

Exhibit M

Updated SMART Goals related to business retention

SMART Goal Template

PLEASE USE THE FOLLOWING GUIDE TO PREPARE YOUR SMART GOALS.

| | S | M | A | R | T |
|---------------------------------------|---|--|---|--|--|
| | STRATEGIC & SPECIFIC: IDENTIFY A LONG-TERM GOAL FOCUSED ON THE GRADE LEVEL OR DEPARTMENT'S SPECIFIC NEEDS. | MEASURABLE: EXPLAIN HOW YOU WILL KNOW IF RESULTS CHANGED BECAUSE OF THE ACTIONS SPECIFIED IN THE GOAL. | ATTAINABLE: BE SURE NOT TO SET GOALS THAT ARE TOO CONSERVATIVE OR IMPOSSIBLE TO REACH. | RESULTS-BASED OR RESEARCH-BASED: DESCRIBE HOW YOU WILL KNOW WHEN YOUR GOAL HAS BEEN MET. | TIME-BOUND: ASSIGN A TIMEFRAME IN WHICH YOU WILL ACHIEVE THE GOAL. |
| Retention | | | | | |
| Strength-Based Goal Components | <p>Business Retention – Relationships – Understanding their specific business needs, and assisting with their success through LTC effort and outside assistance i.e. COD.</p> <p>Not all will buy in but those who do we will move forward and spread the word to those who don't</p> | <p>Quarterly business forums, feedback and sales increases.</p> <p>Monitor changes in their business model.</p> <p>Follow up on outside assistance suggestions</p> <p>A great measurable will be added businesses that want to be involved</p> | <p>LTC will have to schedule regular meetings with all businesses to review business results, plans for change based on LTC suggestions as well as outside assistance guidance.</p> | <p>Actual sales results.</p> <p>Relationship improvements viewing LTC as an ally.</p> <p>We will know based on the regular meeting conversations</p> | <p>This goal is ongoing.</p> <p>LTC ED visits and talks to several businesses each week to help identify their issues and needs, expansion possibilities, and steps that can be taken specific to each business.</p> |



Strength-Based Goal

Improvement of the overall mood of the downtown businesses and property owners, a willingness to work together. A willingness to change when the result may improve their business model and help fill vacancies. The Business owners and property owners are 2 similar but very different sets of issues.

Increased occupancy, profitable business owners, and additional walking traffic in the downtown, attractive place to go with various things to do and increasingly better shopping.

Notes

Understand the needs of existing businesses, and provide or assist with the tools they need to thrive.

Survey businesses periodically to assess their stability/strength, needs, and helpfulness of resources provided.

This goal should be high-priority because strong existing businesses attract new patrons and new businesses.

LTC is already holding business seminars and business forums designed to carry this out.

Quarterly business forums and ongoing relationship-building supplemented by periodic data-gathering (surveys)

Update Oct 2011

Retention activities have been an ongoing priority. Increasing traffic to existing businesses will encourage positive ‘buzz’ in the Downtown and attract additional interest from potential new tenants.

Retention activities have included regular visits to current businesses to listen to their concerns and needs, and assist them in addressing improvement projects at their locations. LTC Staff have assisted with landlord-tenant communication, grant program questions, publication of store specials and news, and making all businesses an active part of the various LTC and partner events. An example is the recent partnership with the Historical Society to hold a very successful pub crawl, which brought over 80 people to 5 venues in the Downtown area, and illustrated a critical mass of food and beverage options for a complete night on the town. The event also raised funds for the two organizations.

Three Ladies Night Out events this summer have also gotten great reviews from participants, who enjoyed specials and treats at over a dozen downtown businesses. Efforts are underway to enlarge the event by expanding advertising and media coverage.

A new volunteer at LTC is helping Staff to produce marketing materials for Small Business Saturday, reminding community members to Shop Local and renewing their knowledge of the products and services they can find in their own Downtown.