

SAMPLE POSITIONING STATEMENT

A positioning statement briefly describes where the commercial district should be "positioned" in the market, based on market information, community desires, and realistic expectations. It includes a synopsis of the downtown's major market groups and a description of its opportunities for growth.

Note how the district's market strategies are drawn directly from the positioning statement.

Clayville's historic commercial district has a fairly balanced mix of government and professional offices, including a regional medical center, specialty shops and restaurants, and historic sites. Its primary markets include approximately 6,000 downtown employees—mostly in the 30 to 55 age group with moderate, upwardly mobile income levels—and a large number of tourists and visitors who come annually to visit the historic sites and museums. Easily accessible from two interstate highways, the downtown attracts a significant meeting and convention business from throughout the state. There is a growing nighttime market of affluent young professionals and a burgeoning arts community with a regional audience. The district also is attracting more residents, most of whom are young singles, professionals without children, or early empty-nesters. Downtown retail businesses offer a wide range of specialty gifts and eclectic items, in moderate to upper price ranges, with a more limited amount of basic merchandise and convenience goods and services. Galleries, new restaurants, and night spots fit comfortably in the historic commercial buildings, blending the tastes of a new generation with the heritage of the past.

STRATEGY 1

To be an interesting and attractive destination for heritage tourists and convention visitors

STRATEGY 2

To serve the needs of the district's employees and residents for convenient goods and services

STRATEGY 3

To be a regional destination for dining, arts and entertainment.