

Property Revitalization Project

*Practical and Profitable Use for Historical Flint Site
S.W.O.T. Analysis*

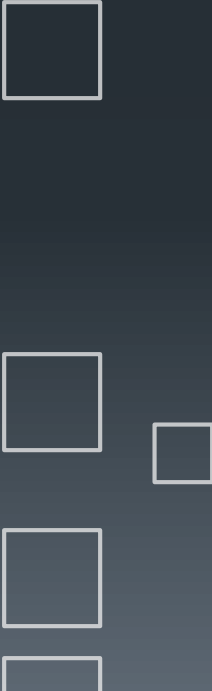


420 East boulevard. Flint, Michigan. 48503

“OLD FARMERS MARKET”



Project Goals

- *Devise a Strategic use of Vacant building*
 - *Gain practical experience in proper business practice*
 - *Build skills in communication, teamwork, and project development*
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Schedule/Obstacles faced

- Student Hours of accessibility to meet extremely limited

- Schedule





Description

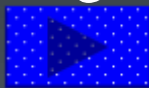
- University Entrepreneurs analyzed Existing structure and surrounding area.
- Brain Stormed Business Ideas

-Prepared Strength Weakness Opportunity Threat Analysis;

- Communal Living



- Light Industrial Manufacturing



- Bowling Ally



Project Location

Opportunities

- Lot Size
- Bus Stop
- Riverside Park
- Job Opportunity
- Existing Structure
- Easy Access
 - Highway
 - University
 - Large Trucks




Threats

- Building
- Habitability
- Safety Needs
- Area reputation
- Profitability
- Cost

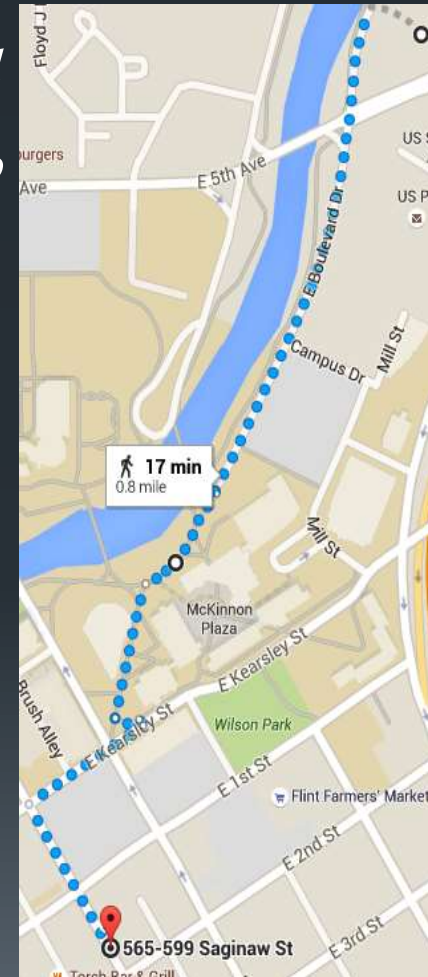


Communal Living Description

- *The communal Living places 30-40 occupants in the building. The occupants will have furnished private living quarters for sleeping, only consisting of the bare essentials. Allowing the rest of the building as areas designated for specific task such as; a kitchen, dinning hall, living space, home offices, laundry room, and restrooms to accommodate all occupants.*
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Communal Living: Strengths

- *Student and low cost housing in Flint is in high demand and is expected to increase as the university continues to grow in enrollment*
- *sanctuary of economic and community development arrangement for young business professionals and University students*
- *Less than 20minute walk to the center of downtown*






Communal Living: Weaknesses

- **The investment to turn the existing structure into a living facility**
- **Occupants themselves also pose a risk if they are not year round occupants, and are uncomfortable to the living style**
- **weakness of reputation for the Flint area and the concern for safety**




Light Industrial Manufacturing Description

- **Depending upon which light industrial manufacturing or Assembly Company, you would like to start the initial outlay will be for equipment, building renovation, engineers, and employee training. Some possibilities that have been presented have ranged from plastic injection molding, LED light assembly. The rest of the building could be used for business office space.**
 - **Light Emitting Diode Sign/Fixture and Bar Assembling Facility**
- 



Light Industrial Manufacturing: Strengths

- **provide employment for local residents and possibly students.**
 - **training facility for marginally employable local resident**
- 



Light Industrial Manufacturing: Weaknesses



- **renovation costs**



- **startup costs**

- **length of time it will take to generate revenue**



-for more info...



List location or contact for procedures document (or other related documents)

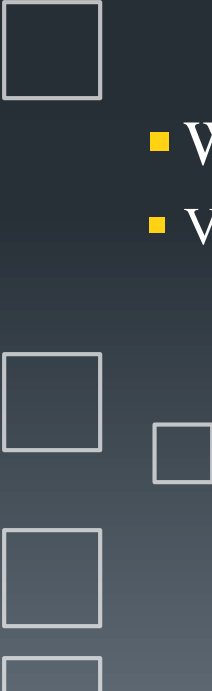


Radio Station

- U of M still has a valid broadcasting antenna system located in Goodrich Michigan and controlled by the media arts Center at U of M-Ann Arbor.
- The station name is WFUM located on the radio dial at 91.1. Our license is still valid and all we need to do is gain access (wrestle control) from Ann Arbor in order to use it.
- I see this as the beginning of a voice for the Flint area.



Radio Station

- Strengths:
 - A separate voice for Flint and the surrounding areas.
 - Weaknesses:
 - Very little if any income.
- 



Suggestions:

There were also recommendations for a Eco-Greenhouse, a craft beer and winery, and an art gallery with a hair stylists shop.



Questions:



Special Thanks Too:

- Ridgway White of the Mott Foundation
- Joseph Martin of the Mott Foundation
- Tim Herman of the Genesee County Regents
- University of Michigan-Flint School of Management
- Michael D. Witt