



River District Update

City Council Meeting

September 23, 2025



River District Project Update





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Current Projects Woodard is Working (Not Over the Goal Line Yet)

1. **Multi Tenant Retail Building**—Design Phase, Leasing Phase. Desire is to start building next spring (not a commitment). Need 50%+ leased prior to starting.
2. **Hotel**—Working with a Potential Hilton/Marriott Flag. No feel yet for timing or probability.
3. **Sheetz**—In Due Diligence. Estimated closing (February to October 2026. Best GUESS is June 2026).
4. **Townhomes** (see below)

Townhomes—Process and Timing

1. **Architectural Firm Selection** (In process. 3 Firms. Selection next week)
2. **Design Process** (Site Plan, Floor Plans, Elevations. Complete no later than February 2026)
3. **Realtor Selection** (In process. Complete by December 2025)
4. **Construction Pricing** (Complete 6 weeks after completion of Design Process. April 2026)
5. **Market Analysis** (Complete 1 month after Realtor Selection).
6. **Go/No Go by April/May 2026.**

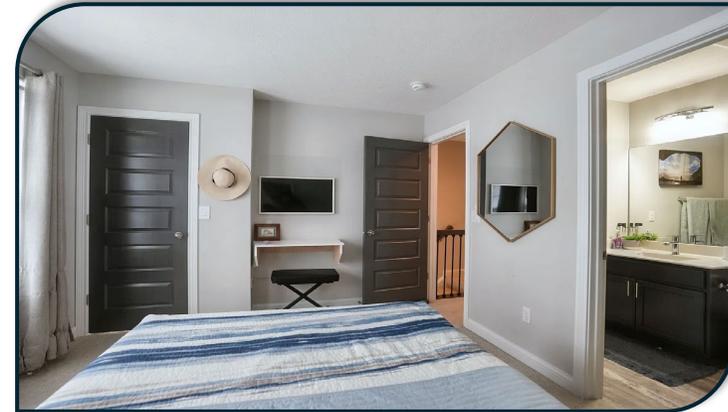
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POTENTIAL Townhome Design Direction



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Marketing Activities	
Brokerage Market E-mail Social Media Blasts	Our emails and social media blasts cover approximately 1500 users and brokers.
Brokerage Network Calls	Our team touches virtually every commercial real estate brokerage firm in southwest and central Ohio with direct calls. We make approximately 100 calls per month which touches virtually every brokerage firm several times per month.
User Direct Calls	Our team touches every direct user lead we receive or uncover. We make approximately 25 calls every month directly to end users. Note virtually all end users are represented by commercial brokerage firms so it is much more effective to focus on the brokerage community.
User and Brokerage Tours	Our team tours the site with any brokerage firm or user that is willing to come into town and visit the site. We do approximately 2-5 tours per month.
ICSC Conference	The annual ICSC event represents by far the single largest and best opportunity to market to the brokerage community and end users. We attend every year. At the annual ICSC event, we schedule approximately 25-30 direct meetings with brokers and users looking to expand their businesses presence.