

COMMUNITY ENGAGEMENT

SPIRIT VALLEY BUSINESS DISTRICT FOCUS

Building Blocks for a Successful Spirit Valley Workshop

A FOCUS ON THE BUSINESS DISTRICT

The City hired **Michele Reeves**, Principal of Civilis Consultants, who is nationally known for assisting in the **revitalization of business districts**, including work done in Lincoln Park and Downtown Duluth. Reeves **conducted extensive fieldwork and hosted a well-attended workshop with business and property owners** on April 16, 2025, called “Building Blocks for a Successful Spirit Valley.”



FOCUS GROUPS, WORKSHOP, TOOLS

A second meeting, called “Building Blocks II,” was held by Michele Reeves to **summarize the findings and identify tools** that the partners (the City, business owners, and property owners) can utilize in their efforts to **revitalize the business district**. Approximately 45 people attended this meeting, primarily business and property owners, and were energized by the presentation.



Business district revitalization consultant Michele Reeves presenting to business & landowners findings of the Building Blocks for a Successful Spirit Valley workshop.



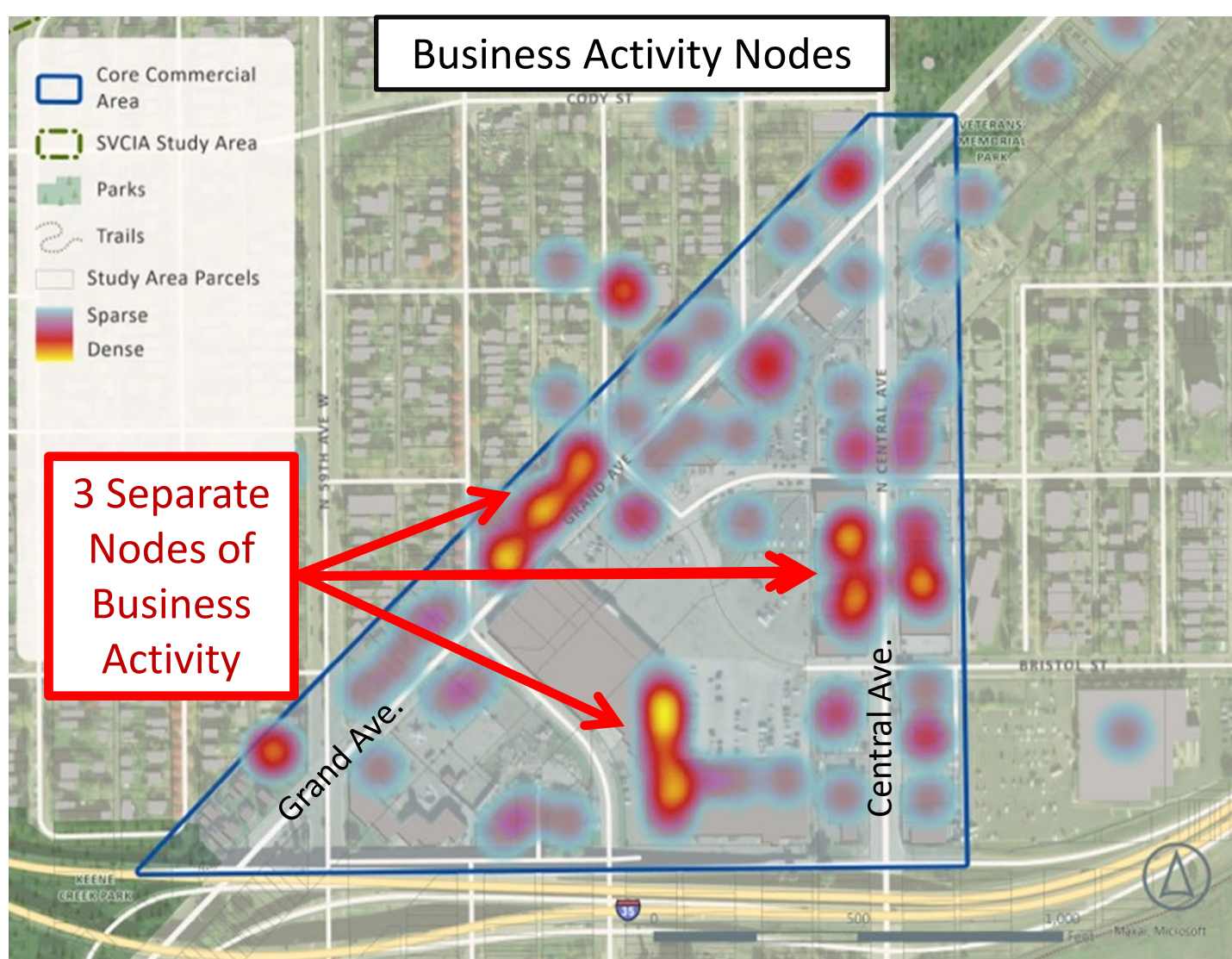
Diners looking at a storefront display after hours and may return when the business is open

Spirit Valley has **a good mix of attractions, but gaps** in storefronts and times of day with activity limit overall vitality.

*** Successful districts** have businesses and landowners working together to **create an environment where being in THE DISTRICT IS THE EXPERIENCE** causing people to linger longer and return repeatedly bringing more people and spending more money.

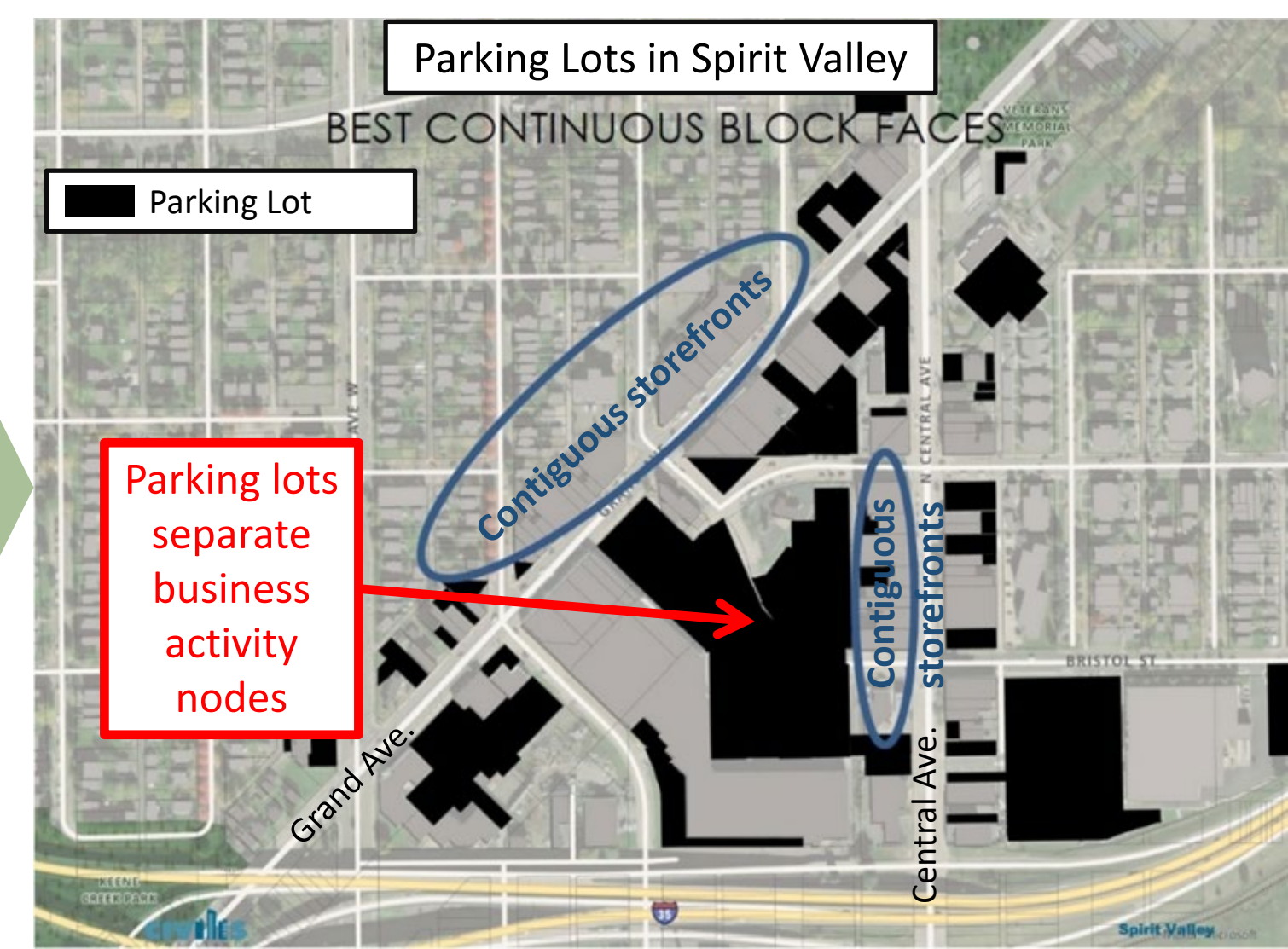


Diners taking a break at a sidewalk café before resuming their stroll to visit more shops



Business activity in Spirit Valley is spread among three nodes **separated by parking lots**.

*** The solution is to join the nodes** to improve the **“CROSS-POLLINATION”** that occurs when people stroll a street where it is **pleasant to walk from shop to shop** and eatery and so on.



8 CHARACTERISTICS OF SUCCESSFUL NEIGHBORHOOD COMMERCIAL DISTRICTS

1. Critical Mass of Existing Buildings
2. Buildings Built Right Next to Each Other
3. Buildings Built Up to the Sidewalk
4. Great District Experience
5. 18 Hours of Activity
6. Intensity of Activity
7. Continuity
8. Great Lighting



The Jade Fountain's colorful nighttime storefront contributes to making Spirit Valley active 18 hours per day



Business district revitalization consultant Michele Reeves introducing business and landowners to the 8 characteristics of successful neighborhood commercial districts during the Building Blocks for a Successful Spirit Valley workshop