Piqua City Commission and Piqua Planning Commission met at 6PM on Thursday, February 20, 2014 in the Municipal Government Complex Commission Chambers located at 201 W. Water Street. Mayor Fess called the meeting to order. Also present were Commissioners Terry, Wilson and Martin. Commissioner Vogt was excused. Planning Commissioners present: Mr. Spoltman, Ms. Pearson, Mr. Taylor, Mr. Oda and Mr. Koenig.

Chris Schmiesing, City Planner introduced Tripp Muldrow of Arnett Muldrow & Associates.

Tripp opened the meeting by explaining that the meetings that were conducted were with City Officials, various Board and Committee members, Chamber President, Mainstreet Piqua Director, and citizens. Tripp explained that the information gathered is what culminated the draft recommendation report that is being presented this evening.

Tripp recapped the strategies and recommendations. Some of the topics discussed were that of “Telling the Piqua story.” Tripp stated that Piqua presents well with the excellent gateways, architect and further stated that the community feels progressive. The one issue that Tripp felt was very important was to truly identify Piqua with one branding which would unify the City. Tripp stated that ultimate goal for Piqua would be to successfully market itself which will build community pride, retain and promote existing businesses, and attract investment.

Attached is a copy of the complete of the Economic Development Strategy-Draft Recommendations report.

RECORDED BY:

DEBORAH A. STEIN, EXECUTIVE ASSISTANT
CITY MANAGER’S OFFICE/ADMINISTRATION
Today’s Presentation

• Process Recap

• Strategies and Recommendations
  – Telling Piqua’s Story: Branding and Marketing
  – Building for the Future: Product Development
  – Connecting for a Stronger City: Linking Economic & Community Development
  – Fostering the Partnerships: Organizational Ideas

• Feedback
Process

• Recognize and have reviewed input from the Plan it Piqua 2007 Comprehensive Plan Update, the NorthStar branding plan, and the Michael Herrlein report.

• November Input
  – Steering committee
  – Individual interviews
  – Roundtables
  – Open meeting

• Emerging Ideas in January
Telling Piqua’s Story: Branding and Marketing
Branding and Marketing Issues

• Piqua presents well: excellent gateways, stunning architecture, feels progressive.
• Moreover, the community has accomplished a lot.
• Miami County has completed a branding process, not implemented thoroughly in Piqua.
• Currently Piqua is using a wide array of images to convey its strengths: no unified system.

Goal

• Piqua will successfully market itself to build community pride, retain and promote existing business, and attract investment.
Branding and Marketing Recommendations

• Create a Brand System for Piqua
Branding and Marketing Recommendations

• Create a Brand System for Piqua.

• Enhance Online and Mobile Presence with the Brand.
Branding and Marketing Recommendations

• Create a Brand System for Piqua.
• Enhance Online and Mobile Presence with the Brand.
• Revise Publications Pieces
• Create a Local Pride Campaign
WHAT DIFFERENCE DO WE MAKE?

1 in 10 Companies in Mississippi are located in Hinds County

We Are Hinds County…

We make a difference in the economy of the Magnolia state. One in every ten Mississippi businesses call Hinds County home. We are a retail powerhouse with $2.9 billion in sales. We are downtowns big and small experiencing remarkable reinvestment. We are a center for entrepreneurs that see the opportunity in our dynamic region.

We are Hinds County… a world of difference.
Isla Tullos
Mayor Isla Tullos of Raymond is committed to the success of her adopted hometown through a thoughtful approach to preservation, beautification, and investment. Her community played a pivotal role in the Civil War and remains a vital place where a charming downtown intersect with the progressive campus of Hinds Community College. Mayor Tullos is committed to making a difference in Raymond and Hinds County.
Curnis Upkins
He is the director of the Lynch Street Initiative under the Center for University-Based Development at Jackson State University. Curnis is committed to his neighborhood and passionate about Jackson and its history. One of the central projects is the restoration of the Council of Federated Organizations office into a student-run business and Civil Rights Museum. He is one of many who are making a difference in Hinds County.
Branding and Marketing

Recommendations

- Create a Brand System for Piqua.
- Enhance Online and Mobile Presence with the Brand.
- Revise Publications Pieces
- Create a Local Pride Campaign
- Initiate an External Promotional/Ad Campaign
Thriving Businesses

We began as an escape, a place where people could come to Antlers Park and Lake Marion to relax and have fun amidst the farms and fields that cultivated food for our region. We grew as a railroad town connecting rural markets to the Twin Cities. Our downtown grew around this railroad to become an early place of trade and activity.

We've looked to the future with great aspirations: building industrial sites from fields, an airport for growing commerce, and a technology park for cutting edge research and development.

We are also a nurturing place for families who want a great place for their kids with excellent education and outstanding recreation.

We are that place, a complete community whose story is still unfolding. We look to the future with optimism as our community continues to grow while maintaining the qualities that make it so unique. We invite you to join us in this place of opportunity for your business, your family, and your future.

We are Lakeville, Minnesota... Positioned to Thrive.
Thriving Schools

We began as an escape, a place where people could come to Antlers Park and Lake Marion to relax and have fun amidst the farms and fields that cultivated food for our region. We grew as a railroad town connecting rural markets to the Twin Cities. Our downtown grew around this railroad to become an early place of trade and activity. We've looked to the future with great aspirations: building industrial sites from fields, an airport for growing commerce, and a technology park for cutting edge research and development. We are also a nurturing place for families who want a great place for their kids with excellent education and outstanding recreation. We are that place, a complete community whose story is still unfolding. We look to the future with optimism as our community continues to grow while maintaining the qualities that make it so unique. We invite you to join us in this place of opportunity for your business, your family, and your future.

Lakeville, Minnesota... Positioned to Thrive.
Thriving Partnerships

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Thriving Quality of Life

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Businesses Thrive Here

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Lakeville, Minnesota... Positioned to Thrive.
Positioned for Takeoff

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Positioned for Life

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We are Lakeville, Minnesota... Positioned to Thrive.
Positoned for Entrepreneurs

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We are Lakeville, Minnesota... Positioned to Thrive.
Branding and Marketing Recommendations

• Create a Brand System for Piqua.
• Enhance Online and Mobile Presence with the Brand.
• Revise Publications Pieces
• Create a Local Pride Campaign
• Initiate an External Promotional/Ad Campaign
• Consider Community Wayfinding.
Building for the Future: Product Development
Product Development Issues

• Piqua has always been a multi-dimensional place for industry (not a “company town”).

• This history will serve Piqua well in the future.

• Piqua will need a multi-pronged economic development approach:
  – Industrial Expansion
  – Entrepreneurship
  – Retail, Dining, and Service Sector
  – Downtown Development

Goal

• Piqua will have a multi-faceted approach to Economic Development that honors the city’s history of diverse economic activity.
Product Development Recommendations

• Implement Riverfront Development Plan
Product Development Recommendations

• Implement Riverfront Development Plan.
• Partner to Create a Co-Working Space Downtown.
Co-Working Development Strategy

• Location in downtown Piqua.
• Potential for multiple partnerships including Edison Community College.
• Potential for many locations from small space to very large space: Riverfront, Downtown Core
• Contemplate support environment.
• Flexible space for entrepreneurs.
• Consider proximity to or location in Fort Piqua Plaza for conferencing opportunity.
Examples

Springboard – Baton Rouge 2013, 10,000 SF
The Edge – Tuscaloosa, Oct 2012, 8,700 SF
CoCo – Minneapolis, 2011, 20,000 SF
NEXT – Greenville, 2010, 60,000 SF
BUEI – Lewisburg, PA – 15,000 SF
OSC – Private Company in Ohio with spaces in Akron and Canton.
The list goes on and on.
NEXT, GREENVILLE, SC
Bucknell University Entrepreneurial Incubator
Lewisburg, PA
Product Development Recommendations

- Implement Riverfront Development Plan.
- Partner to Create a Co-Working Space Downtown.
- Host Leadership Roundtables for Targeted Industries.
  - Automotive
  - Composites
  - Building Material
- Explore and Market Retail/Dining Opportunities.
<table>
<thead>
<tr>
<th>Retail Stores</th>
<th>2013 Demand (Consumer Expenditures)</th>
<th>2013 Supply (Retail Sales)</th>
<th>Opportunity Gap/Surplus</th>
</tr>
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<tbody>
<tr>
<td>Total Retail Sales Incl Eating and Drinking Places</td>
<td>361,990,976</td>
<td>312,643,103</td>
<td>49,347,873</td>
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<tr>
<td>Motor Vehicle and Parts Dealers-441</td>
<td>52,105,333</td>
<td>52,096,054</td>
<td>9,279</td>
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<td>Automotive Dealers-4411</td>
<td>38,325,095</td>
<td>38,075,633</td>
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<td>Other Motor Vehicle Dealers-4412</td>
<td>8,728,163</td>
<td>5,422,242</td>
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<td>Automotive Parts/Accrs, Tire Stores-4413</td>
<td>5,052,075</td>
<td>8,598,179</td>
<td>(3,546,104)</td>
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<td>Furniture and Home Furnishings Stores-442</td>
<td>6,425,040</td>
<td>2,186,224</td>
<td>4,238,816</td>
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<td>Furniture Stores-4421</td>
<td>3,631,561</td>
<td>862,389</td>
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<td>Home Furnishing Stores-4422</td>
<td>2,793,479</td>
<td>1,323,835</td>
<td>1,469,644</td>
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<td>Electronics and Appliance Stores-443</td>
<td>7,346,834</td>
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<td>Appliances, TVs, Electronics Stores-44311</td>
<td>5,493,321</td>
<td>3,013,233</td>
<td>2,480,088</td>
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<td>Computer and Software Stores-44312</td>
<td>1,711,318</td>
<td>144,264</td>
<td>1,567,054</td>
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<td>Camera and Photographic Equipment Stores-4</td>
<td>142,195</td>
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<td>142,195</td>
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<td>Building Material, Garden Equip Stores-444</td>
<td>32,468,993</td>
<td>51,018,706</td>
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<td>Building Material and Supply Dealers-4441</td>
<td>28,794,992</td>
<td>44,759,544</td>
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<td>Lawn, Garden Equipment, Supplies Stores-44-</td>
<td>3,674,001</td>
<td>6,259,162</td>
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<td>Food and Beverage Stores-445</td>
<td>51,036,364</td>
<td>35,655,190</td>
<td>15,381,174</td>
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<td>Grocery Stores-4451</td>
<td>44,320,119</td>
<td>17,594,855</td>
<td>26,725,264</td>
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<td>Specialty Food Stores-4452</td>
<td>3,627,932</td>
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<td>Beer, Wine and Liquor Stores-4453</td>
<td>3,088,312</td>
<td>17,745,295</td>
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<td>Health and Personal Care Stores-446</td>
<td>24,189,688</td>
<td>6,056,799</td>
<td>18,132,889</td>
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<td>Pharmacies and Drug Stores-44611</td>
<td>19,533,451</td>
<td>3,545,556</td>
<td>15,987,895</td>
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<td>Cosmetics, Beauty Supplies, Perfume Stores-4</td>
<td>1,745,657</td>
<td>1,051,612</td>
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<td>Optical Goods Stores-44613</td>
<td>705,707</td>
<td>539,534</td>
<td>166,173</td>
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<td>Other Health and Personal Care Stores-44619</td>
<td>2,204,873</td>
<td>920,098</td>
<td>1,284,775</td>
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<tr>
<td>Clothing and Clothing Accessories Stores-448</td>
<td>15,663,827</td>
<td>13,256,051</td>
<td>2,407,776</td>
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<td>Clothing Stores-4481</td>
<td>12,080,464</td>
<td>9,482,867</td>
<td>2,597,597</td>
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<td>Shoe Stores-4482</td>
<td>1,938,064</td>
<td>1,972,308</td>
<td>(34,244)</td>
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<td>Jewelry, Luggage, Leather Goods Stores-4483</td>
<td>1,645,299</td>
<td>1,800,876</td>
<td>(155,577)</td>
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<tr>
<td>Sporting Goods, Hobby, Book, Music Stores-451</td>
<td>6,588,281</td>
<td>2,559,737</td>
<td>4,028,544</td>
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<td>Sporting Goods, Hobby, Musical Inst Stores-4</td>
<td>5,257,893</td>
<td>2,559,737</td>
<td>2,698,156</td>
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<tr>
<td>Book, Periodical and Music Stores-4512</td>
<td>1,330,388</td>
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<td>1,330,388</td>
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<tr>
<td>General Merchandise Stores-452</td>
<td>48,602,038</td>
<td>36,316,940</td>
<td>12,285,098</td>
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<tr>
<td>Department Stores Excl Leased Depts-4521</td>
<td>18,761,882</td>
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<td>18,761,882</td>
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<tr>
<td>Other General Merchandise Stores-4529</td>
<td>29,840,156</td>
<td>36,316,940</td>
<td>(6,476,784)</td>
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<tr>
<td>Miscellaneous Store Retailers-453</td>
<td>11,251,462</td>
<td>5,340,827</td>
<td>5,910,635</td>
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<tr>
<td>Florists-453</td>
<td>420,634</td>
<td>0</td>
<td>420,634</td>
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<tr>
<td>Office Supplies, Stationery, Gift Stores-4532</td>
<td>3,010,159</td>
<td>681,804</td>
<td>2,328,355</td>
</tr>
<tr>
<td>Used Merchandise Stores-4533</td>
<td>824,602</td>
<td>2,775,032</td>
<td>(1,950,430)</td>
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<tr>
<td>Other Miscellaneous Store Retailers-4539</td>
<td>6,996,066</td>
<td>1,883,992</td>
<td>5,112,074</td>
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<tr>
<td>Foodservice and Drinking Places-722</td>
<td>38,692,308</td>
<td>38,403,025</td>
<td>289,283</td>
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<tr>
<td>Full-Service Restaurants-7221</td>
<td>17,809,183</td>
<td>12,656,443</td>
<td>5,152,740</td>
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<tr>
<td>Limited-Service Eating Places-7222</td>
<td>15,886,440</td>
<td>19,398,867</td>
<td>(3,512,427)</td>
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<tr>
<td>Special Foodservices-7223</td>
<td>3,063,660</td>
<td>2,161,632</td>
<td>902,028</td>
</tr>
<tr>
<td>Drinking Places -Alcoholic Beverages-7224</td>
<td>1,933,025</td>
<td>4,186,083</td>
<td>(2,253,058)</td>
</tr>
</tbody>
</table>
Development
Linking Economic & Community
Connecting for a Stronger City
Community & Economic Development

Issues

• Livability and economic health are directly linked.
• The Great Miami River and the multi-use trails are distinct assets.
• Community remains concerned about lack of growth and some issues it engenders.
• The key is creative solutions.

GOAL

• Piqua will view community development as a key component of successful economic growth and enhance its in-town neighborhoods as attractive places to live.
Community & Economic Development Recommendations

• Consider a Housing Trust Fund or Community Land Trust.
• Encourage Downtown Residential Development.
• Continue Focus on River and Recreation.
Fostering Partnerships:
Organizational Development
Organizational Development Issues

• Existing partnership through Grow Piqua Now should be a national model of success.
• There are many groups working for the betterment of Piqua.
• Piqua is now in the “big leagues” in understanding complex economic development projects.

GOAL:

• Piqua will leverage its remarkable partnerships to create innovative new ideas for economic vitality.
Organizational Development Recommendations

• Explore a local investment strategy
  – Angel Investor Fund (Tiered)
  – Economic Development Capital Campaign (Start with Riverfront)
THE VISION CONTINUES!

$1.5 MILLION FIVE YEAR CAPITAL CAMPAIGN - 2012-2016

NORTH AUGUSTA 2000 BRINGS TOGETHER THE ENTIRE COMMUNITY BOTH PUBLIC AND PRIVATE, TO PROVIDE A FOCUSED, LONG-RANGE PLAN FOR COMMUNITY IMPROVEMENT FOR NORTH AUGUSTA.

INITIATIVES

ECONOMIC DEVELOPMENT

NORTH AUGUSTA 2000

PO Box 6067
North Augusta, SC 29861
803-510-0011

info@northaugusta2000.org
Mary Anne Bigger
Executive Director

NEWS & EVENTS

Welcome Swain Morris
New Strategic Plan
Emily Erhenfeld // President, Halocarbon Products Corporation
Ray Fleming // Aiken County School Board
Ed Templeton // President SRP Federal Credit Union

THE VISION CONTINUES
Organizational Development Recommendations

• Explore a local investment strategy.
  – Angel Investor Fund (Tiered)
  – Economic Development Capital Campaign (Start with Riverfront)

• Continue to Identify, Promote, and Work with the Owners of Key Development and Redevelopment Sites.
Organizational Development Recommendations

• Explore a local investment strategy.
  – Angel Investor Fund (Tiered)
  – Economic Development Capital Campaign (Start with Riverfront)

• Continue to Identify, Promote, and Work with the Owners of Key Development and Redevelopment Sites.

• Implement Micro-Grants and/or Business Plan Competition.
<table>
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<tr>
<td><strong>Telling Piqua’s Story: Branding and Marketing</strong></td>
<td>- Create a Brand System for Piqua. &lt;br&gt; - Enhance Online and Mobile Presence with the Brand. &lt;br&gt; - Revise Publications Pieces &lt;br&gt; - Create a Local Pride Campaign &lt;br&gt; - Consider Community Wayfinding.</td>
<td>- Initiate an External Promotional/Ad Campaign &lt;br&gt; - Track web progress. &lt;br&gt; - Implement Wayfinding.</td>
<td>- Refine marketing and use analytics to track successes. &lt;br&gt; - Revisit marketing strategy.</td>
<td>Piqua will successfully market itself to build community pride, retain and promote existing business, and attract investment.</td>
</tr>
<tr>
<td><strong>Building for the Future: Product Development</strong></td>
<td>- Begin Implementing Riverfront Development Plan. &lt;br&gt; - Partner to Create a Co-Working Space Downtown. &lt;br&gt; - Host Leadership Roundtables for Targeted Industries. &lt;br&gt; - Conduct Retail Market study.</td>
<td>- Continue implementing Riverfront Development Plan. &lt;br&gt; - Implement targeted retail recruitment campaign.</td>
<td>- Link Riverfront Development Plan and consider additional phasing. &lt;br&gt; - Aspiration: site control for industrial park &lt;br&gt; - Aspiration: new shopping center and new dining options on Ash. &lt;br&gt; - Aspiration: additional dining options for downtown.</td>
<td>Piqua will have a multi-pronged approach to Economic Development that honors the city’s history of diverse economic activity.</td>
</tr>
<tr>
<td><strong>Connecting for a Stronger City: Linking Economic and Community Development</strong></td>
<td>- Consider a Housing Trust Fund or Community Land Trust. &lt;br&gt; - Encourage Downtown Residential Development. &lt;br&gt; - Continue Focus on River and Recreation.</td>
<td>- Capitalize Housing Trust fund. &lt;br&gt; - Target investment in key neighborhoods. &lt;br&gt; - Contemplate incenting downtown housing pilot project. &lt;br&gt; - Promote additional river access and amenities.</td>
<td>- Continue to expand and connect the recreational amenities of the Great Miami River. &lt;br&gt; - Aspiration: new housing in downtown and in neighborhoods.</td>
<td>Piqua will view community development as a key component of successful economic growth and enhance its in-town neighborhoods as attractive places to live.</td>
</tr>
<tr>
<td><strong>Fostering the Partnerships: Organizational Development</strong></td>
<td>- Explore a local investment strategy. &lt;br&gt; - Continue to Identify, Promote, and Work with the Owners of Key Development and Redevelopment Sites.</td>
<td>- Implement Micro-Grants and/or Business Plan Competition. &lt;br&gt; - Decide on course of action for fund development. &lt;br&gt; - Prepare planning vignettes for key sites.</td>
<td>- Use funding to leverage site control of key properties.</td>
<td>Piqua will leverage its remarkable partnerships to create innovative new ideas for economic vitality.</td>
</tr>
</tbody>
</table>

**Organizations Involved:**
- City of Piqua
- Grown Piqua Now
- Piqua Improvement Corporation
- Piqua Area Chamber of Commerce
- Piqua Main Street
- Private Sector
- Positively Promoting Piqua
Feedback and Questions