

BUSINESS COMMUNITY
Thursday, October 3, 2002

1. WHAT ARE THE STRENGTHS OF THE COMMUNITY OF FORT WORTH?

Circle of interested parties with cooperative interests

In Fort Worth it is easier to orchestrate partnership,s than it is in many cities

Easy to cooperate with the Library—a cooperative spirit

Comparatively easy to get people into a common role to accomplish a project

Main Library is a pedestrian destination

Downtown is an emerging lifestyle place

 A strength and opportunity for the future

 Increasing number of downtown residents

Sundance Square—more than 10 million people visit each year

Momentum in place for continuing downtown improvement

Radio Shack and Pier One are major committed players, with downtown corporate headquarters

Master plan is in place and in progress

 City's master plan now being revised

 Sundance Square corporate master plan has high congruity with City's plan.

Parking is free for visitors

Fort Worth has reduced barriers to downtown accessibility

Tremendous opportunities in place for Fort Worth due to many factors, such as previously mentioned events and efforts

Fort Worth has a cultural sensibility, with its residents having a positive attitude and interest toward the arts

2. WHAT ARE THE AREAS FOR IMPROVEMENT IN FORT WORTH?

More tools and parallel visions in place for progress

Missing enough opportunities for “talking” among key players to learn about ideas and resources such as the Library

Marketing of downtown

Need a calendar for the community about downtown events

Need for connectivity among downtown players

3. WHAT NEW OR EXPANDED SERVICES WOULD YOU LIKE TO SEE IN THE NEXT FIVE YEARS?

More residential space downtown

Establish downtown shopping

Complete amenities for downtown lifestyle, such as shopping, education and soft retail

Educational campuses downtown

Add to Texas Wesleyan and Montessori School

Utilize business executives in the educational experience

Keep the depth and variety of downtown on the mind of local residents by reminding them of activities and resources

Greatly expanded convention presence

Increase the amount of activity and capacity

A downtown circulation system that provides transportation within two blocks of destinations—convenient, reliable, and with low barriers to entry (cost)

4. DO YOU USE THE LIBRARY; IF SO, HOW?

No

Does not remember what Library has to offer

Surprised when reminded what is available

Uses the Internet constantly for information

5. WHAT ARE THE AREAS IN WHICH THE LIBRARY COULD IMPROVE?

Presence—a visual and obvious presence on the street

People drive right by and have no idea the Library is here

A marketing connection with everyone the Library can cooperate with

Improve catering to the Library's incredibly segmented market

Time of day

Day of week

Consumer market

Resident market

Day-trip market

Conventioneer, especially at night

Seek opportunities to work with the retailers

6. WHAT DOES THE LIBRARY DO WELL NOW? WHAT ARE THE LIBRARY'S STRENGTHS?

Main Library is beautiful

Always impressed about what is in the Main Library

What is here

The services

Convinced “there's a ton of stuff here I should know about”

Staff are fun and easy to work with

7. IS THERE ANYTHING ELSE YOU WANT TO TELL US?

There are ways the Library could help businesses

Independent boutique retailers do not have access to the experience, data and information that larger ones do.

A real opportunity for a set of business resources for small businesses—on inventorying, merchandising, municipal regulations, security, business data for specific areas of Fort Worth.

Small retailers add to the city's tax base, doing well over \$1 million in sales annually

Partnership opportunities for the Library in collaborating in seminars and presentations for small businesses—sessions on security, marketing, merchandising are just some examples.