



# OAKLAND PARK COMMUNITY REDEVELOPMENT AGENCY CRA Strategic Action Plan

Redevelopment Management Associates (RMA)

September 13, 2011

# RMA Action Items

- Comprehensive Review of Existing Plans and Recommended Modifications
- Create a 5-year Strategic Action Plan
- Economic Development, Branding, & Marketing
- Organizational Structure & Main Street
- Stakeholder and Public Meetings
- **GET REDEVELOPMENT STARTED**

# Comprehensive Review of Existing Plans / Recommended Modifications

- CRA Finding of Necessity/CRA Created (2002)
- Downtown Mixed-Use District Zoning and Design Guidelines/Amendment (2004)
- Design Institute Report – Prospect Road (2005)
- CRA Plan Adopted (2005)
- Broward County Interlocal Agreement (2007)
- LAC Parking Analysis (2009)
- Downtown District Interim Redevelopment Plan (2010)
- Current Text Amendment/Other Zoning Issues
  - North End Urban Residential Sub-Area (Algae to Omega)

# 5-Year Strategic Action Plan

- Allocation of Redevelopment Capital Program (RCP) Funds
  - Development of Public Owned Sites
  - Development of Privately Owned Sites
- Business Attraction, Retention, and Development

# Allocation of RCP Funds

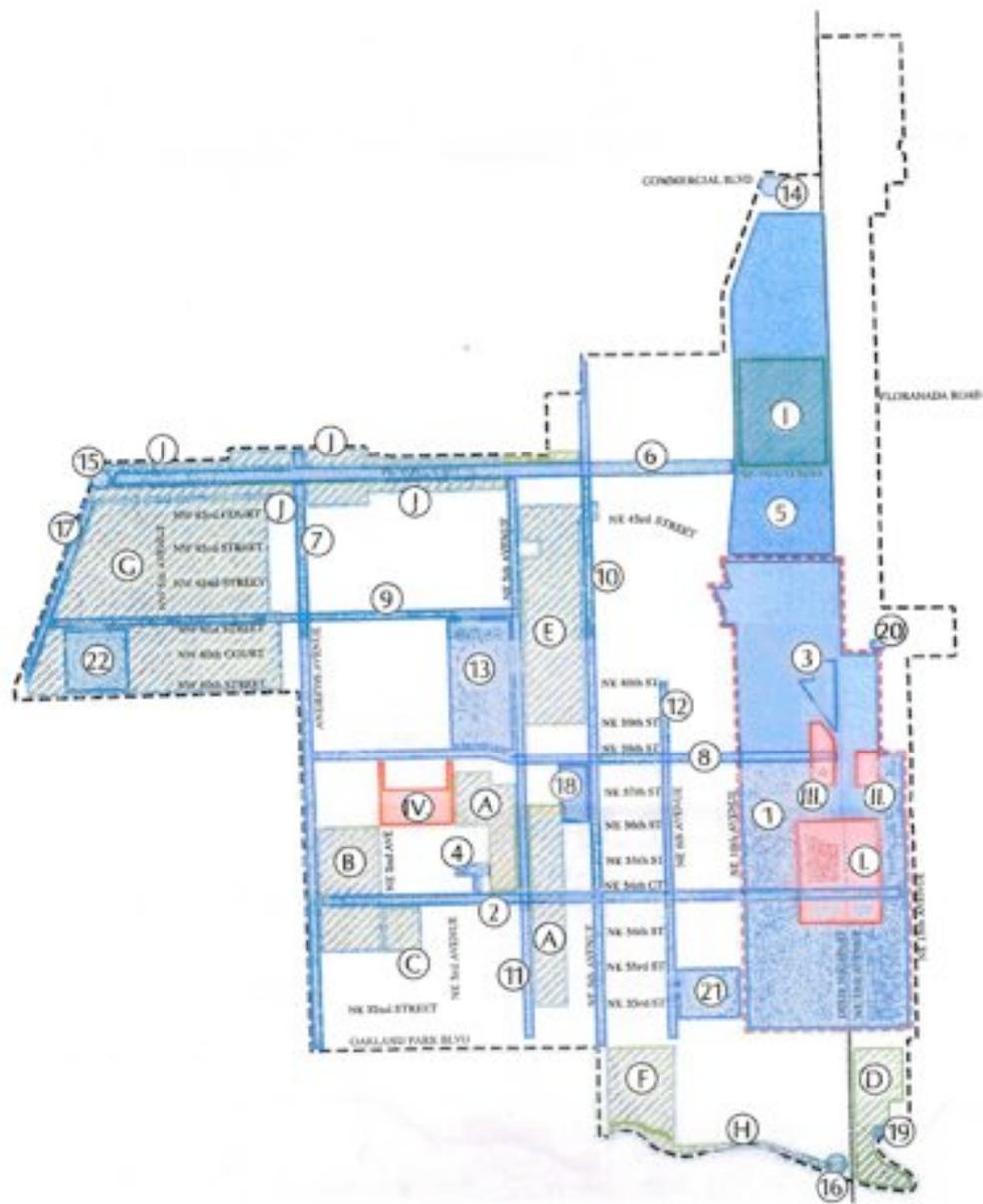
- 2007 – Interlocal provided \$13,021,091 for necessary ‘public improvements’ for specific projects valued at \$10m (including land) to be completed within 5 years
- 2010 – 1<sup>st</sup> Amendment reduced project value requirement from \$10m to \$5m (CRAs Countywide)
- 2011 – 2<sup>nd</sup> Amendment converted \$2,821,671 grant for improvements to 5<sup>th</sup> Avenue to a 5-year loan
  - Acquisition, soft costs, and demolition of Nader Soliman (\$1,728,180)
  - Acquisition, soft costs, and demolition of “South Bookend” properties (\$695,393 – 3<sup>rd</sup> Amendment)
  - \$398,098 remaining to be approved by June 21, 2012
- \$10,200,270 remaining RCP funds – June 2012

# Capital Project Improvements

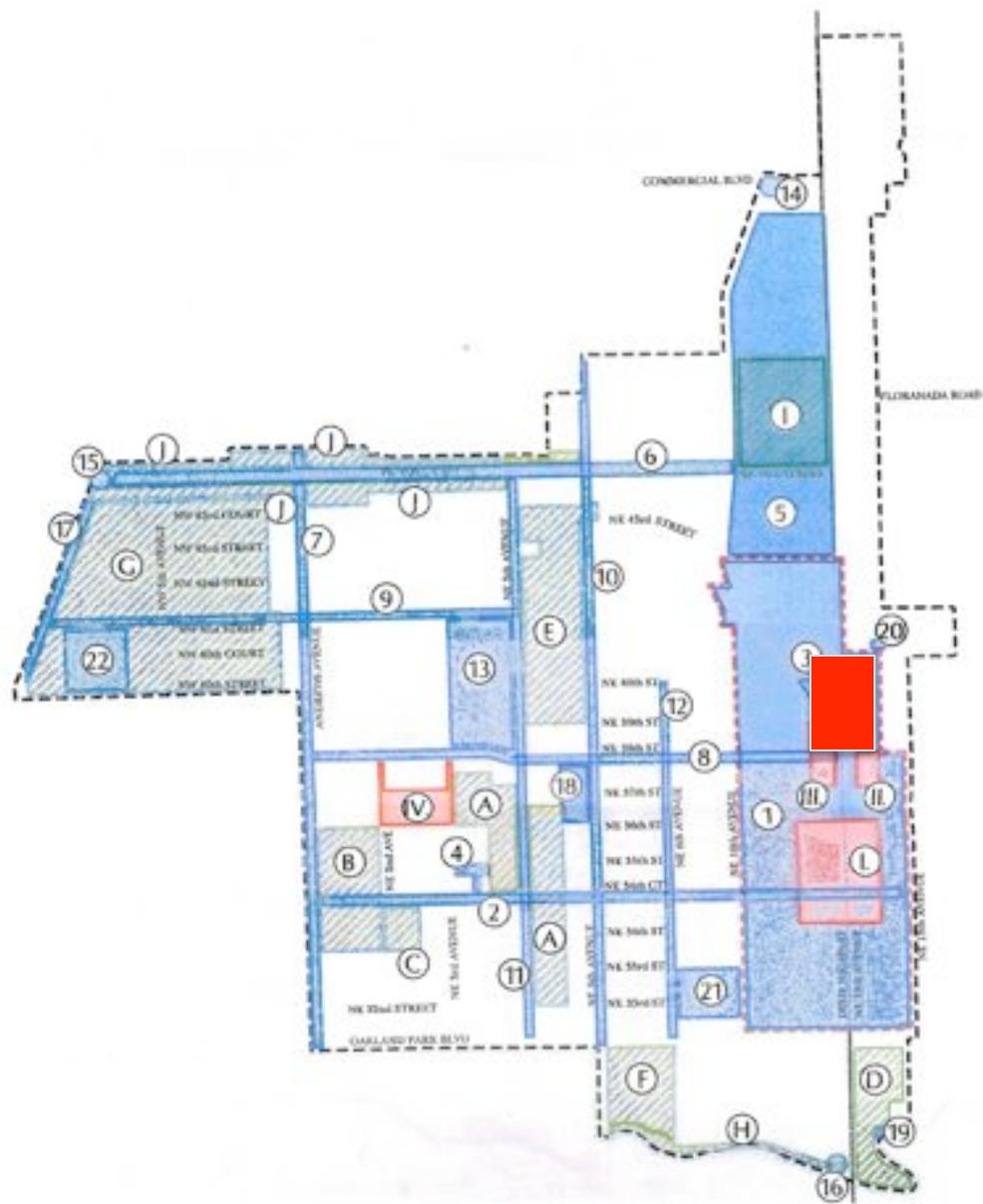
- 12<sup>th</sup> Avenue Improvements (2007)
- Jaco Pastorius Park – Phase 1 (2009)
- 38<sup>th</sup> Street Improvements
  - Federal Highway to 13<sup>th</sup> Avenue (2005/2006)
  - 13<sup>th</sup> Ave/Dixie Highway/11<sup>th</sup> Ave (2010)
  - 11<sup>th</sup> Avenue to Andrews Avenue (2012/2013)
- Dixie Highway Project – FDOT (2013/2014)

# Let's Make it Happen

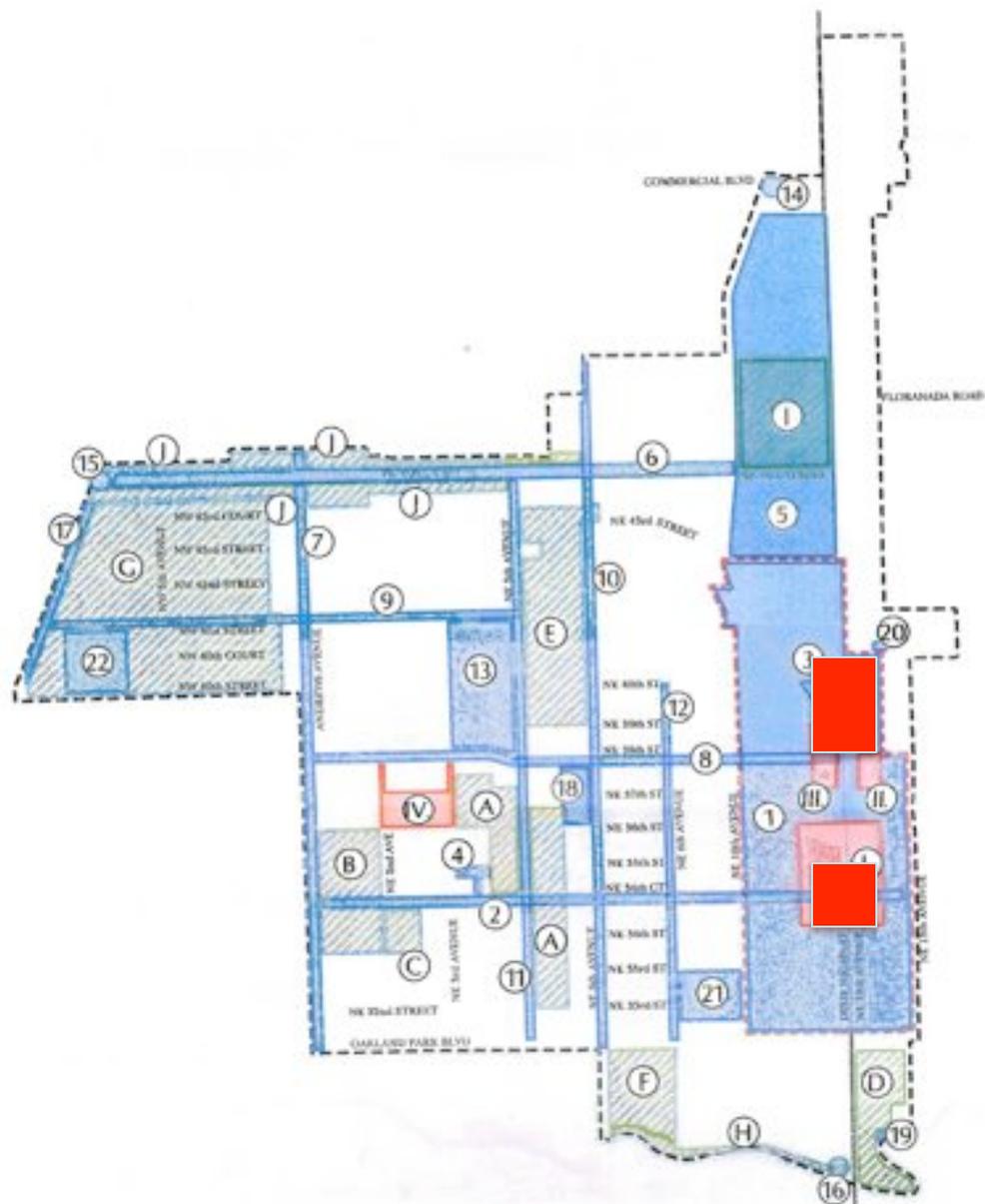
- 12 Sites – Assembled and Not Assembled
- 7 Development Concepts
- Not here to plan, but to implement
  - Understand what's not working
  - Recommend what will work
- Tonight – “Explore Possibilities”



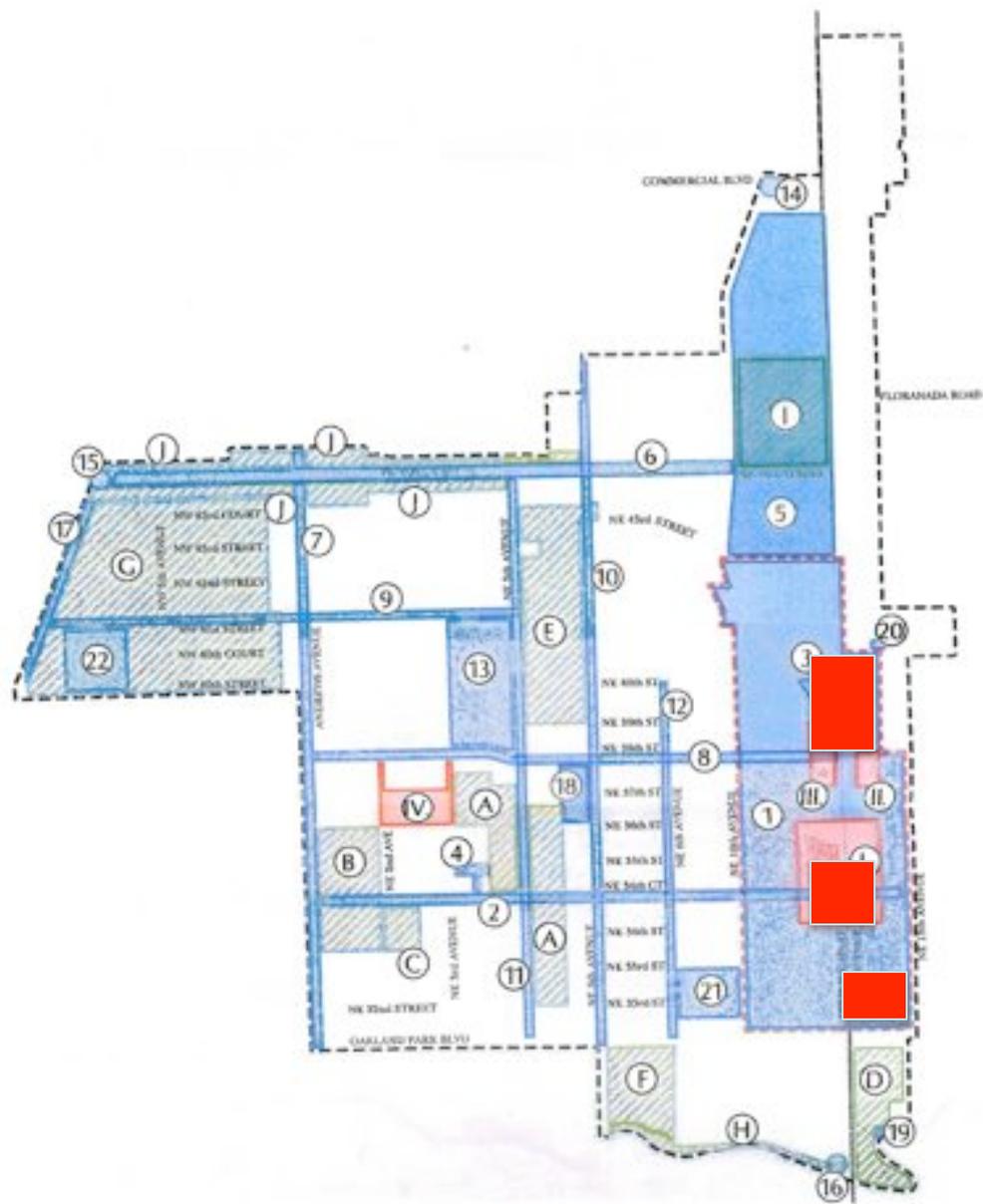
**OAKLAND PARK**  
COMMUNITY REDEVELOPMENT PLAN



**OAKLAND PARK**  
COMMUNITY REDEVELOPMENT PLAN

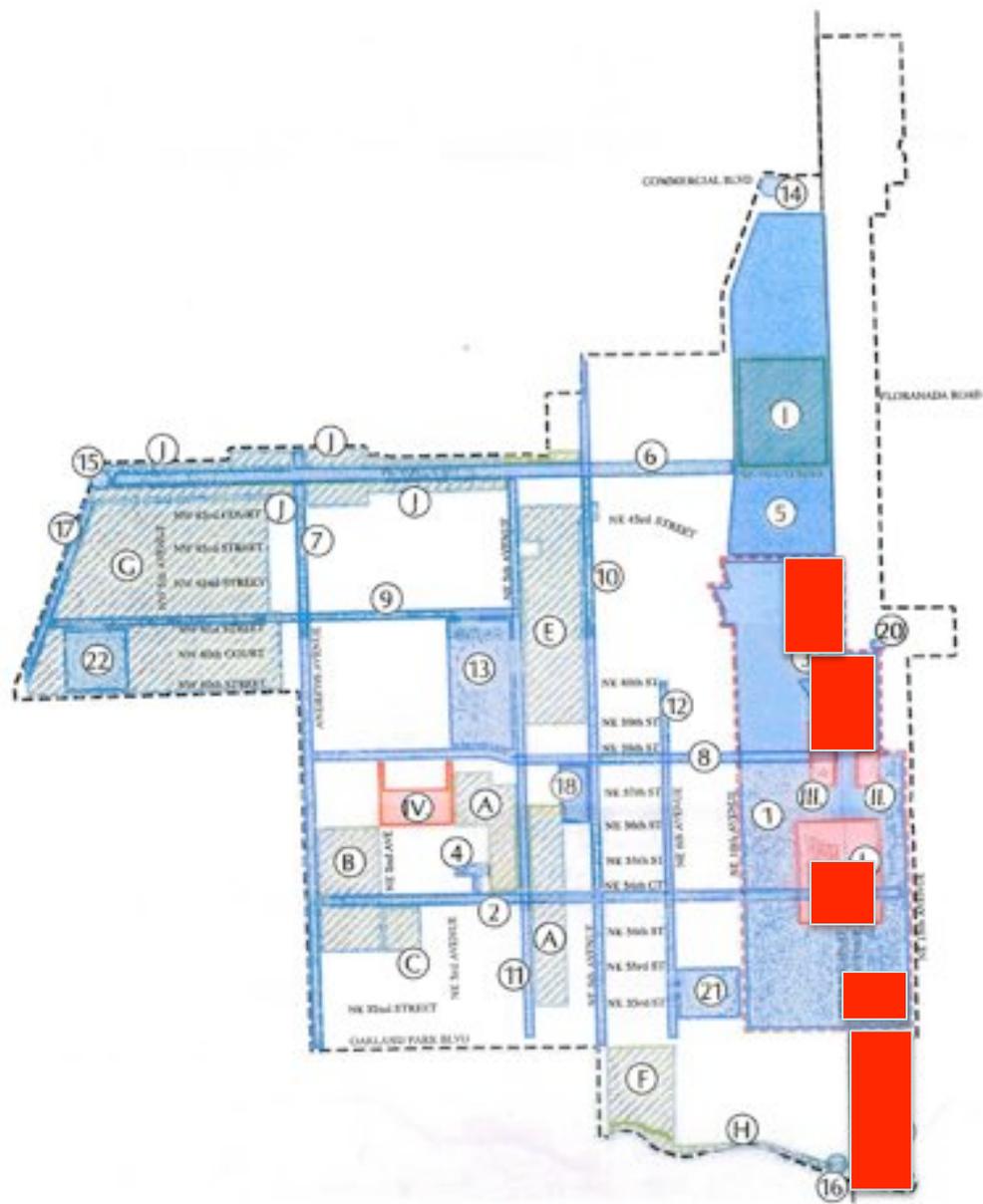


**OAKLAND PARK**  
COMMUNITY REDEVELOPMENT PLAN

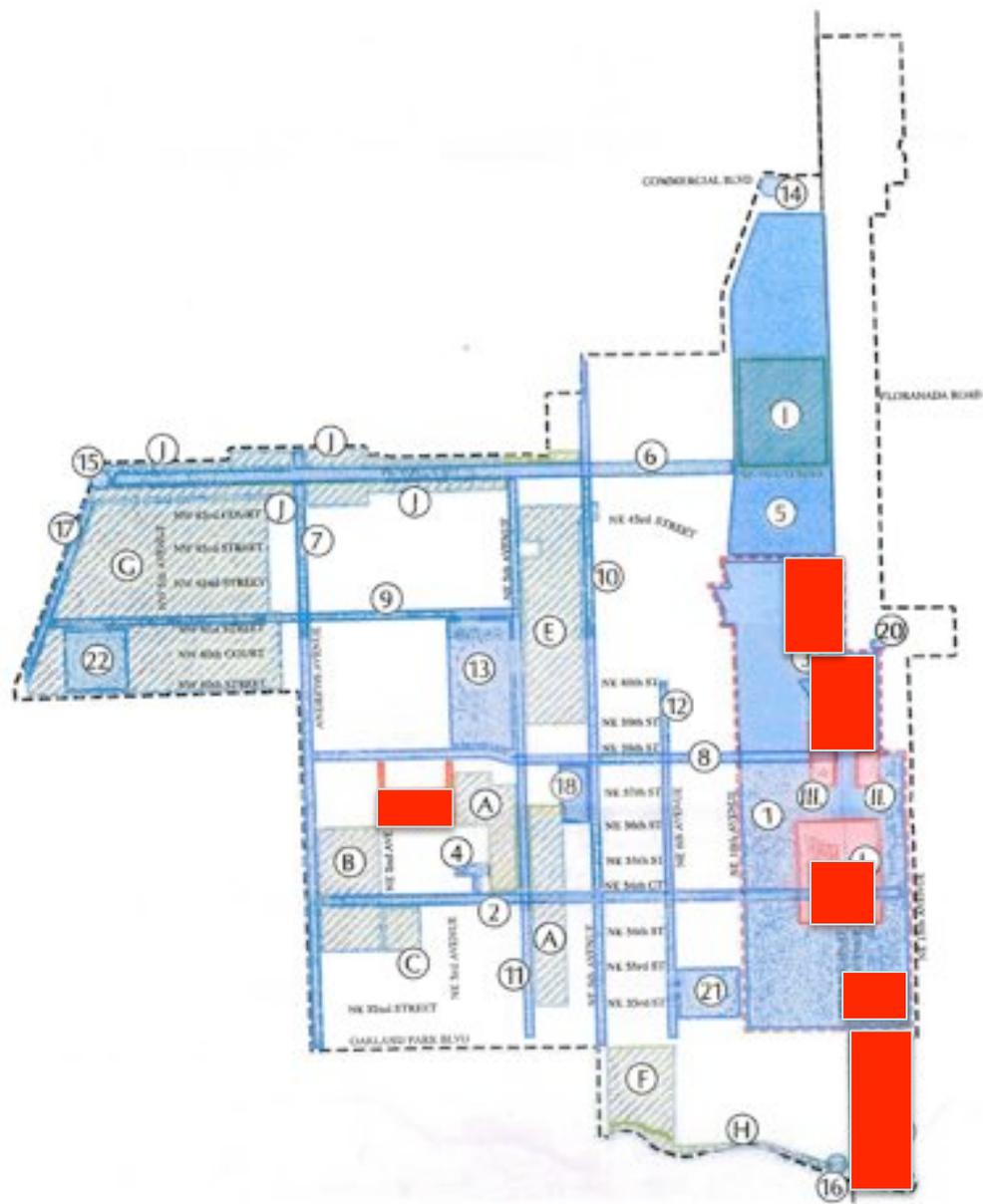


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COMMUNITY REDEVELOPMENT PLAN

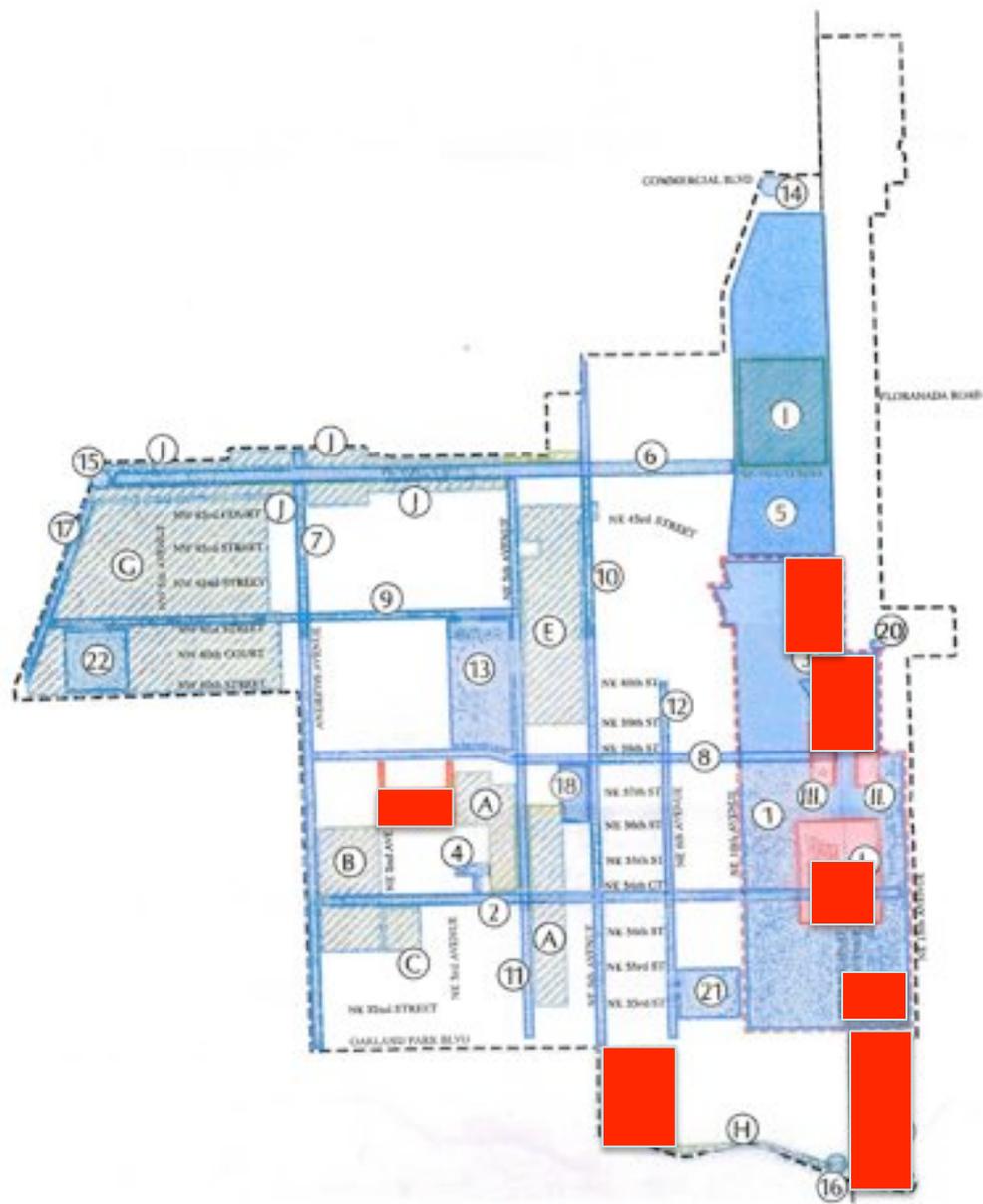




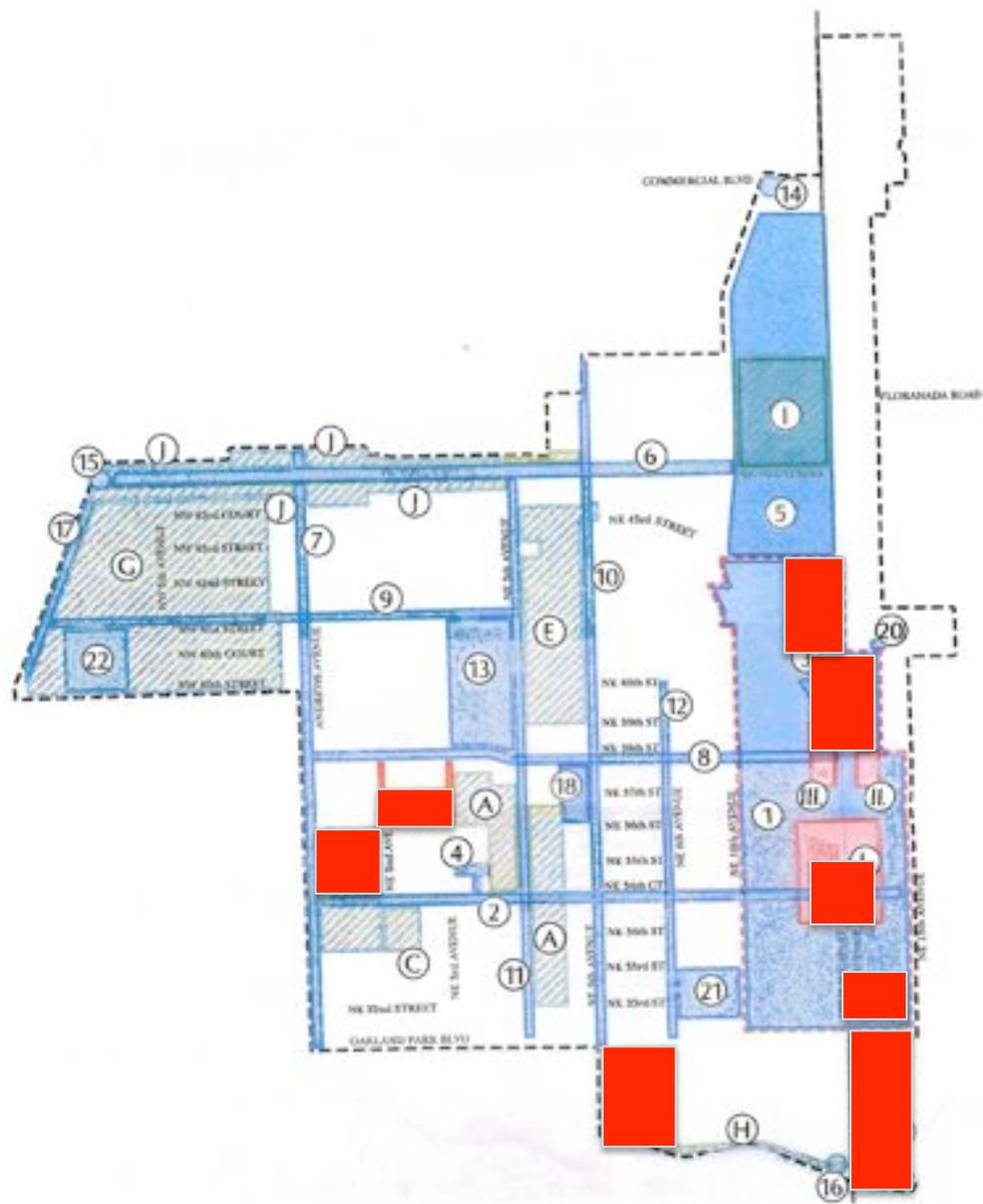
**OAKLAND PARK**  
COMMUNITY REDEVELOPMENT PLAN



**OAKLAND PARK**  
COMMUNITY REDEVELOPMENT PLAN



**OAKLAND PARK**  
COMMUNITY REDEVELOPMENT PLAN



# OAKLAND PARK

COMMUNITY REDEVELOPMENT PLAN



**OAKLAND PARK**  
COMMUNITY REDEVELOPMENT PLAN

# North Gateway Area

## Site #1 – Oakland Station



# North Gateway Area

Site #1a – Oakland Station – City Parcel



# North Gateway Area

## Site #2 – Nader Soliman Block



# North Gateway Area

## Site #3 – CRA Parcels on Dixie Highway



# North Gateway Area

Site #3 – CRA Parcels on Dixie Highway



# North Gateway Area

## Jaco Pastorius Park



# North Gateway Area

## Jaco Pastorius Park – Future Expansion



# North Gateway Area

FUTURE PARK EXPANSION

JACO PASTORIUS PARK

OPEN SPACE/ ENTRY FEATURE

SHORT TERM OPEN SPACE AND/OR SURFACE PARKING

LONG TERM STRUCTURED PARKING??



COMPATIBLE WAREHOUSE - AQUACULTURE

CULINARY MARKET

OPEN DINING AREA TO 38<sup>TH</sup> ST.

SHORT TERM INCUBATOR??

LONG TERM MIXED-USE DEVELOPMENT



Vance Corum, Farmers' Markets America, 1/12/09

Farmers' Markets America

# Educating about Food Culture





Farmers' Markets America

# Detroit Central Farmers' Market, 1860-1892



# St. Paul Farmers' Market 1851 - present



Vance Corum, Farmers' Markets  
America, 1/12/09



Open the Building to  
38<sup>th</sup> Street & FEC



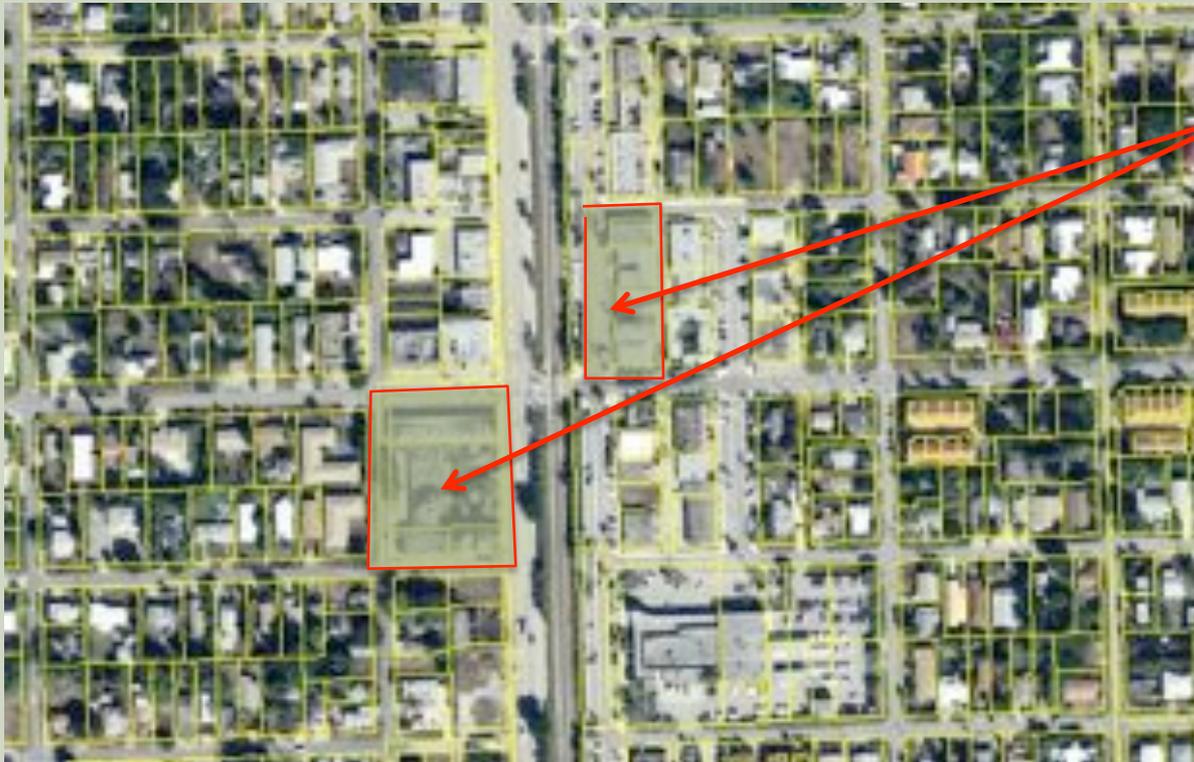
# Central Downtown Area



# Central Downtown Area

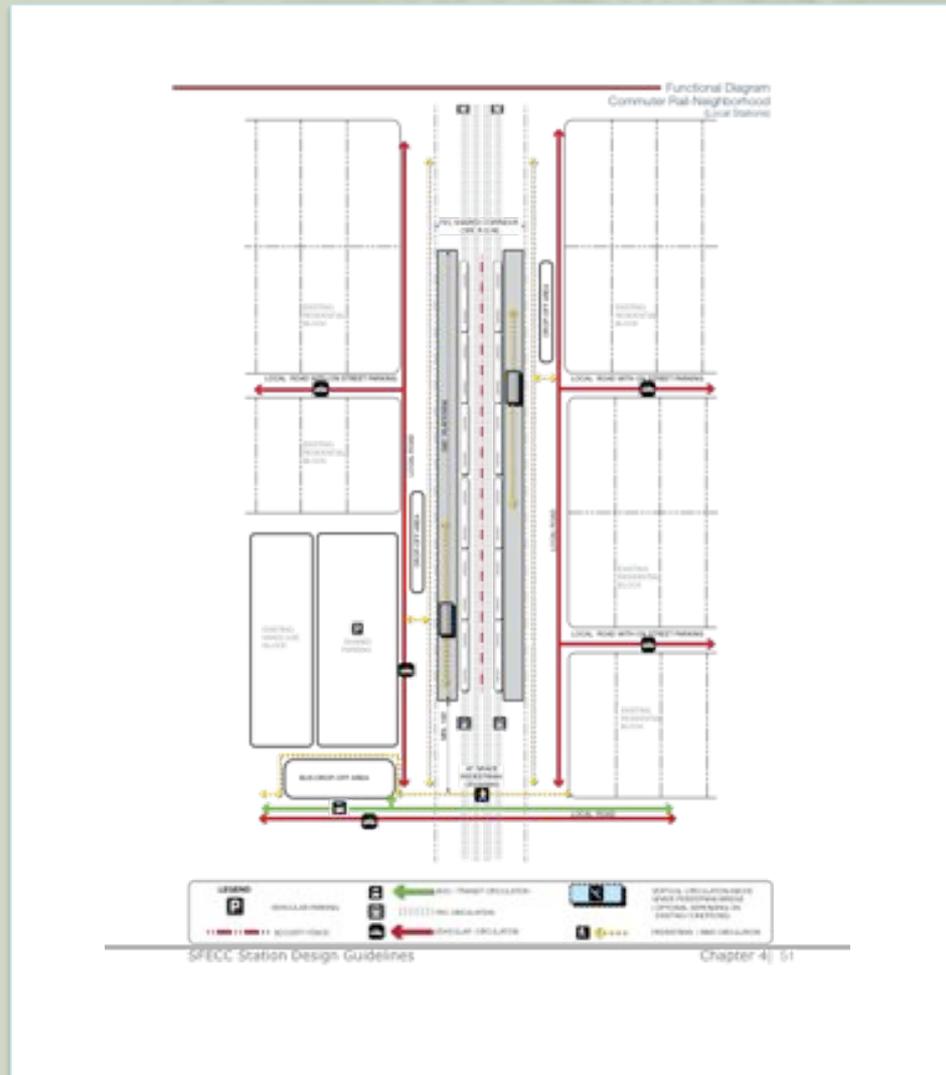


# Central Downtown Area



REHAB RE-TENANT  
BOTH SITES

# Future FEC Passenger Stop



# South Gateway Area



# South Gateway Area



# South Gateway Area



HIGH PROFILE  
RESTAURANT,  
URBAN HOTEL  
OR MIXED USE  
BUILDING WITH  
RETAIL/  
RESTAURANT

PRIVATE SECTOR  
INVESTMENT  
OPPORTUNITY



Downtown 5<sup>th</sup> Avenue, Naples, Hotel and Restaurant

# Dixie Highway

## Oakland Park Boulevard to 38<sup>th</sup> Street

- Need to Pedestrianize
- Focus on Intersections
  - 38<sup>th</sup> Street – North Gateway
  - 34<sup>th</sup> Street – Central Downtown
  - Oakland Park Boulevard – South Gateway
- Wider Sidewalks on West Side









Middle River Resort/  
NE 12<sup>th</sup> Terrace  
Site #7 – Hovnanian Parcel/G Resort



# Middle River Resort/ NE 12<sup>th</sup> Terrace Site #7 – Hovnanian Parcel/G Resort



# Middle River Resort Area Proposed G Resort



# NE 12<sup>th</sup> Terrace



# NE 12<sup>th</sup> Terrace

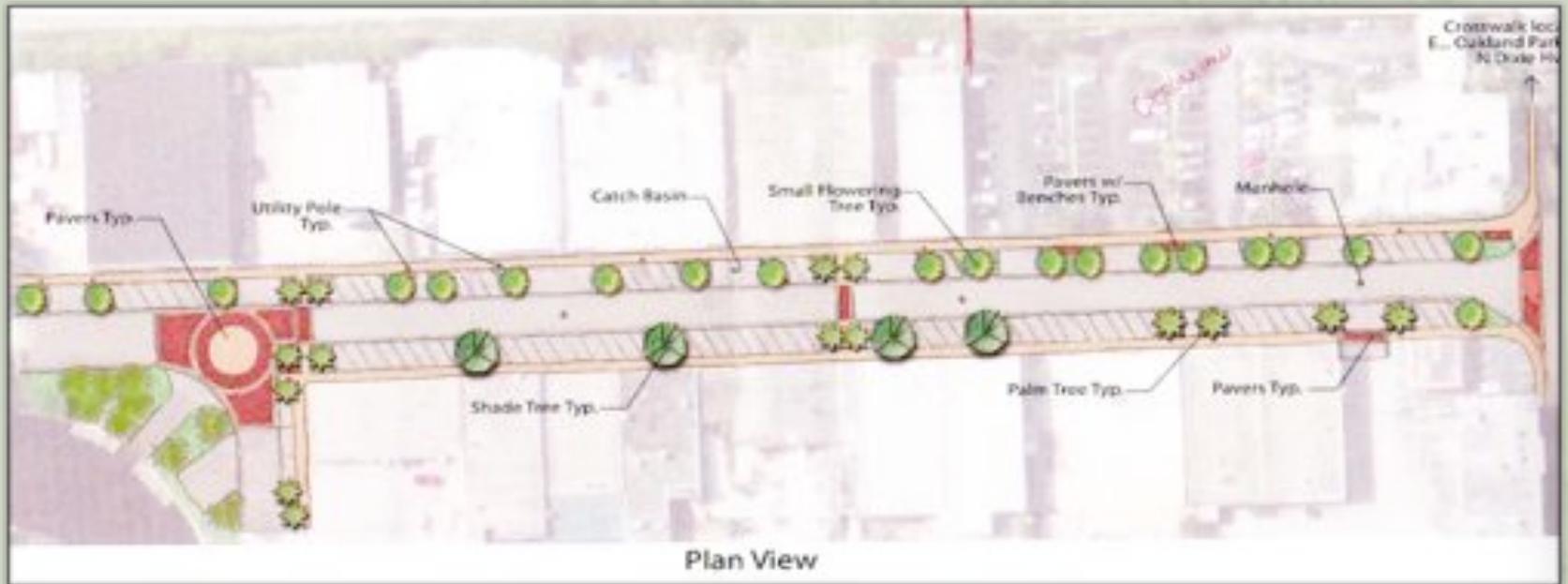


PROPOSED  
STREETScape –  
LANDSCAPING,  
PARKING  
IMPROVEMENTS

HISTORIC  
SOUTHEAST  
PACKING HOUSE  
SMOKESTACK

# NE 12<sup>th</sup> Terrace

## Proposed Streetscape Improvements



# Middle River Resort Area

## Southeast Packing House Smokestack

*“This important part of  
Oakland Park history  
must be preserved!”*

– Images of  
Oakland Park



# Multi-Family Residential Site Site #8 – Eastside Village



# Multi-Family Residential Site

## Site #8 – Eastside Village



FUTURE  
OPPORTUNITY  
FOR URBAN,  
MULTI-FAMILY  
RESIDENTIAL

# Single Family Residential Site Site #9 – Watts Estate



# Single Family Residential Site

## Site #9 – Watts Estate



IMMEDIATE  
OPPORTUNITY  
FOR SINGLE-  
FAMILY  
RESIDENTIAL

# Redevelopment Possibilities

- Non-Downtown Commercial Sites
  - Site #10 – K-Mart Site on Oakland Park
  - Site #11– Festival Market Shopping Center
  - Site #12– Shopping Centers on Prospect Road

# Non-Downtown Commercial Sites

## Site #10 – K-Mart Site on Oakland Park



# Non-Downtown Commercial Sites

## Site #10 – K-Mart Site on Oakland Park



# Non-Downtown Commercial Sites

## Site #10 – K-Mart Site on Oakland Park



# Non-Downtown Commercial Sites

## Site #10 – K-Mart Site on Oakland Park



NEW  
COMMERCIAL OR  
MIXED-USE  
DEVELOPMENT

URBAN  
RESIDENTIAL  
DEVELOPMENT  
ALONG MIDDLE  
RIVER

# Non-Downtown Commercial Sites

## Site #11– Festival Market Shopping Center



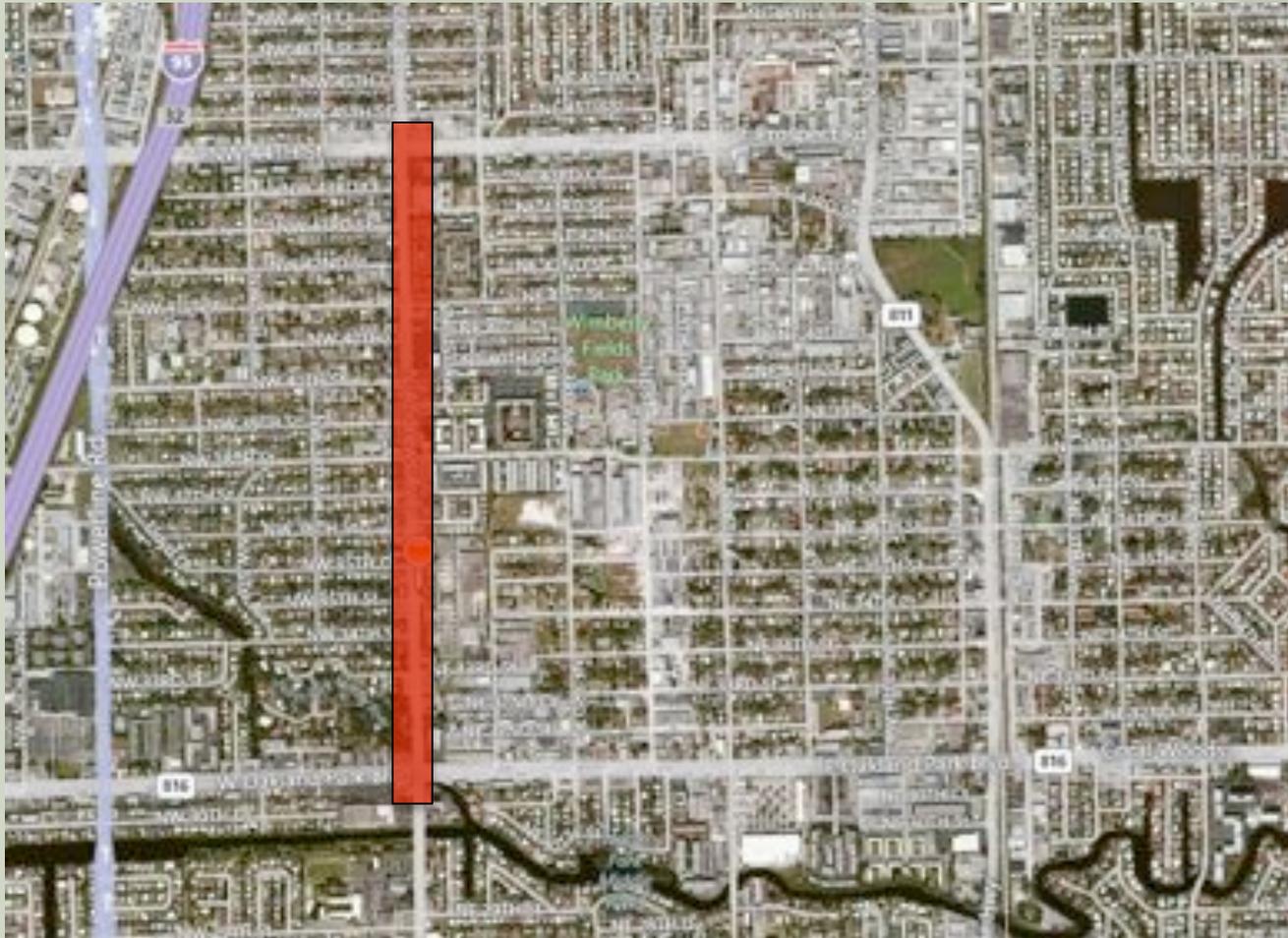
# Non-Downtown Commercial Sites

## Site #11– Festival Market Shopping Center

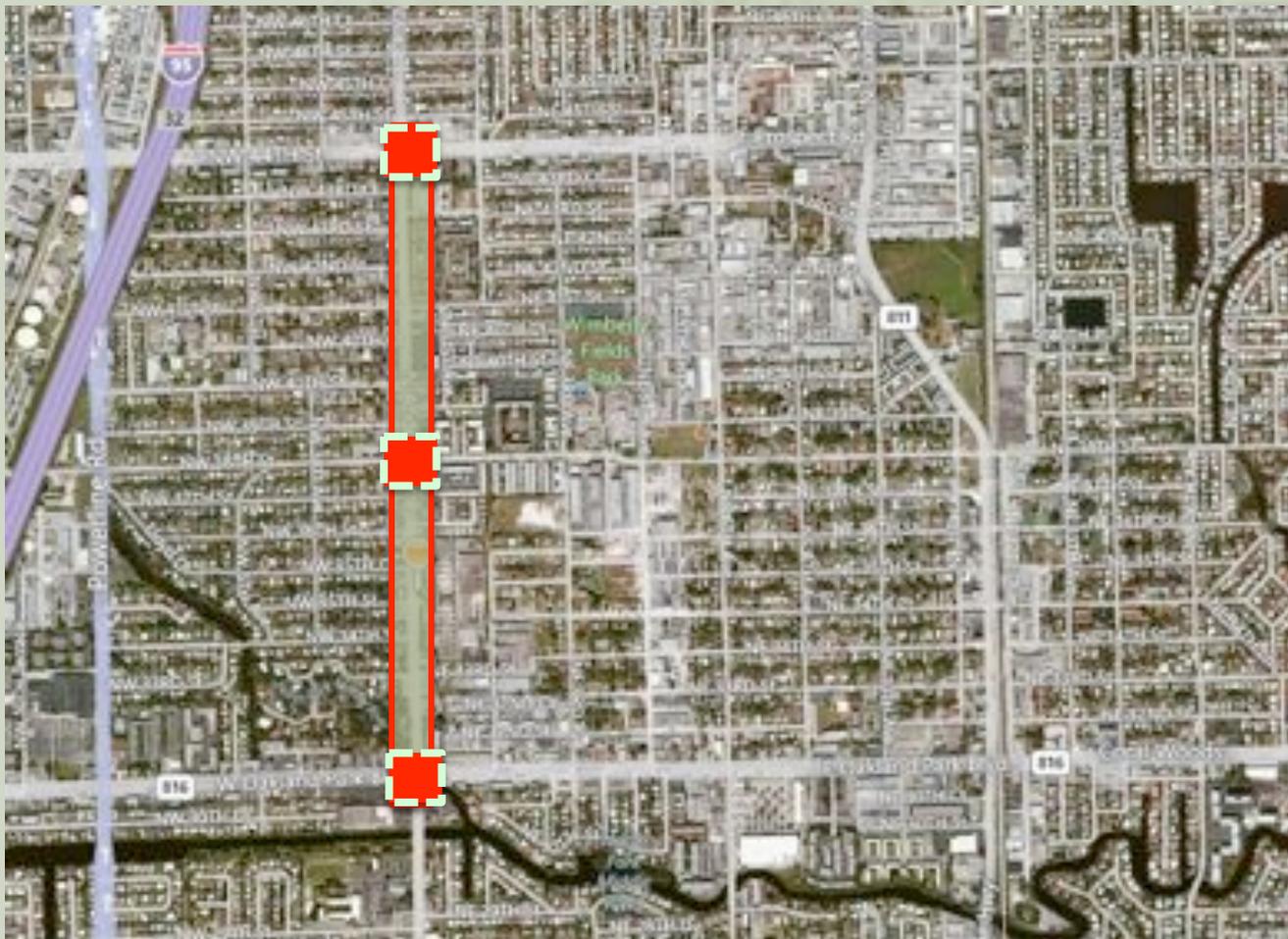


REHABILITATE  
AND RE-TENANT  
SHOPPING  
CENTER

# Andrews Avenue Improvements

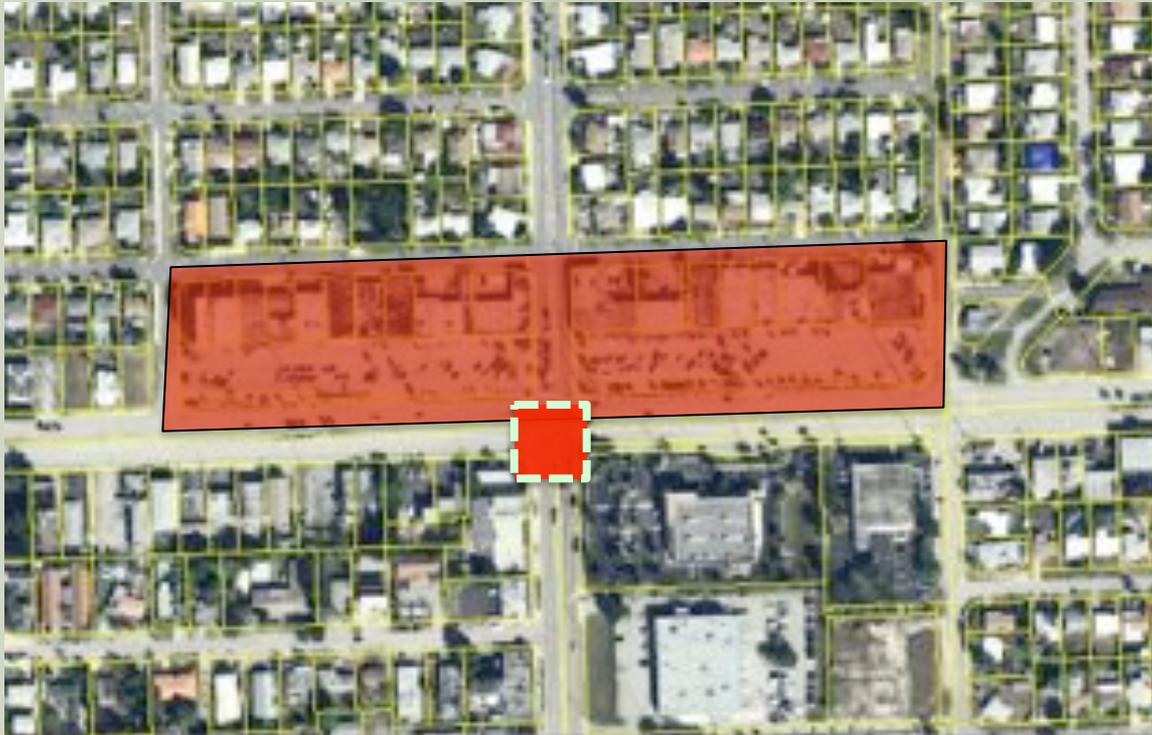


# Andrews Avenue Improvements



# Non-Downtown Commercial Sites

## Site #12– Shopping Center on Prospect Road



# Non-Downtown Commercial Sites

## Site #12– Shopping Center on Prospect Road



REHABILITATE  
AND RE-TENANT  
SHOPPING  
CENTERS

IMPROVEMENTS  
TO PUBLIC  
PARKING LOTS

ANDREWS  
AVENUE  
IMPROVEMENTS

# The Value of Developing an Identifiable Area Brand

Bringing in the \$\$\$

I mean,..... people

- # 1 - Define who you are and who you want to be.
- # 2 - Leverage your resources and the resources of others.
- # 3 - Identify and develop new markets .

# Define Who You Are

When people think about great cities, it's often the intangible qualities - vitality, sense of place, and positive experiences - that they remember most.

“ Project for Public Spaces ”

Consider two local examples:

**The Miami Design District** – Going to the Miami Design District is a journey not only of place but also of emotion; imagine the delight of discovering something around every corner — a fascinating piece of art, an exotic dish or a chair you never knew you had to have.

**The Wynwood Arts District** – Our mission is to promote Wynwood as the epicenter of the arts and creative businesses in Greater Miami while enhancing the character of the factory and warehouse district. Furthermore, The Wynwood Arts District Association is committed to providing a clean, safe and enriching environment for pedestrians, occupants and visitors.

# Positioning Yourself in the Market Place

## “Be Strategic”

- Use authentic aspects of the downtown
- Focus on the local assets of an area – beach or waterfront, unique experiences / shopping



# Positioning Yourself in the Market Place

## Design Inspiration



# Positioning Yourself in the Market Place

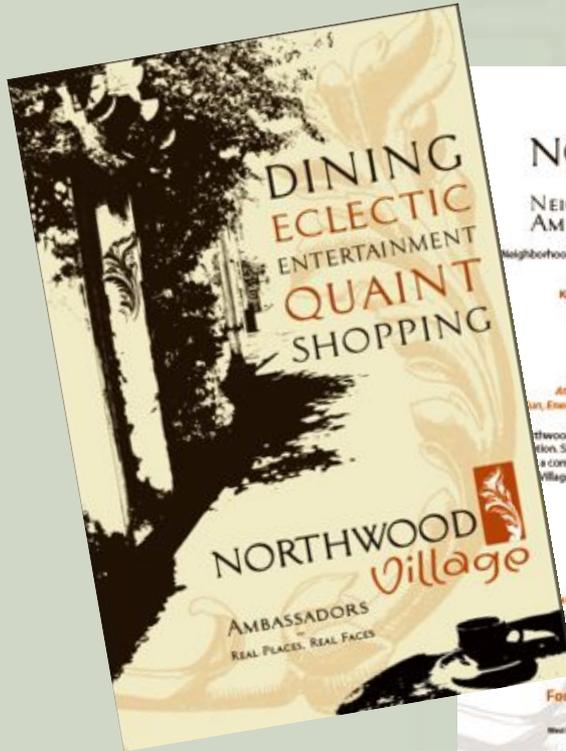
## Design Inspiration translates through all message points

### Website & Social Media Pages

### Facebook, Twitter, youtube, District Banners and Print Collateral



- Focus on local aspects of the community and engage the community



**NORTHWOOD Village**  
NEIGHBORHOOD AMBASSADORS

Neighborhood Ambassadors are liaisons between local neighborhood businesses and area friends and residents.

**Know the "News"**

- New Restaurants
- New Shops
- New Services
- New People

**Show the Treasures**

- Antiques, Maps, Greeting
- Delicious Food, Entertainment
- A Variety of Services
- Friendly Faces

Attend Grand Opening Events • Volunteer for Special Events  
Join, Energize and Make a Difference • Talk It Up... about Northwood Village

Northwood Village is unique and quickly emerging as an inviting, charming destination. Sign up today to be a Northwood Village Neighborhood Ambassador, a commitment to discover the Real Places and Real Faces of Northwood Village and encourage your friends and neighbors to do the same.

**Join Today and Spread the News!**

Whether you will receive:  
- Invitations to all upcoming events in the Village  
- Information from area businesses  
- News and updates announcing new businesses and other important information  
- The ability to make a difference in your community

For more information, call (561) 822-1550.

West Palm Beach Community Redevelopment Agency • www.rma.org • (561) 822-1550  
City of West Palm Beach  
Our paper is 100% recycled. Government. Village news, daily. Single  
recycling symbol and health care "leaf" symbols.



**Downtowns can capitalize on ASSETS that make people feel they belong**

# Example: The development of the Northwood Village brand...

- Northwood Village focused on the store owners and merchants to create a sense of excitement. It roused curiosity and visitors wanted to know more about these folks. The focus was on who you might see downtown in addition to what you might you might find.

# Northwood Village

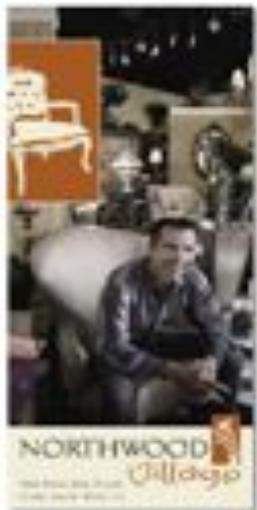
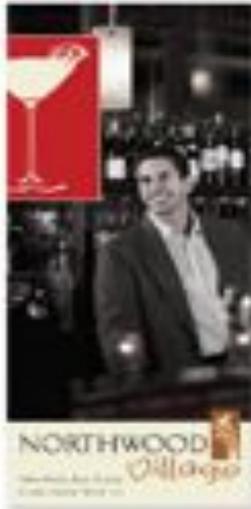
West Palm Beach



In the beginning...

little or no foot traffic

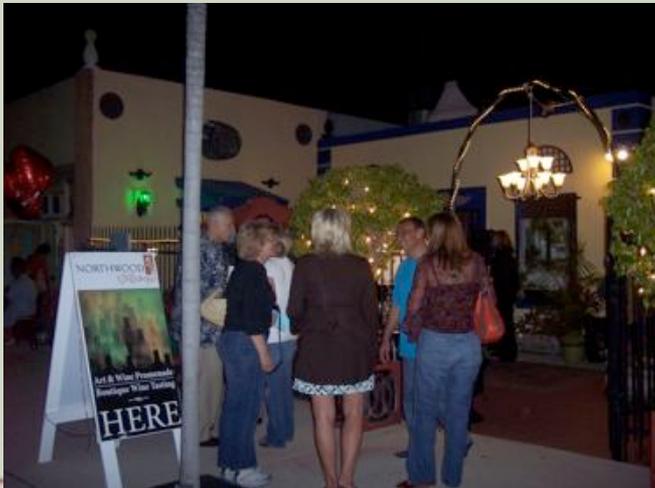
# Northwood Village Real Faces – Real Places



The development of the Art & Wine - appealing to all the senses...

Sight, Touch, Sound, Taste and Smell...

Everyone loves Food and Wine!



This event grew and led to enhanced business attraction and retention efforts and won an FRA Award for Cultural Enhancement



Cultural Enhancement

**Nights in Northwood Village – Art & Wine Promenade**  
City of West Palm Beach, Community Redevelopment Agency

**More info:** (561) 822-1551 • [smccormick@wpb.org](mailto:smccormick@wpb.org)

**Nights in Northwood Village "Art and Wine Promenade"** is an event to attract pedestrians to an area that is undergoing redevelopment. Designed for all the senses – visual arts for sight, music and friendly conversation for sound, beautiful jewelry and handmade soaps to touch, tastes and smells from around the globe, and the feeling you have experiencing it all in one eclectic place with authenticity at its core. The event attracts visitors to the 'up and coming Northwood Village, where once abandoned stores have been polished back to mint condition' as quoted from the April 2009 issue of Southern Living.

12 THE 2009 FRA AWARDS BEST BOOK

The Sixth Sense was engaged...FEELING...the feeling people have when they visit the area and the feeling business and property owners have when they take pride in ownership.

Remember the “before”



Before



## #2 Leverage Resources

- Use Vacancies – find a local nonprofit looking for space to locate temporarily



- Use Merchants – use their craftsmen for demonstrations to create or enhance an event or the overall consumer experience



**Now Hiring**  
Full Time at busy ice cream counter  
Apply in person

**LEGACY**  
Palm Beach Post

## Local News

### Tastebuds travel

By CHARLES PASSY

Palm Beach Post Staff Writer

Friday, February 27, 2009

The word about Jade has spread all over town. It was another culinary revelation, saying it was a great place to eat (and a small corkage fee).

This is exactly the kind of buzz I like to hear. Each other can volunteer the same.

That was definitely borne out when I went to Northwood Road still isn't the closest, especially with the same.

Jade has less of a "scene," but that's not culinary credentials (he used to be the neighborhood spot in a community of...

They've been going at it for about 10 years. The appetizers in the "Japas" tradition. The flavor (and flavors from around the world) mainly New World selections in the...

With the appetizers, I was particular with bitter greens (\$3). It's rare even rarer to find one that transforms unexpected exoticism that got a live...

Also in an Asian vein, a special of the Japanese restaurant. This was some...

## The New York Times

**NEW YORK CULINARY EXPERIENCE**

**MIAMI - FT. LAUDERDALE**  
UNRATED STARS  
+ Miami - Ft. Lauderdale  
+ New Orleans  
+ Central South  
+ Kentucky & Tennessee  
+ Seattle

**MIAMI - FT. LAUDERDALE**  
New to Chicago, Illinois

### Relish in Northwood Beach

I guess the original threat was better so this place is really done inside and the menu like beef, mahi mahi, tuna, shrimp, scallop, or sea urchin (not really) seems to go with something more than is mushrooms and was said longer for 99 cents.

The burger was pretty good and is up there with the best I've had. The fries are great with a choice of which sauce (in a gallery). The fries are in this place (my choice) unless the style (my...

The shakes are pretty interesting and are up there with the best I've had. The fries are great with a choice of which sauce (in a gallery). The fries are in this place (my choice) unless the style (my...

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### 36 Hours in Palm Beach



On the beach with the seagulls.  
By GERALDINE FABRIANT  
Published March 7, 2010

### 3:30 p.m. 8) GILT TRIP

It's a challenge to fill up those sprawling estates antiques merchants poised to try. Antiques until dealer Cedric Dupont (800 South Dixie Highway, [cedricdupontantiques.com](http://cedricdupontantiques.com)) and go all the way to Elephant's Foot (5800 South Dixie Highway, 5f which has a range of English, French and Orient resale find, try Circa Who (531 Northwood Road funky faux bamboo, retro and Old Florida furni...

**SunSentinel.com**  
ARTICLE COLLECTIONS

### Takeout & Dining Finds

June 17, 2010  
Cocktail Sauce

**FEATURED ARTICLES**  
Gold Coast Grilloval Springs  
May 2, 2003  
American Fare With Blast Of An Atmosphere  
September 8, 1989  
Try Turkey Burgers With An Asian Twist  
November 29, 2001

**PALM BEACH ILLUSTRATED**  
HOME ADVERTISE ABOUT US REACH US CHARITY REGISTER NEWSLETTERS Online Store  
RESTAURANTS SHOPPING GOING OUT GUIDE PARTIES TRAVEL HEALTH & BEAUTY HOMES & DESIGN

**SEARCH LISTINGS**  
ADVERTISING  
Search by Name or Zip

**GARDEN DESIGN** plants products  
plus: contests + promotions  
home | products | furniture  
products

**Gardenhouse**  
CityStyle Realty  
REAL ESTATE

**The Palm Beach Post LIVING**  
CHASE Deposit Confirmed

HOME NEWS WEATHER SPORTS MONEY OBITUARIES OP SERVICES  
Sign up for the

### Italian cuisine times two in Northwood

By JAN NORRIS  
Palm Beach Post Food Editor  
Thursday, April 03, 2008

- Use Merchants' press
- Use F&B Merchants

- Use Cities – Green markets and other weekly events offer a HUGE opportunity to partner and promote

- Use Register to Win promotions to build database and drive new traffic



- Use area hotels and tourism venues –  
Convention & Visitors Bureau

Discover  
**THE PALM BEACHES & BOCA RATON**  
*the best way to experience Florida*

CULTURAL COUNCIL |  
SPORTS COMMISSION |  
FILM & TELEVISION  
COMMISSION |

MEETING PROFESSIONALS | TRAVEL TRADE | MEDIA | PARTNERS / MEMBERS

VACATIONS | PLACES TO STAY | THINGS TO DO | VISITOR CENTER | EVENTS | MAPS

92° F  
8:30 AM

Home » Stay Play

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**Be In the Know**

**Events, Street Fairs & Happenings**

**Art & Wine Promenade at Northwood Village**  
West Palm Beach  
Street Side Wine Tasting with Live Music in One of West Palm Beach's Most Historic Locales  
Future Dates: 09/24/10, 10/29/10, and 11/26/10

- Walk a streetscape that features over 30 artists, 3 live bands, and 1 incredible community mural project – all while sampling a delightful selection of fine wines
- Before, during, or after the Promenade try one of the district's first-class restaurants or shop one of the many antique stores
- Northwood Village is also the gateway to one of West Palm Beach's most architecturally charming and nationally-recognized neighborhoods – Old Northwood – listed on the National Register of Historic Places

**Be In the Know**

**Events, Street Fairs & Happenings**

**Visit the Beaches & Explore the Yachtclub**

**RMA**

# #3 Identify and Develop New Markets

- Utilize database to keep your project/property “top of mind”

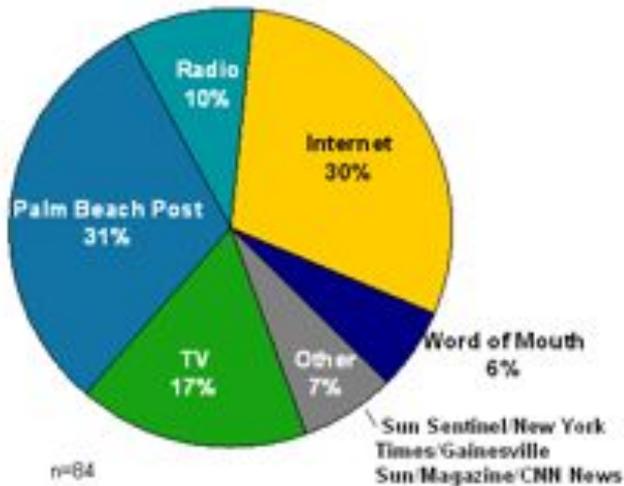


- Dive into the world of Social Media (stay on-top of trends...)



# ➤ Utilize research to know your customer

**Main Source of News or Information**  
**Total**



Demographics	Total n=64	Art & Wine Promenade	
		First Time Visitor, (A) n=58	Repeat Visitor, (B) n=34
<b>Home Ownership in Palm Beach County</b>			
Owne	60%	64%	74%
Rent	23%	24%	21%
Not a resident of Palm Beach County	6%	10%B	0%
Refused	4%	2%	6%
<b>Ethnicity</b>			
White	62%	56%	71%
Black	27%	30%	24%
Hispanic	6%	8%	3%
Mixed racial background	2%	2%	3%
Asian or Pacific Islander	1%	2%	0%
Other	0%	0%	0%
Refused	1%	2%	0%
<b>Household Income</b>			
Under \$35,000	8%	10%	6%
\$35,000-\$49,999	6%	6%	6%
\$50,000-\$74,999	12%	16%	6%
\$75,000-\$99,999	6%	6%	6%
\$100,000-\$149,999	16%	8%	27%A
\$150,000 and over	8%	12%	3%
Refused/Don't know	44%	42%	47%
Mean (In Thousands)	94.8	93.2	97.5

- Target your efforts toward that customer for more effective results

*Eclectic*

*In Season all Summer Long*

**NORTHWOOD Village**  
West Palm Beach, Florida

The image shows a promotional flyer for Northwood Village. The top half features the word "Eclectic" in a large, orange, cursive font. Below it is a photograph of a busy outdoor market scene with people and various goods. The text "In Season all Summer Long" is written in a white, cursive font across the bottom of the photo. At the bottom of the flyer is the Northwood Village logo, which includes the name "NORTHWOOD Village" in a bold, sans-serif font and "West Palm Beach, Florida" in a smaller font below it. The entire flyer is tilted at an angle.

**NIGHTS IN NORTHWOOD VILLAGE  
ART & WINE PROMENADE**

LAST FRIDAY OF EVERY MONTH  
6 P.M. - 9 P.M.

*Experience a World of Cultures and Flavors*

- AN INTERNATIONAL BLEND OF SHOPS AND RESTAURANTS
- STREETSIDE ARTIST TRUNK SHOWS
- BOUTIQUE WINE TASTINGS
- LIVE ENTERTAINMENT

LET AND FREE PARKING AVAILABLE

**FREE EVENTS!**

**THESE FRIDAYS:**

20TH	AUGUST 28TH
20TH	SEPTEMBER 25TH
1ST	

**ENTER FOR \$250 SHOPPING SPREE**

MENTION THIS MAILER AT ANY PARTICIPATING MERCHANT IN NORTHWOOD VILLAGE TO REGISTER. TWO WINNERS WILL BE DRAWN AFTER THE SEPTEMBER ART & WINE PROMENADE. EVERY TIME YOU REGISTER, YOUR CHANCES INCREASE. NO PURCHASE NECESSARY. SEE RULES HERE.

FOR MORE INFORMATION, CALL 561-822-1551.

West Palm Beach Community Redevelopment Agency | www.westpalmbeach.com | 1 800 822 1551

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The image shows a flyer for "Nights in Northwood Village Art & Wine Promenade". The flyer is titled "NIGHTS IN NORTHWOOD VILLAGE ART & WINE PROMENADE" and "LAST FRIDAY OF EVERY MONTH 6 P.M. - 9 P.M.". It describes the event as "Experience a World of Cultures and Flavors" and lists activities: "AN INTERNATIONAL BLEND OF SHOPS AND RESTAURANTS", "STREETSIDE ARTIST TRUNK SHOWS", "BOUTIQUE WINE TASTINGS", and "LIVE ENTERTAINMENT". It also mentions "LET AND FREE PARKING AVAILABLE" and "FREE EVENTS!". A table lists the dates: "THESE FRIDAYS: 20TH AUGUST 28TH, 20TH SEPTEMBER 25TH, 1ST". Below the table is a section titled "ENTER FOR \$250 SHOPPING SPREE" with instructions: "MENTION THIS MAILER AT ANY PARTICIPATING MERCHANT IN NORTHWOOD VILLAGE TO REGISTER. TWO WINNERS WILL BE DRAWN AFTER THE SEPTEMBER ART & WINE PROMENADE. EVERY TIME YOU REGISTER, YOUR CHANCES INCREASE. NO PURCHASE NECESSARY. SEE RULES HERE." At the bottom, it says "FOR MORE INFORMATION, CALL 561-822-1551." and "West Palm Beach Community Redevelopment Agency | www.westpalmbeach.com | 1 800 822 1551". There is also a small logo for "Southern Living" and a small map of the area.

- Attract more businesses that share a similar customer profile

Coming Soon  
China Beach Bistro



Now Open  
Jade Kitchen



# CRA Strategic Action Plan Project Schedule

- ✓ *July – Staff Kickoff*
- ✓ *August– Elected Officials*
- ✓ *Initiate Stakeholder Meetings*
- September 13 – Public Orientation Meeting
- September – Continued Stakeholder Meetings
- October – Final Report to Staff/City Commission
- Project Implementation

# Questions

- What would you like potential investors to know about Downtown Oakland Park/ other development opportunities in the City?
- What specific businesses would you like to see come to Oakland Park?
- What challenges do you perceive to redevelopment Downtown/other areas of CRA?
- What do you want to talk about?