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**For Immediate Release:
Midway Renaissance Kicks Off Market Study Project**

Note: this is the first in a series of press releases covering the process and results of the Midway Renaissance Market Study Project.

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Midway – The City of Midway has been awarded Renaissance funding in the amount of \$15,000 from the Office of the Governor's Department for Local Government to be used for the Midway Renaissance Market Study Project.

In layman's terms a Market Study is a tool used by businesses, developers, governments, and citizens for making better-informed decisions. The process includes documenting details about the downtown's current condition, exploring changes occurring in the marketplace, verifying what consumers want from downtown, discovering what businesses the downtown market will support, and creating a downtown business development strategy.

In the months to come, Midway Renaissance will work with representatives of the City and the Midway Business Association to hire a consultant and engage the whole community in the project. Input and participation from the broader community is important so that recommendations resulting from the study reflect both market conditions as well as the preferences of the community. Local input provides fresh ideas and community ownership of the project. This buy-in is especially important after the analysis is done and its time to implement the study's recommendations. Midway Renaissance will host public meetings over the coming months to solicit input and report on progress.

Once a detailed picture of the downtown economy emerges, Midway Renaissance will work with all stakeholders to shape a business retention campaign that includes providing assistance and training to existing businesses, and participate in a recruitment campaign to compliment existing businesses. Recruitment will target businesses that people want and that the market will support.

"Our proposal was a joint effort and I believe that the market study will provide all of us with very valuable information as we work together to make Midway an even better place to live, work and prosper," said Randy Thomas, president of Midway Renaissance, Inc.

For more information on the Midway Renaissance Market Study Project contact Marcie Christensen, Main Street Manager, at 859-846-4049 or Randy Thomas, President – Midway Renaissance, Inc. – 859-312-9891. News and updates on the project will be posted at www.MidwayRenaissance.org.