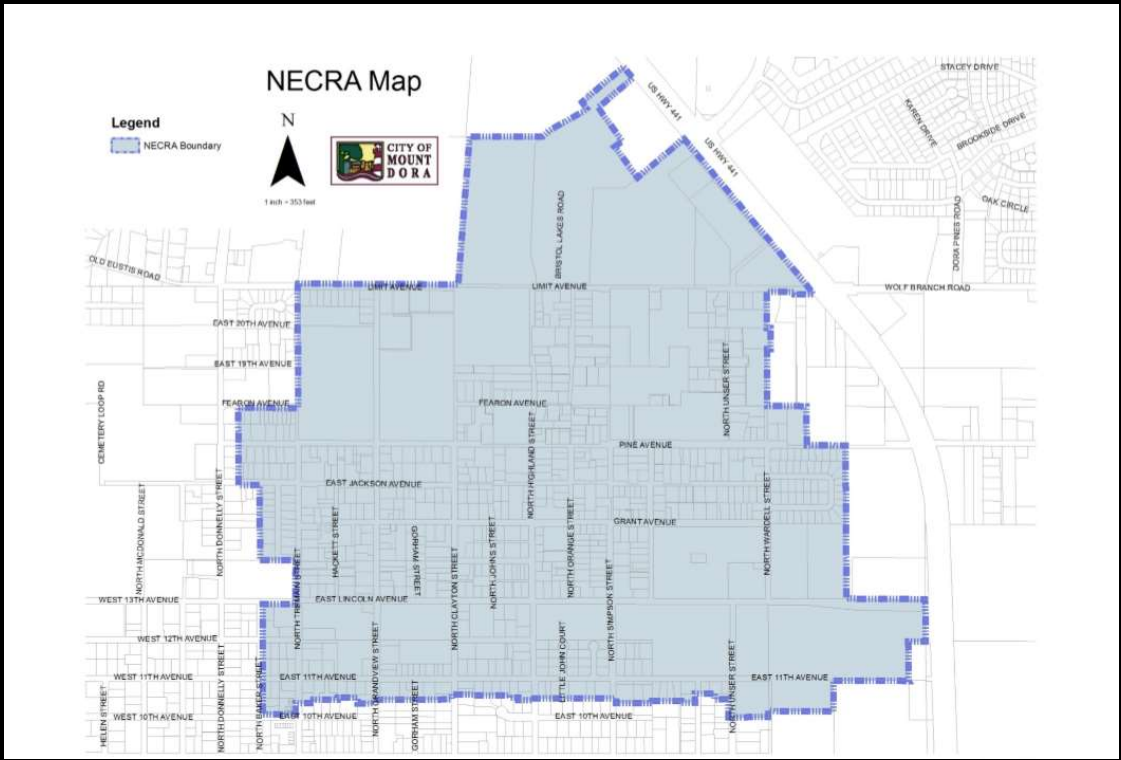


Economic
Opportunities

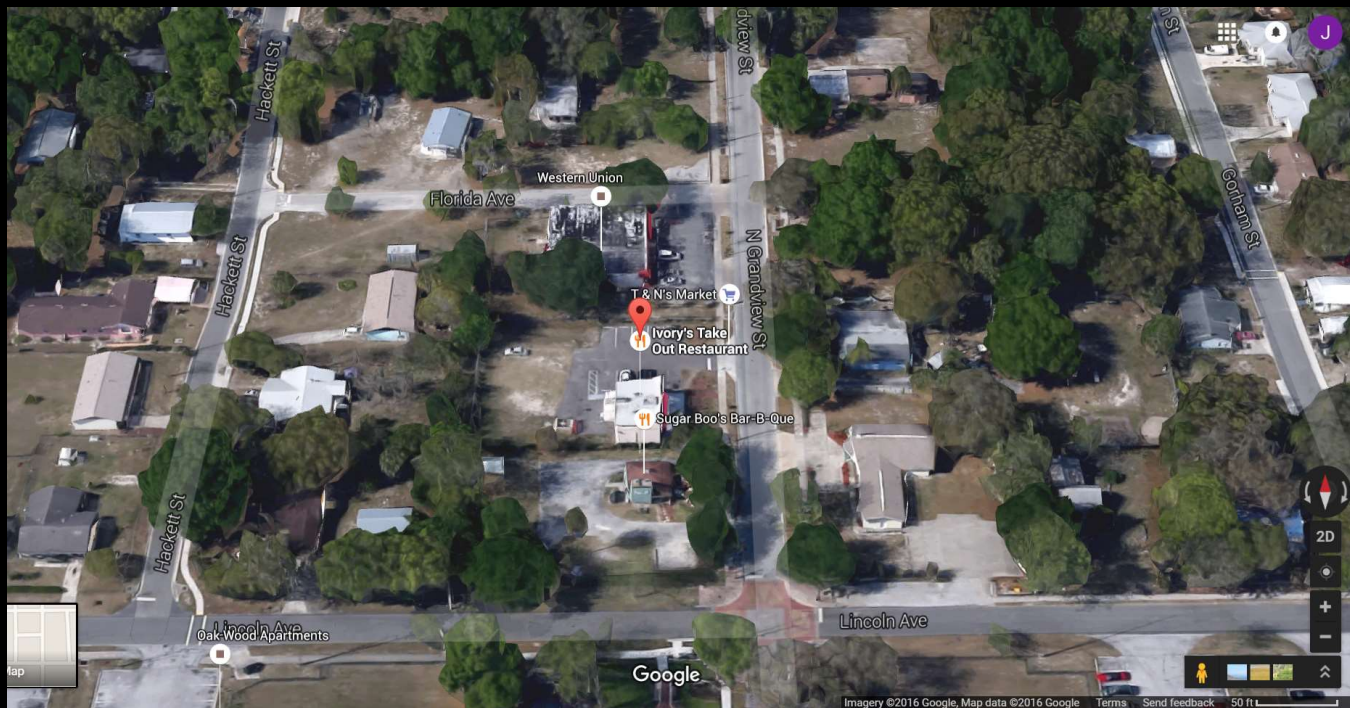
- **PRESERVE**
- **ENHANCE**
- **EXPOSE**
- **INVEST**
- **CAPITALIZE**

Mount Dora





Grandview Business District Today...



Grandview Property Parcels



Demographics

TOTAL POPULATION	NECRA	Mount Dora	Market Area	20 Minutes	Lake County
Population	1,999	13,875	603,712	111,466	326,226

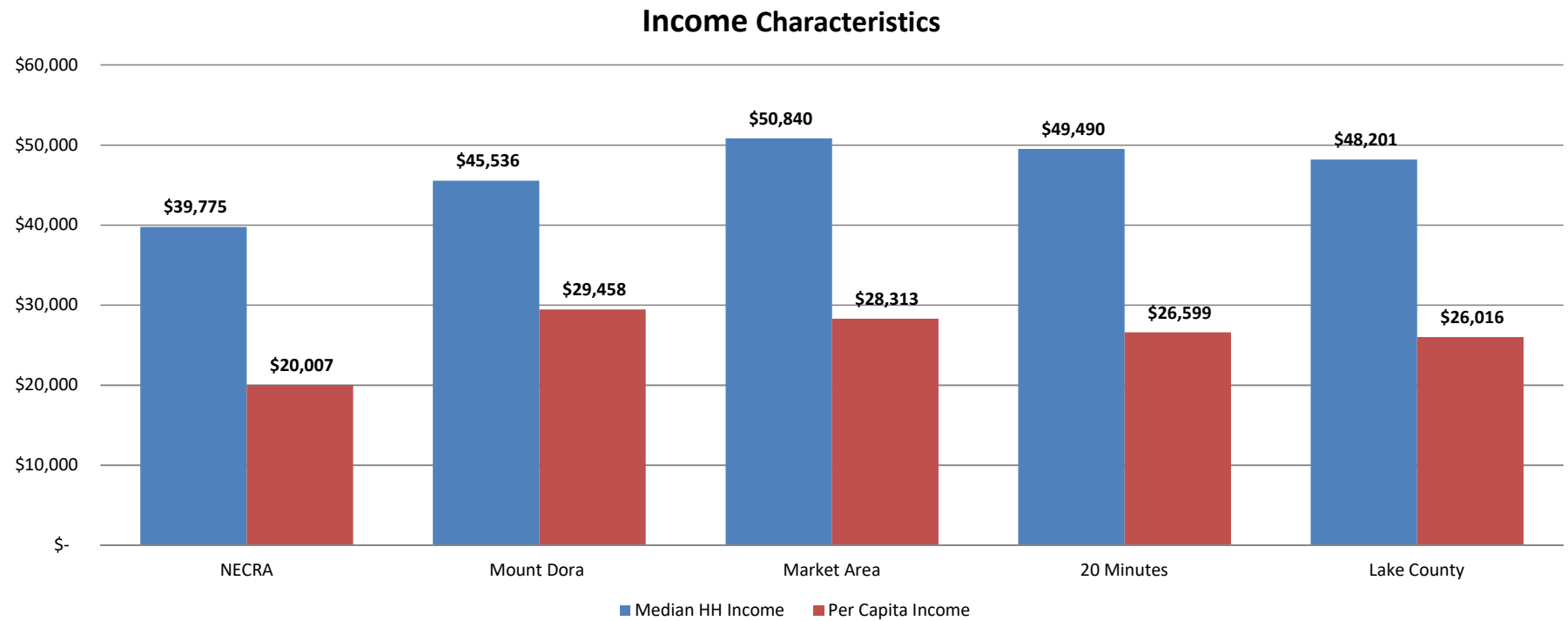
HOUSING UNITS	NECRA	Mount Dora	Market Area	20 Minutes	Lake County
Housing Units	832	7,535	279,269	52,085	156,817

Top 3 Categories

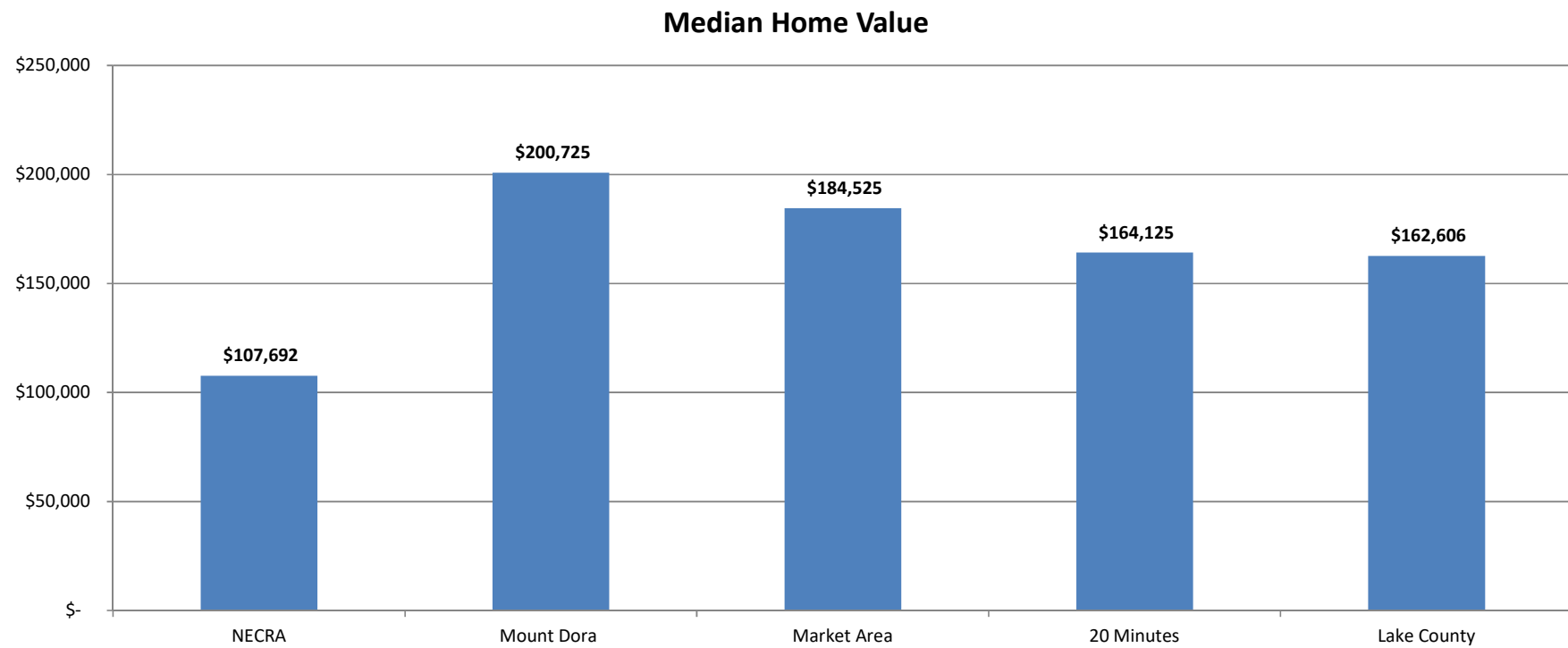


- GenX Urban
- Middle Ground
- Senior Styles

Incomes



Home Values





Grandview Business Climate Themes



Market
Opportunity

Political
Environment

Historic
Character

Quality
Of Life

Business
Success

Awareness

Aesthetics

Washington DC - U Street Corridor



- Commercial and Residential District
- Nightlife, Entertainment, Shopping, and Signature eateries, and entertainment venues.
- Heavily influenced by Art & historic bldgs
- Vibrant and Pedestrian friendly area
- Close proximity to public transportation

Entertainment Venues



Upcoming Events:

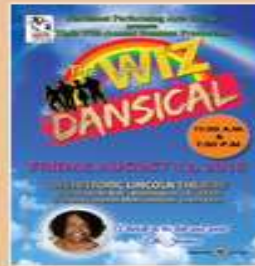


GARBAGE

Kristin Kontrol

Wed 8/08

Doors: 6:30 pm



NORTHEAST PERFORMING ARTS GROUP
presents 37th Annual Summer Production

"THE WIZ" DANSICAL

Fri 8/12

Doors: 11:00 am



GAD ELMALAH

Thu 9/01

Doors: 6:30 pm

Effective Retail Attraction Oakland Park

Public Sector Effort

- Infrastructure
- Market Research
- Brand and Identity Campaign
- Zoning Changes



Effective Retail Attraction Northwood Village

- Public Sector Effort
 - Market Research
 - Unified Branding and Marketing
 - Ombudsmanship
 - CRA Property Improvement Grants
 - Patience and a Steady Course



Old Northwood Historic District, West Palm Beach FL

Branding & Marketing

How do you want visitors, residents, businesses and potential investors to...

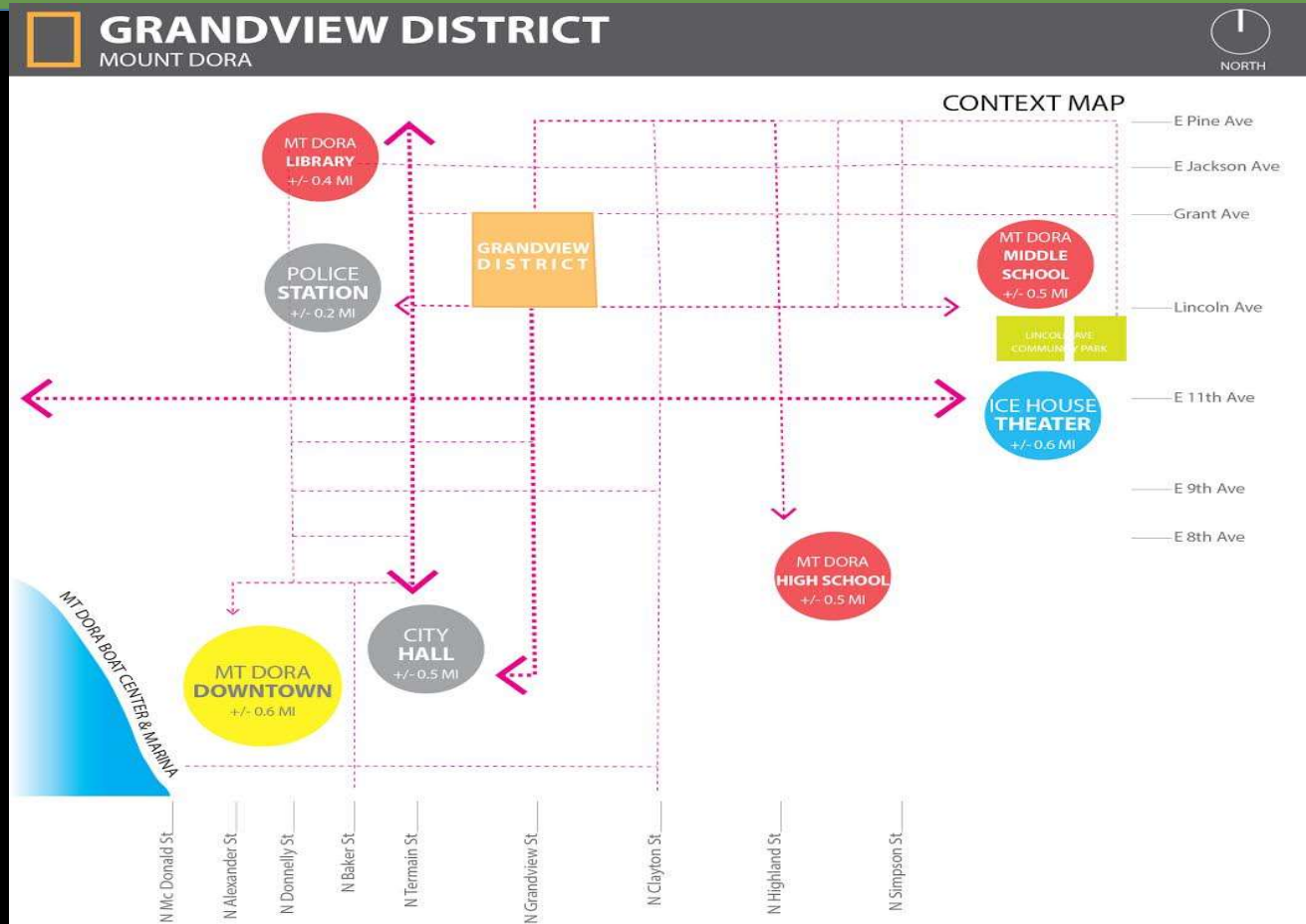
THINK & FEEL about **YOU**



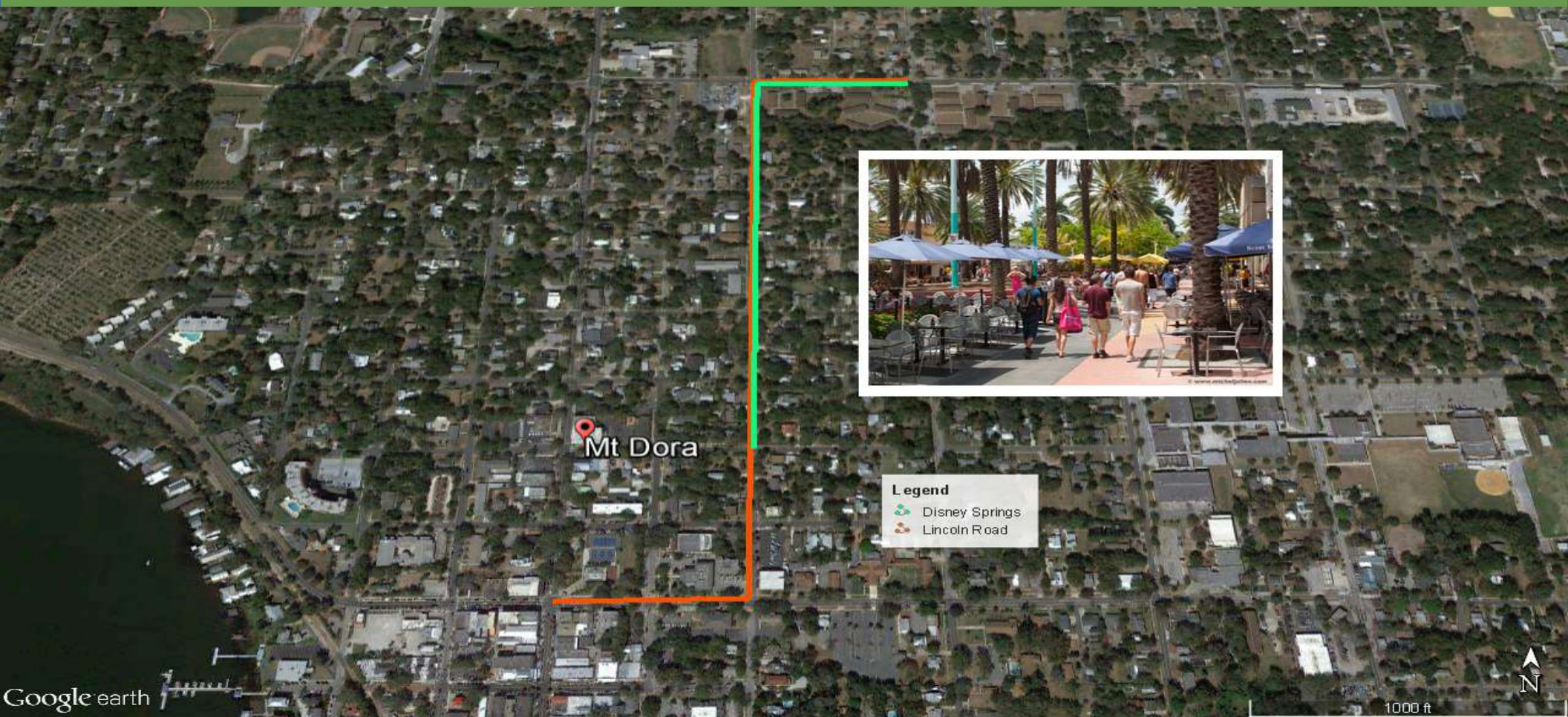
Mount Dora Historic Walking, Driving & Segway Tours



Points of Interest



Downtown and Grandview Connection



Art & Culture



The Man of La Mancha

November 18 - December 11

Book by Dale Wasserman, Lyrics by Joe Darion, Music by Mitch Leigh

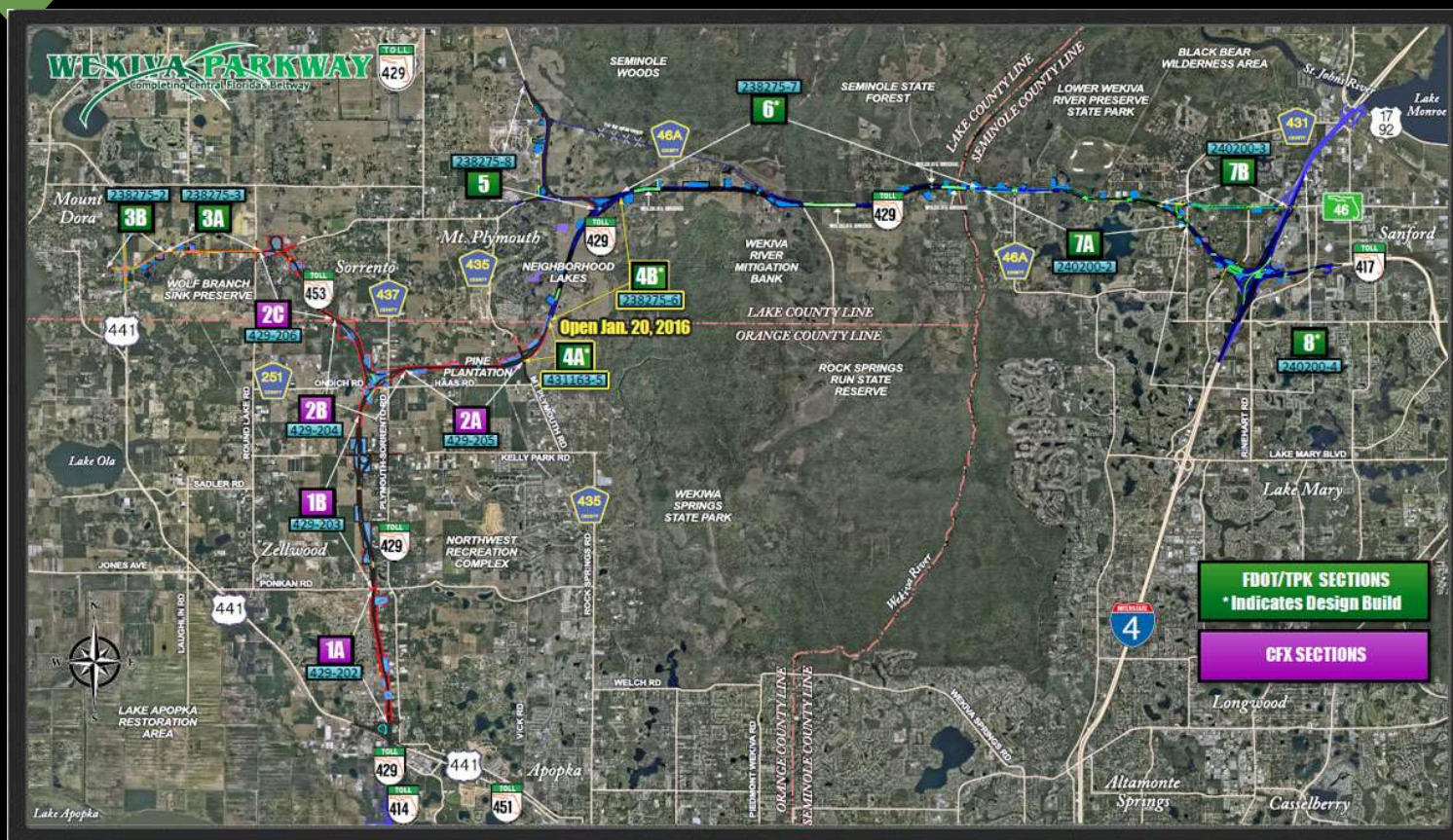
The story of the 'mad' knight, Don Quixote, is re-enacted by Cervantes as he awaits the Inquisition. Songs include *The Impossible Dream*. (**Dramatic Musical, Rated G**)

Parks, Recreation and Trails



Signature Eateries and Opportunities





Strategic Initiatives

- Initiate a Branding and Marketing Campaign
 - Target Specific Uses
 - Improve Aesthetics
 - Host Events
- Create Improved Wayfinding Signage
- Incentive Program to include Targeted Uses
 - Expansion of District Boundaries

Events



Mount Dora Blues
& Groove

Bike Festival



Holiday Parties

Signage





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