



November 2010

To: Percy Brown, Community Development Authority

CC: Natalie Erdman, Community Development Authority

From: Lynn Wood, Wood Communications Group

RE: Allied Neighborhood Development Project – Renaming Focus Groups

Thank you for the additional opportunity to work with you and the Community Development Authority (CDA) in your efforts to identify an appropriate name for the new Allied Neighborhood Development project. Based on the information you have shared about the process to date, I believe that your efforts would benefit from a coordinated outreach initiative that aims to collect input from a variety of audiences who have an interest and/or a stake in the development. Ideally, such an effort would result in a recommendation for a name that would appeal to area residents, local stakeholders and, in the end, be marketable to other audiences outside of that geographic area.

As we have seen with the renaming process for the Village on Park, an inclusive, well-thought out process for soliciting input and creating buy-in goes a long way to enhancing overall public support for initiatives such as the Allied development project. To that end, I am pleased to submit a proposal to help facilitate two community focus groups and prepare a brief summary of findings. The goal will be to identify potential names for the development and make recommendations of such names to the CDA for consideration.

The focus groups would include not only neighborhood members who are directly adjacent to the development area, but also other stakeholders who will bring outside perspectives to the project and will help provide insights as to the marketing potential for the development. I would recommend that we hold two focus groups, preferably on the same day with a targeted group. I would work with members of the CDA staff to identify the categories of participants, and you would do the recruitment. I will prepare a discussion outline for your review prior to the meetings to confirm that we have an agreed upon approach for the focus groups.

The actual cost of the focus groups, without recruitment costs or incentives would be \$2,500 per group. Wood Communications Group is pleased to offer the facilitation of both groups and the preparation of a summary report and recommendation based on the input gathered for \$1,000 + approved expenses.

I look forward to further discussing this proposal with you and/or others and invite you to please feel free to contact me at 259-0757 (office) or 575-6547 (cell) if you have any questions or need any additional information.

Thank you.