

# February 1<sup>st</sup> Forum Outcomes/Take-aways

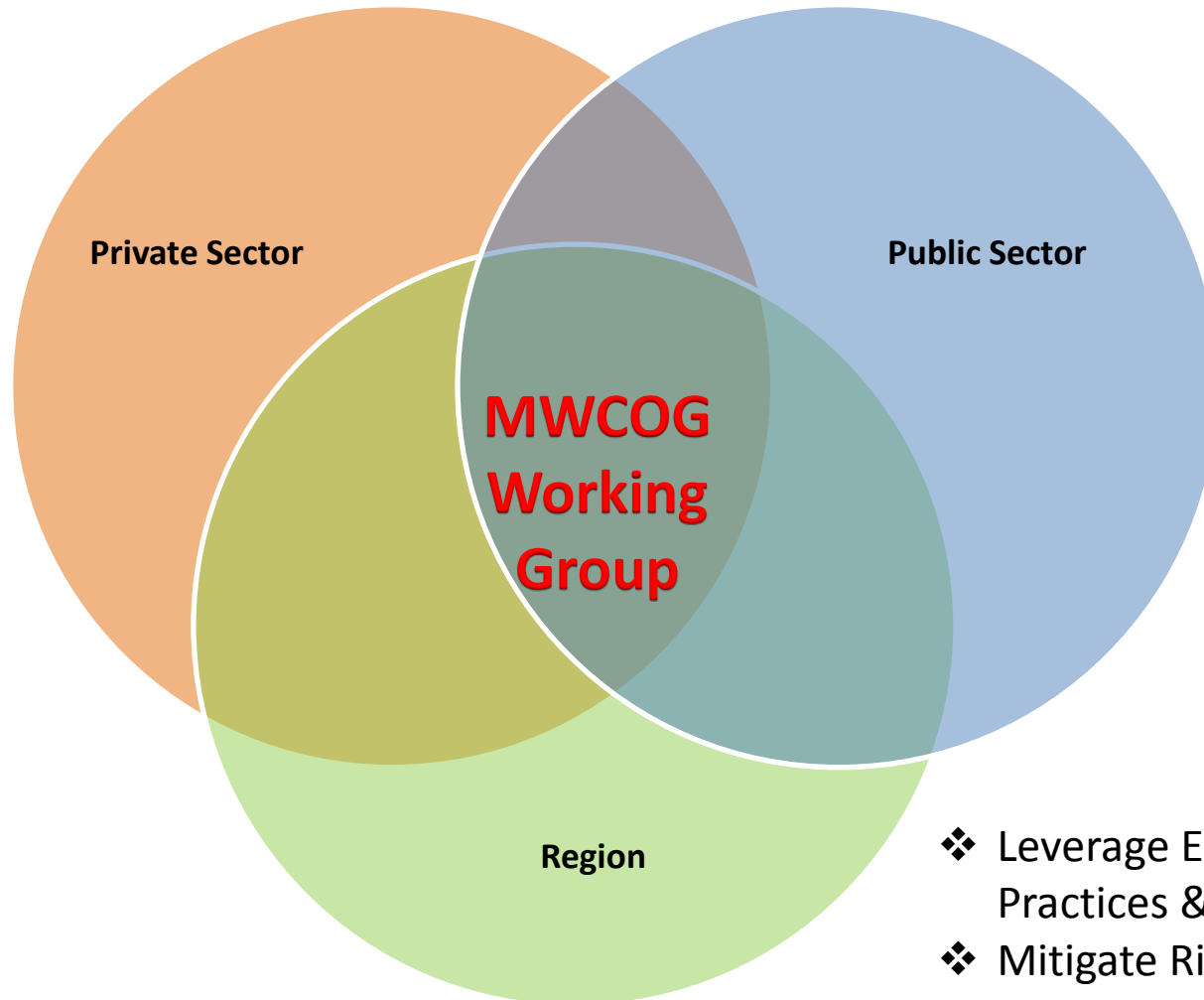
## Tangibles

- ❖ Additional Revenue Stream
- ❖ Advertising
- ❖ Extended shopping trips
- ❖ Reduce Fleet Operating Cost
  - ❖ Fuel/Maintenance/Travel

## Intangibles

- ❖ Billboards with Purpose
- ❖ Boosts Morale
- ❖ Employee/Tenant retention
- ❖ Increased Customer Loyalty
- ❖ LEED Points
- ❖ Reduce Range Anxiety

# Opportunity: Regional Forum



- ❖ Leverage Emerging Best Practices & Technology
- ❖ Mitigate Risks; Policy, etc.