

## Selection Criteria for OPEN 2015 St. Paul's Square

Does the business compete with existing businesses in the area?

Is the product unique?

Would tourists AND locals be interested in the product?

Does the business fulfill an identified retail gap within the district or downtown?

Does the business build upon strengths within the district or downtown?

Does the business have a viable target market based upon current data or projected trends?

Will the business become a draw for local San Antonio residents outside of downtown?

Does the business have an existing social media presence?

How likely is the business to market OPEN?

How likely is the business to open up a storefront downtown/at all?