

# Designing Your Economic Vitality Mix: What Strategies Work Best for Your District

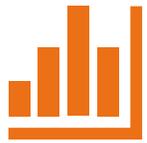
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RECRUITMENT, ATTRACTION,  
OUTREACH, GROWTH, AND CREATION



# STARTING

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## DATA

what do you have,  
what does it tell you,  
what do you need?



## ECOSYSTEM

Who are the players.  
Where are the gaps, is  
there over-subscription?



## CAPACITY

What are your  
superpowers & how can  
you best use them?

# ECONOMIC VITALITY

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# Attraction

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How can you help make your community a more attractive place for companies and talent?



## DATA

Lease rates, available property, quality of life amenities, workforce, housing



## ECOSYSTEM

Businesses, property owners, city/county, consultants, NMMS, CVB, COG, EDOs, Chambers, Industry Groups, Investors, colleges/universities



## CAPACITY

Ambassador - Urban/town renewal, parks, murals, general aesthetics, QoL, broad band, K-12, know businesses and property owners,



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# Attraction

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## Examples:



### PROPERTY & LEASE RATES

Silver City MS maintains an available property listing, a property owner tool kit and a lease rate guide for the district



### DOWNTOWN DATA

Web listing of data and reports about the District

# Recruitment

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How can you actively seek out businesses and skilled workers to move to your community?



## DATA

**Attraction** + Incentives, land, supply chains, void analysis, leakage, consumer spending, skills & labor availability



## ECOSYSTEM

**Attraction** + NM Partnership, utilities, commercial real estate brokers/developers,



## CAPACITY

**Attraction** + Sales, sales, sales – assessments of what works/will work and why - connections

# Recruitment

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## Examples:



### RETAIL RECRUITMENT

Developing materials and strategies to directly target businesses in retail that would fit the district



### DINING & ENTERTAINMENT DISTRICT

Conducting feasibility studies and outreach efforts to make the district a dining and entertainment destination



# BR&E

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How can you learn about the challenges facing businesses in your district and help them as they make transitions?



## DATA

Recruitment + primary  
survey information



## ECOSYSTEM

COG, EDOs,



## CAPACITY

Champion for businesses in  
district – bridge private/public  
divide



# Examples:



## BUSINESS ALIVE

This program is designed to help local businesses develop and/or increase their e-commerce capacity.



## RATON CASH MOB

Live event where merchants can sell their goods and services on-line.



# Creation

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How can you assist entrepreneurs and aspiring business owners launch and become successful in your district?



## DATA

Recruitment + primary  
survey information



## ECOSYSTEM

COG, EDOs,



## CAPACITY

Champion for businesses in  
district – bridge private/public  
divide



# Creation

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## Examples:



### TUCUMCARI FORGE

Tiered accelerator aimed at startups and early stage businesses.



### THE BUSINESS HUB

Desk space for entrepreneurs & freelancers, meeting area, equipment, trainings and workshops.

Virtual  
Winter Conference  
2021

## BACKGROUND

Alpha City, the largest city located in Beta County, hired B.Wise, LLC a consulting firm and research institute based in Menlo Park, CA at the beginning of the pandemic to conduct a rigorous examination of the City and present recommendations to strengthen, diversify, and grow the economy. Unfortunately, the report that B.Wise, LLC provided did not provide much detail on concrete steps the City can take or programs that can be implemented. Disappointed, the City Manager has asked the City's MainStreet program to review some of the material collected by the consulting firm along with a report on a BR&E survey the city conducted prior to the pandemic – and provide some recommendations on programs that can be started right away. The City is the MainStreet organization's only government partner and provides the organization with 75% of its operating revenue through a service contract.

You are the new director who just moved back home to Alpha City after graduating from college. You are not very familiar with Economic Vitality work and are pretty intimidated by the task in front of you.

## SESSION ASSIGNMENT

Review the material in this handout and think about the recommendations you might make to the City Manager of Alpha City. During the session: *Designing Your Economic Vitality Mix: Recruitment, Attraction, Outreach, Growth, and Creation - What Strategies Work Best for Your District* on Friday, March 12<sup>th</sup> starting at 1:30pm – you will be part of a breakout group that will discuss this situation. Based on the material presented in this handout and your experience with MainStreet your group will be asked to present at least one program you would recommend to the City Manager. Please review the material in this handout and be prepared to discuss with your group.

# Breakout Session

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## ALPHA CITY:

Using the information in the handout that was sent on Monday, March 8<sup>th</sup> work in your group to identify:

1. What program would you recommend your MainStreet org launch
2. What ecosystem partner do you need to work with to launch the program
3. What data is missing from the report that you will need collect before fully launching

# Breakout Session

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## ALPHA CITY:

Pick one person from the group to explain your program, partner and data needs and tell us why the information in the report lead you to pick that program.