

Engaging Partners

Business Support Projects

Business
Development
Projects Need
Partners!



The Usual Suspects

Board Members

Stakeholders

Municipal Partners

NMMS Revitalization Specialists

NM EDD Regional Reps

Small Business Development Center

Elected Officials - Support from Legislators/Press Release





Casting Your Net Wider

Other Organizations

Local Business Owners

Retired Professionals

NMSU Local Extension

Local University/Community College

Facebook Groups: Downtown Happy Hour, Small Business Supporting Small Business

Local and Regional Press and Radio - Press Release/Relationship Building/Help with “how to” workshops

Other State Resources

NMEDD - JTip

NM Partnership

NMIdea

NM Workforce Connections

WESST

FundIT

NM Opportunity Zones

USDA

Utility Companies



Build a Diverse Team of Partners



Personality

Skills

Experience

Ethnicity

Making the Ask

Clear communications - 2-3 sheet
Prospectus explaining the project/process

project goals

funding

other partners

Meet individually to talk through
prospectus and define what you need -
sponsors and partners



Tips for Engagement

Know your mission/goals

People like to hear from locals - mix up your experts

Ask legislators to participate in judging or sit on a jury

Consider multilingual communications

Communicate-Communicate-Communicate

Set the stage for success

You probably can do it all on your own, but,
**Partnerships create
stronger projects.**



**Power Up Your District,
Promote Entrepreneurship...
Business Development
Projects That Pop!**

Sean O'Shea
NMMS Revitalization Specialist
Business & Entrepreneur Development

Robyne Beaubien
NMMS Revitalization Specialist
Promotion & Image Development
