Economic Vitality Questions

EV Expectations
- What are the Steering Committee expectations for the Economic Vitality point?
- How is leadership best provided to the organization's business development work? (committee? chair? team? team captain?)
- How does the Steering Committee envision the effective deployment of the executive director's time to the EP function?

EV Activities
- What activities does the organization conduct to strengthen existing businesses, assist new homegrown entrepreneurs, and attract new investment, businesses and uses?
- Drawing from New Mexico MainStreet's "business development toolbox" list of EV activities, what ideas for priority activities is the organization exploring?

Business Needs
- What are the critical needs of the MainStreet district's businesses?
- As a group, what are the district businesses' internal strengths and weaknesses? What external opportunities and threats do they face?

Communication with Businesses
- How does the MainStreet organization keep abreast of the challenges, concerns and business development opportunities of the MainStreet business community?
- Does MainStreet conduct a business visitation program?
- Does MainStreet, or do partner organizations, provide business enhancement and networking forums?

BD Partners
- Who are the MainStreet organization's partners in business development work?
- How does MainStreet currently collaborate with those partners?
- What future collaborative initiatives are envisioned?

Target Markets
- Who are the MainStreet district's customers?
- Describe the key consumer groups that will be targeted by MainStreet's promotion efforts.

Market Dynamics
- What economic changes have recently taken place in the greater community, trade area and region? (major employers contracting or expanding? new business openings? new residential development? transportation and traffic changes?)

Recent Investment
- Discuss important recent public improvements in the district.
- Have private owners been investing in their buildings and businesses?