

Growing Your Business District: DEEP DIVE
Part I. Business Retention Strategies That Work
Part II. Recruitment Strategies that Fill Vacant Spaces

Based on experience working with hundreds of communities across the country, the speaker will outline new techniques that can help your community strengthen existing businesses and fill vacant or underutilized spaces. Part I. of this two part deep dive will explore new strategies for helping businesses succeed in an increasingly complicated marketplace. From container boxes that house start-ups to crowd-funded business competitions and loan programs, we will review tools that your organization can utilize to strengthen existing businesses and help them to grow.

In Part II. we will focus on strategies that help your organization accelerate the pace of reinvestment and attract new businesses to fill vacant or underutilized space. From cold calls to pitch decks, we will explore how to utilize volunteers more effectively and identify, contact and recruit specific uses to your downtown.