

EXHIBIT E

GOALS AND OBJECTIVES

One of the primary goals of the Salina downtown revitalization project (the "Project") is to catalyze the redevelopment of the downtown area through the enhancement of existing destination attractions and the introduction of a diverse mix of several new destination attractions aimed at enhancing the visitor experience and generating increased out-of-town visitation and trade.

In addition to this goal, it is the shared goal of the City and the Master Developer to attract a diverse mixture of retail, restaurant, housing, office, entertainment, medical, and other development uses complimentary to these destination attractions in order to ensure that the downtown area remains vital and sustainable for the long term. The goal of the provisions of this Supplemental Agreement is to provide a structure for allocating economic development incentives for utilization in development of this mix of uses. Specifically, the City and the Master Developer state the following goals with regard to such mixture of uses:

- General Project Objectives (for all projects)
 - Attract businesses which fulfill the primary downtown redevelopment objectives stated above.
 - Attract capital investment that noticeably increases the future tax base.
 - Attract capital investment that enhances the aesthetic quality of downtown.
 - Attract developers with the requisite financial capacity to complete their proposed project.
 - Attract developers/businesses with a track record of success, although first-time business owners/developers shall not be disadvantaged because of a lack of a significant track record.
 - Attract developers who will be prepared to move forward with commencement of their projects within a reasonably expeditious timeframe.
 - Introduce new economic activity and sales tax generation within the downtown area.
 - Make downtown a more desirable place to live.
 - Maintain a safe, secure area for residents, businesses and visitors.
 - Increase property values downtown.
 - Attract business which will increase jobs in the downtown area.

- Retail/Restaurant Development Objectives
 - Attract businesses with strong market appeal, providing for a diverse mix of uses downtown.
 - Attract businesses with a strong brand image, as well as retailers with a unique, local, or creative new brand or concept.

- Attract businesses offering high quality products and/or attract businesses with a sound business and marketing plan for new products.
- Incent improvements to existing local retailers and restaurants in order to improve sales of such businesses, and enhance the appearance of such businesses.