



**Commentary  
for the July 29, 2010 Edition  
of *Central Florida Matters***

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Word Count (405 words)

Recently I was transferred to Central Florida as the new General Manager of Oviedo Marketplace. Now that I have some time under my belt, I thought I would share my observations so far and current plan for the future.

Right now Oviedo Marketplace is in need of some tender loving care, but with a well thought-out plan this center has the potential to be a wonderful shopping center and community partner. From our lush interior and exterior landscaping to the strategic location and strong ties to the community, Oviedo Marketplace is positioned for strength in the future.

For the past two months my primary focus has been two fold, improve our visual appearance and strengthen our leasing efforts. As a team we have already started improving our visual appearance by prioritizing our efforts on cleaning, repairing damage, painting faded areas and sprucing deteriorated landscaping. In addition, we have assembled a list of "back of house" items that need attention that may not be visible to the general public but will be noticeable in the future comfort and appearance of the center. I am fortunate to have a strong operational team, a team that cares as much about the future success of Oviedo Marketplace as I do. Hopefully the fruits our labor will be recognized by our returning customers visiting Oviedo Marketplace.

In addition to our physical enhancements, we have been hard at work focusing our leasing efforts on further growth for Oviedo Marketplace. A large team was assembled from various disciplines to develop a revised strategic business plan for the center. This plan will assist our leasing efforts and merchandising strategy. Part of this plan was to take an in-depth look at the center's strengths, weaknesses, opportunities and threats. During this meeting many great ideas were born and a detailed future plan was devised. This strategic business plan will now help guide our future leasing efforts, merchandising strategy and operation plan.

Florida has been hit hard by the current economic environment, but with this detailed growth plan we can overcome this brief hurdle and continue to strengthen our position in the market. We have a long road ahead of us, but I firmly believe Oviedo Marketplace is here to stay for your future shopping enjoyment in Seminole County. In the next few months I invite you to come to Oviedo Marketplace again as we continue our transformation... because Oviedo Marketplace matters.

This is Gil Bankston.