

EV Peer to Peer: Small Business

How to actually bring new businesses to our small communities? Joint efforts? How?

Examples?

- Offer commercial amenities as well as spaces
- Housing availability
- Credible MainStreet reputation
- Work with realtors, chamber and city
- “Not so vacant” sign
- Post vacancy on social media
- Marketing
- Nicely badgering
- Wine and dine
- Encourage building owners to update and design

How to attract or develop a specific type of entrepreneur? In a particular industry, i.e. outdoor recreation

- Incubators
- Help them identify resources
- Professional development opportunities
- Communicate with other communities
- Provide easy entry opportunities
- Project in MRA plan and issue an rfp
- Mural that fits the vibe
- Create training or programming to fit industry
- Create event
- Provide funding assistance
- Identify grants to support and target desired industry

How to recruit to a struggling district?

- Find ways to lower entry cost
- Speak with existing businesses
- Get property owners to improve property and lower costs
- Find city and county services
- Leverage on what you have
- Identify what are the barriers/struggles
- Market analysis
- Host an event
- Address inconsistent hours of operation
- Use NMMS consultants
- Collaborate with community partners
- Social media

- Fix infrastructure
- Use SBA, chambers, etc.
- Map ecosystem
- Find leakage areas

How to recruit a needed business?

- Demonstrate market need
- Talk to community members (word of mouth is power)
- More housing
- Education

How to work with building owners who leave their building vacant/unrented because they expect a certain pay rate/Building owner expects a certain rate and won't budge?

- Find other owners
- Show building owners cost of their stubbornness (\$750 rent is less than \$1000, but 0 x \$1000 = \$0)
- Incentivize
- Education for community
- Education on "How to Landlord"
- Adopt city ordinances
- Get city buy in for enforcement
- Create a report with average price per square foot for building owner
- Provide funds for repairs and updates
- Build relationships with building owners
- Provide training sessions
- USDA funds
- Overlapping networking (lessor and leasee)

Encourage renovations vs new builds?

- City incentives
- Show negative aspects vs benefits
- Promote accessibility
- Infill plans
- Promotion
- Address parking
- People will walk
- Blind presentation with potential developers
- All this plus MRA workshop
- Elevate downtown design/look
- Encourage zoning body to T.I. for downtown
- Make MainStreet the place to be

- Distribute and filter info/grants/support \$ to business owners
- City partnership
- Research zones, ACD, MRA as MainStreet
- Learn about funding