What is Business Attraction? –
It’s a part of a whole
What is Business Attraction? – You a star and you don’t even know it
What is Business Attraction? – What you got is what you got

Where you spend your resources depends on

• capacity
• interest
• strategic priorities
• partners
• stakeholders
What is Business Attraction? – Who you calling an asset

Create an Asset Inventory

- properties
- education
- industries
- workforce
- resources
- programs
- etc.

= Who/What you can Attract
What is Business Attraction? – It’s a TAM, SAM, SOM Thing

Total Available Market: What is the total size and players
Serviceable Available Market: What is possible given your assets
Serviceable Obtainable Market: What can you realistically go after
What is Business Attraction?

MECHANICS

- brochures
- pamphlets
- property databases
- ads
- promotional video
- website
What is Business Attraction? – different strokes for different folks

MARKETING CHANNELS

- Paid/Targeted Social & Traditional Media
- Industry Publications
- Local/Regional Trade Organizations
- Site Selectors
- Trade Shows/Industry Events
What is Business Attraction? – It’s all about the sales

SALES!
you must get out of building
### Example: Brewery

<table>
<thead>
<tr>
<th>ATTRACTION</th>
<th>RETENTION/EXPANSION</th>
<th>ENTREPRENEURSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Determine market viability of brewery</td>
<td>Identify needs/expansion plans</td>
<td>Identify brewers in the community</td>
</tr>
<tr>
<td>Find adequate property/landlord</td>
<td>Help connect with resources/incentives</td>
<td>Invite Brewers Guild for a presentation</td>
</tr>
<tr>
<td>Determine regulations/laws and incentives</td>
<td>Help redraft business plan/operations/HR</td>
<td>Hold an entrepreneurship bootcamp for brewers</td>
</tr>
<tr>
<td>Start outreach to in-state breweries with available licenses. Identify target out of state prospects</td>
<td>Help connect with local properties/landlords</td>
<td>Connect with startup resources locally/statewide</td>
</tr>
</tbody>
</table>
What is Business Attraction? – It’s not just Retail

**LONE EAGLE**
at-home workers, solopreneurs, etc
Push local amenities & Mix recruitment with entrepreneurship programs
[http://entreworks.net/blog/recruiting-at-home-workers/](http://entreworks.net/blog/recruiting-at-home-workers/)

**PROFESSIONAL**
Professional services firms – lawyers, accountants
County seats, courts, etc.
Looking for employee amenities, QoL, downtown housing

**DISTRIBUTED**
A group of professionals working for a company in another location
A place for accountability, QoL, easy travel, well connected, lots of services, close to need/anchor
It’s all about the DATA!!

ABC – Always be Collecting

- number of vacancies
- price per sq ft
- workforce characteristics
- incentives/programs
- zoning/property type
- utilities/broadband
- gaps/leakages
- visitors/downtown workers
- business mix
- prospects
- etc.
Potential Partners

Has contract with State to run statewide business attraction program
https://nmpartnership.com
Can assist with incentive packages and financing options
https://gonm.biz

Chambers of Commerce are often first touchpoint for companies

Commercial Realtors often have pulse on demand in an area and potential contacts

Local EDOs can bridge State and Local resources and are often a first touchpoint for interested companies. May have attraction program already

Local Industry leaders are networked with peers that may be looking to move and/or have great grasp on what industry needs
Read This...

DOWNTOWN BUSINESS RECRUITMENT
by David Milder
Putting it all Together

Creating a package and working with a prospect
Collect and Categorize

• Tie into brand
  • Comprehensive
  • Cohesive
  • Consistent
• Information/Data
• Resources
• Benefits
Information

District Numbers and Facts

Logistics
- Water
- Electricity
- Internet
- Phone
- Cable

Trade Area Analysis
INFOGRAPHICS
Telling your data story with images

- Visme.co
- Easel.ly
- Visualize.me
- PicToChart
- Canva
- Infogr.am
Resources

- Financing
  - Low-interest loans – Local and State
  - Accion
  - Wesst
- City – LOGRT, TID/TIF
- Historic Preservation
  - District Guidelines
- Economic Development
  - Local and State
Benefits

- Why should they locate in your district?
  - City Incentives/Zoning Benefits
  - MRA
- NMMS Connection/Services
  - Façade Design
  - Business Plan
  - Property Development
  - Business Brand/Marketing
  - Social Media Strategy

Creating a ... Climate of Confidence
Packaging

- Rack Card
  - Keep it simple
  - Clear and concise
- Brochure/Pamphlet
  - More detail
- Folder/Inserts
- Website
- Video
Examples
Here are just a few reasons to locate your business downtown:

- Clovis MainStreet is in collaboration with many partners, works to revitalize and encourage investment in historic Clovis, NM.

- Authentic, historic central shopping district; the true heart of the community.

- Friendly, supportive merchants will welcome and help new businesses.

- Brick-paved streets, benches, trash cans, trees, and holiday adornments beautify the streetscape.

- Public and private investment in property improvements is growing.

- Great mix of complimentary retail and service businesses.

- Public and private support from the community on improvements to the historic MainStreet and Railroad district.

- Central location for city, county and other public and business services.

Clovis MainStreet

Visit us online at
www.clovismainstreet.org

681 A Main Street
Clovis, NM 88117
Phone: 505-346-8310
Fax: 505-346-3829
The Small Business Development Center is located at Clovis Community College at 417 N. Schepps Blvd., in Clovis. They provide assistance in all areas involved with starting a small business.

Taxation & Revenue Department
901 E. Main Street
PO Box 1487
Reno, NV 89501-1487
Phone: 775.335.6166
Fax: 775.335.6066
www.state.nv.us/tax

What they will do for you:
They will provide a City Business License.
Approval must be obtained from the City Business License Department, which is a small non-profit local agency.

City of Clovis
City Hall
600 N. Main Street
Clovis, NM 88101
Phone: 505.758.6911
Fax: 505.758.6912
www.cityofclovis.org

What they will do for you:
They will provide information in regard to employment opportunities.
All businesses are required to file the state report whether or not you have employees.

Accion - Accion extends micro-loans and business training to help small business owners realize their dreams. Accion’s priority is to help those who do not have access to credit from traditional sources. They offer interest rates from $2,000 to $25,000 and first-time loans up to $20,000 for existing and start-up businesses.

Enchanted Land Certified Development Corporation (ELCDC) - ELCDC is a certified development corporation licensed by the New Mexico Small Business Administration to offer 504 Programs in New Mexico. ELDC’s 504 Program provides mezzanine financing from $25,000 to $10 million. Contact: 505.843.6623 or www.elcdc.com

Women’s Economic Self Sufficiency Team (WEST Corp.) - WEST Corp. offers consulting, training, and support programs as well as loans to small and minority-owned businesses. The typical loan is from $5,000 to $1 million. Contact: 1-888-889-9090 or www.westcorp.org

USDA Rural Development - USDA Rural Development supplies government loan guarantees of 75-90% of loans provided by traditional lenders. Contact: 505.780.4839 or www.rurdev.usda.gov

Local Utilities & Resources

Driver’s License/Vehicle Registration:
DMV: 505.766.3732

Electric:
PNM: 505.358.3106

Gas:
PNM: 505.950.1907

Water:
EPCOR: 505.263.9128

Sewer/Garbage:
City of Clovis: 505.769.3328

Phone:

Altus: Cellular: 505.269.1033
Cellular Solutions: 505.635.1638

Internet:

Fiber Optics Internet: 505.339.2160
Owens Communications: 505.246.1788

TV (cable/satellite):

DIRECTV: 888.888.5567
DIRECTV: 877.217.9401
DIRECTV: 877.263.9131
Alamogordo MainStreet is a central district of shared memory and experience where residents and visitors come together to live, work, and play. As the centerpiece of our community identity, Alamogordo MainStreet, the surrounding city, & Otero County support transformative economic development strategies that draw new residents, businesses, and tourism to the community. Alamogordo MainStreet includes desired outcomes in planning and establishes clear economic performance measures in its important community development work.

About Alamogordo MainStreet

Alamogordo MainStreet is a 501c(3) nonprofit organization. Established in November 2015 and fully accredited by New Mexico MainStreet and the New Mexico Economic Development Department on February 8, 2017. Alamogordo MainStreet is fully dedicated to the preservation, enhancement, beautification, and economic development of our historic downtown district with respect to local heritage and culture.

Contact

Alamogordo MainStreet
919 N New York Avenue
Suite G
Alamogordo, NM 88310
P.O. Box 2646
Alamogordo, NM 88311
575-446-3612
director@alamogordomainstreet.org
alamogordomainstreet.org
facebook.com/alamogordomainstreet
instagram.com/alamogordomainstreet

Benefits of Being a New Mexico MainStreet Community
Benefits of Being a New Mexico MainStreet Community

Through a competitive application process, Alamogordo MainStreet was selected to become a member of New Mexico MainStreet. Our community now enjoys a wide variety of benefits, from participation in statewide and national networks of downtown revitalization organizations, to technical assistance and services from New Mexico MainStreet’s professional staff and program specialists.

Economic Benefits
- Economically vital and vibrant commercial district
- Healthier business climate and greater opportunity for growth
- Expanded customer base
- Increased employment opportunities
- Cooperative strategies among small businesses
- Stronger property values, improved marketability, and increased occupancy

Social & Community Benefits
- Enhanced community assets and amenities
- Improved quality of life
- Renewed pride in community
- Restoration of civic gathering places
- Youth involvement in civic projects

Municipal Benefits
- Increased revenue from gross receipts
- Stronger bond with community
- Improved access to federal and local funding through public-private partnerships
- Eligibility for New Mexico MainStreet capital outlay funds (as available)

Organizational Benefits
- Stronger networks among civic and economic organizations
- Improved local capacity
- Achievement of common goals
- Leveraged resources
- Development of community partnerships

Technical Assistance provided by New Mexico MainStreet

As a valuable and added benefit of full accreditation through the New Mexico MainStreet program, Alamogordo MainStreet receives significant technical and organizational assistance. Local volunteers and staff advise the strategies and overall direction of Alamogordo MainStreet while New Mexico MainStreet simply helps us get there!

Organization
- Establishing and maintaining a successful nonprofit
- Grant writing and fundraising assistance
- Volunteer development
- Professional development
- Economic development to implement Economic Transformation Strategies
- Establishing Economic Performance Measures

Promotion
- Positioning Alamogordo MainStreet as a hub of economic activity
- Branding and logo development
- Event planning and implementation
- Marketing for tourists
- Merchandising assistance

Design
- Conceptual architectural design and adaptive reuse strategies
- Streetscape and facade improvements and public art integration
- Interior design, window displays, and lighting
- Historic preservation research and services
- Downtown master plan development

Economic Vitality
- Market analysis, business plans, and small business support
- Business retention and expansion strategies
- Business recruitment strategies
- Development project financial feasibility analysis
- Financial revitalization and development
- Reporting Economic Performance Measures
BUSINESS DEVELOPMENT PACK
Created by Portales MainStreet

CHOOSING PORTALES
BUSINESS START UP GUIDES & RESOURCES
PORTALES MAINSTREET

WHY DOWNTOWN PORTALES AND PORTALES MAINSTREET

DOWNTOWN DISTRICT MAP

THE TIME IS NOW

Downtown Business Mix
DOWNTOWN OSKALOOSA

A Thriving District

A healthy downtown reflects a healthy community. A community’s downtown is a symbol of its economic health. Successful downtowns are a key element in industrial, commercial, and professional recruitment to the community.

Oskaloosa’s historic downtown encompasses an iconic landmark in City Square Park surrounded by downtown businesses. The area serves as the location for numerous community events and gatherings throughout the year, attracting thousands of visitors every year.

for almost three decades, Iowa’s Main Street communities have made a commitment to the long-term revitalization of commercial, historic districts. Oskaloosa Main Street has maintained this promise to the community since 1986.

175+ Downtown Residents
123 Upper Story Residential Units
406 Full Time 206 Part Time Downtown Employees
13% First Floor Vacancy Rate within the Main Street District (February 2019)

Investment & Progress on Main Street

Main Street Iowa Investment
Over $375K in Main Street Iowa Challenge Grants have been awarded to downtown Oskaloosa projects since 2009.

Public/Private Investment
Finished in 2018, the first phase of the Community Development Block Grant Downtown Façade Revitalization Program invested roughly $1.2M of City, State, and Private Funds into 18 downtown buildings.

Local Investment
Main Street Oskaloosa’s local facade grants is a $600 matching grant that can be utilized by district businesses to fund misc. facade repairs, signage, etc.

Private Investment
Over $29.3M have been invested in Main Street district rehabilitation and revitalization projects and property acquisition since 1986.

Downtown Market Analysis

<table>
<thead>
<tr>
<th>Total Retail, Food &amp; Drink Trade Surplus</th>
<th>5 MIN</th>
<th>10 MIN</th>
<th>20 MIN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$60.2M</td>
<td>$42.9M</td>
<td>$9.1M</td>
</tr>
</tbody>
</table>

(2018 Top Prospects Survey Results)

Which one of the following types of new or expanded businesses or attractions in Downtown Oskaloosa would you be most likely to frequent?

- Clothing Store
- Full-Service Restaurant
- Brew Pub
- Specialty Foods Market
- Drinking Establishment
- Sporting Goods Store
- Other
- Furniture and Home Furnishings Store

The Main Street Approach®

The Main Street Four Point Approach® was developed in 1977 by the National Trust for Historic Preservation in Washington D.C. It is a comprehensive and copyrighted process which offers a comprehensive and integrated strategy to commercial district revitalization using four key focus areas: Organization, Economic Vitality, Design, and Promotion.

Using the Main Street Four Point Approach®, Oskaloosa Main Street is able to address the value and needs of the downtown Oskaloosa district.

- ORGANIZATION addresses the civic value of Main Street by building strong, investor-based support in the public and private sector for the commercial district and revitalization initiatives.
- PROMOTION addresses the social value of Main Street by attracting people to the district through marketing of its unique assets and improving its image.
- DESIGN addresses the physical value of Main Street by improving the appearance of the district through historic preservation and sustainable strategies.
- ECONOMIC VITALITY addresses the economic value of Main Street by repositioning the district’s economy through market-driven revitalization and development strategies.

The Main Street Advantage

Business located in the Main Street District (map on rear) enjoy many benefits. Downtown is centrally located and close to main thoroughfares. Main Street communities are eligible for exclusive grants, training, and technical assistance from Main Street Iowa and the Iowa Economic Development Authority. Benefits to Main Street property and business owners includes:

- Design Assistance
- Business Assistance
- Grants & Other Funding Opportunities
- And More!
Downtown Clinton, NC - Business, Investment, & Incentives Information Packet

• About Clinton
• Features of Downtown Clinton
• Downtown Market Opportunity
• Existing Businesses Downtown
• Incentive Information
• Important Contact Information for Small Business Investors
- Clinton Retail Leakage Report
- Utility Incentive Grant Information & Application
- Façade Improvement Grant Information and Application
- Economic Tax Incentive Grant Information and Application
- Mixed Use Residential Incentive Information and Application
Design Tools

• Word/Publisher
• Google Docs
• Adobe Creative Suite (Quark/Illustrator/Photoshop/InDesign)
• Online Subscriptions:
  – Canva
  – PicMonkey
  – SmartDraw
  – Venngage
Available Properties

Check out the properties currently available for lease or purchase in our downtown district. Click on a pin for more information about the location.

CONTACT US

Mailing Address:
PO Box 1418
201 S. Main Street
Lovington, NM 88260-1418

Phone:
575-396-1418
CLOVIS MAINSTREET, INC.

OUR EVENTS
Downtown Clovis is the heart of the city and hosts many activities to enjoy year round. Come visit us any time of the year to enjoy your one of a kind experience! 2017 Events to Enjoy in Our...
more...

BUSINESS RECRUITMENT
The Clovis MainStreet district is a busy, dynamic place for your business! Once the heart of all shopping in Clovis, the district is now home to unique niche shops, antiques, recycled goods, ...more...

ABOUT THE DISTRICT
Clovis MainStreet is dedicated to the revitalization of the historic district in Clovis, NM. The district starts in the Railroad District to the south and moves north up Main Street to 14th Street. ...more...

VOLUNTEER
Everything that happens through Clovis MainStreet is because of the amazing group of volunteers who work hard to support our goals and activities. If you are interested in volunteering, please ...more...
This is a map of businesses in the Nob Hill area. The Nob Hill area begins East of Girard and ends West of Washington. The map has 49,947 views.

### Restaurants, food, and bars
- Ragin' Shrimp
- El Cotorro
- Fan Tang
- Elaine's
  - ... 56 more

### Beauty Salons
- Mark Pardo SalonSpa
- Lanu Ni Hati Salon
- Salon Tallou
- Moxi Hair Studio
  - ... 20 more
Communications

• Presenting and selling your district
  – Your best you
  – Collateral

• Best practices
  – Create a climate of confidence
  – Don’t be negative
  – Be honest – it may not be a good fit
  – Don’t take it personally
Thank you!

Q&A