

Midway Market Study Timeline

February 15 – Renaissance Board reviewed and approved Site Visit Schedule

February 21 through 25 – Renaissance to schedule interviews and Focus Groups for consultant's first visit to town on March 7th & 8th

March 2 – Draft Business Survey

March 7th & 8th – Consultant's first visit to Midway, arriving on Monday to conduct interviews and focus groups on Monday and Tuesday – Introduce consultant to Midway City Council at 5:30pm, Public Forum at 7pm at Midway Christian Church Fellowship Hall with Renaissance providing coffee and dessert, along with more substantial food for those who come to forum directly from City Council meeting.

March 11 – Finalize Business Survey

March 14 through March 18 - Distribute Business Survey by email

March 18 – Draft Intercept (Consumer) Survey

March 25 – Finalize Consumer Survey

April 3rd through April 16th – Renaissance to field Consumer Surveys

May 13 – Draft Market Assessment (CLUE Group)

May 20 – Conference call to review Draft

June 16 – Public Presentation of Market Assessment by CLUE Group and Renaissance

June 17 – Playbook Facilitation by CLUE Group and Renaissance