

## **THE FUND FOR WARREN'S FUTURE**

The following list are examples of projects that might be supported by the Fund for Warren's Future. Many of these ideas are taken from either the Poggemeyer report or the recommendations of the Citizens Advisory Committee (RAC). Before any project is selected for funding, Warren residents will have the opportunity to suggest additional ideas in a public forum. Funded projects will be selected via a vote by the Board of Directors of FWF.

### **B2B Projects**

#### **Property and building inventory**

A complete listing of all vacant commercial properties in Warren with ownership and tax details. est.: \$10,000

#### **Youngstown Road Revival Project**

Youngstown Road will be completely resurfaced with new curbs and sidewalks in 2018 in a \$4 million state-funded project. A detailed proposal is needed for marketing the newly revived area to developers and entrepreneurs. est.: \$25,000.

#### **Westlawn-WRHS Redevelopment.**

The city and Warren schools own nearly 100 acres with rail, gas and electricity on the west side, perfect for light industrial development. We should create a marketing proposal for redevelopment. est.: \$10,000

#### **Retention and expansion meetings with Warren's 25 largest businesses.**

We should learn what it will take to keep these businesses in Warren, and what will motivate them to expand, directly from them. est.: \$10,000

#### **Peninsula Plan**

The area west of the Market Street bridge could be a redevelopment engine for the entire city. We need to know what it will take in the way of government action and marketing to initiate the project. No estimate.

#### **Warren diaspora project**

The Youngstown Business Incubator credits their success to having identified and communicated with talented people from the area who left, but who were willing to contribute to the city's revival. We should do the same. est.: \$5,000

#### **Medical Corridor development**

East Market Street is already a hub of medical practices and hospitals. We need a plan to improve the availability of office space, parking, housing, etc. to build on these services. est.: \$10,000

**Market Study**

We need a better understanding of the types of businesses that might be attracted to Warren. This is a standard marketing tool that can be commissioned from a wide range of consultants. est.: \$25,000

**Entrepreneur Workshops**

We should encourage and help Warren residents who are interested in starting a business by giving them the knowledge and tools to get started. est.: \$5,000.

**Consumer/Repopulation Projects****Online Entertainment Calendar**

There is plenty to do in Warren, if you know what's happening. Most small businesses and non-profits devote little to marketing. We can help them and drive traffic into the city. We need to make Warren the entertainment center of Trumbull County. est.: \$10,000

**Summer Weekend Cable TV Campaign**

This has the same objective as the online calendar, but turns the volume up for the busy summer season of concerts, festivals, and special events. est. \$20,000

**Warren Homecoming**

Warren Homecoming gives the whole city a reason to celebrate ourselves. It brings back former residents to spend money, and gives people reasons to think about living here again. est.: \$5,000

**Bike Trail as a tourist attraction**

Bike enthusiasts spend more on their hobby than even golfers and tennis players. We have a great asset in the bike trail that now spans from Warren to Ashtabula. We need to market it to bicycle tourists. est.: \$5,000

**WGH and JFK promotion**

Warren has excellent secondary school options for county residents. We should promote them more aggressively. More students at Harding and JFK means more spending by parents in Warren, est.: \$5,000

**Lifestyle campaign**

Hundreds of people have moved to Warren after retirement, upon becoming empty-nesters, or for various personal reasons. We can and should identify candidates to move here and promote the opportunity to them. est.: \$5,000

**Work from home promotion**

Warren's very low cost of living makes it an ideal location for self-employed freelance professionals. We should promote to this class of business person. est.: \$5,000