

# City of Olean Northwest Quadrant Revitalization Plan (BOA)

Committee Meeting #5 | October 24, 2013

## Agenda

### Welcome and Project Status

Discussion on where we are in the process and where we go from here.

### 3D Model of Existing Conditions

Bergmann Associates will present a 3D model of existing conditions in the study area. This innovative technology will be used in future phases of the project to depict potential development scenarios in a 3D, visual based format.

### BOA Strategic Development Sites

The project team has identified multiple sites that have the potential to serve as catalysts for revitalization in the BOA study area. We will review these sites and solicit feedback from committee members.

### Target Industry Analysis

Herron Associates, an Atlanta-based economic and site selection firm, will present preliminary findings and recommendations associated with the Northwest Quadrant Targeted Industry Analysis.

### Brand and Marketing Plan

J. Fitzgerald Group, an international marketing and public relations firm from Lockport, will present ideas for branding and marketing the study area, to better position the BOA for future investment.

### Discussion

### Next Steps

- Public Meeting #2 (agenda, dates, time)
- Committee Meeting #6

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