

GREENBERG DEVELOPMENT SERVICES

Planning & Economic Development

Downtown Business Mix and Leasing Plan Sample Scope of Services

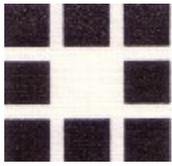
Scope of Work:

Technical assistance to be provided by GDS will include a two-day on-site visit, a presentation of findings, a workshop and a memo summarizing observations and recommendations for strengthening the community's business recruitment strategy.

Prior to the visit, the Consultant will review background reports, market data and organizational work plans. During the visit, the Consultant will meet with staff, local business and property owners to better understand issues and concerns relative to business recruitment and retention and evaluate downtown's existing mix of businesses and real estate. Following the visit, the Consultant will prepare a memo summarizing recommendations for capturing a greater share of the market and for attracting specific uses to the downtown. This report can be used by the organization to prioritize future projects as well as help market the downtown to investors or targeted businesses. Specific elements that may be included in the report include:

- A brief review of relevant market or sales trends that could impact downtown recruitment efforts;
- An overview of the District's strengths and weaknesses in terms of business mix, location and viability;
- Financial or marketing tools that could be used to attract new investment;
- Recommendations for attracting new businesses through a more aggressive business recruitment effort.
- Workshop for downtown organization volunteers and City staff on business recruitment or retention. (See sample workshop description below).

The Cost to provide these services will run between \$3,000 - \$4,000 depending on final scope of services plus expenses. Expenses would include travel related costs and ESRI data reports if necessary.



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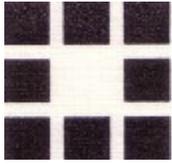
Workshop Options:

ATTRACTING NEW BUSINESSES: BEST PRACTICES

With the economy on the rebound, Main Street programs are refocusing their efforts on attracting a balanced mix of businesses. While developing a “wish list” of ideal tenants to recruit is not difficult, determining the best approach to attract desired tenants is difficult for even the most seasoned programs. During this workshop, nationally recognized downtown development specialist, Hilary Greenberg (Charlotte, North Carolina) will explore best practices from across the country that your organization can use to attract new businesses to downtown. Topics to be covered during this session include strategies for securing property owner and realtor support, new marketing products like pitch decks and opportunity signage, financial incentives that can close the deal and tips for finding, qualifying and contacting specific tenants. During this session, we also will discuss how to avoid common mistakes and pitfalls that could derail your organization’s efforts.

DEVELOPING A STRONGER BUSINESS ASSISTANCE PROGRAM

While economy has improved, many downtown businesses are still struggling to deal with a new reality that includes tightened credit, greater competition and a new consumer lifestyles choices that is changing demand for goods and services. While downtown organizations can play an important role in assisting small businesses, it is not always easy to identify those activities that would have the greatest impact. Often business assistance efforts are disjointed and may not achieve desired objectives. During this session, Hilary Greenberg (Greenberg Development Services) will review practical tips for building a more effective downtown business retention program that can strengthen existing businesses through a combination of financial, place-making, promotional and entrepreneurial support activities. We also will discuss ways to engage business owners and avoid common pitfalls and mistakes that can derail your organization’s efforts.



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Consultant Information

Hilary Greenberg is president of Greenberg Development Services (GDS); a Charlotte-based consulting firm that has provided technical assistance to communities across the country twenty-five years. Technical assistance provided by GDS includes commercial market analyses, retail mix and leasing plans and customized workshops and training in the areas of business recruitment or retention. Ms. Greenberg holds a Masters in Regional Planning from University of NC at Chapel Hill and sits on several local and statewide economic development organizations including the city of Charlotte's Small Business Advisory Council and the NC Downtown Development Association. Ms. Greenberg is a popular speaker at national and statewide downtown conferences. Recent speaking engagements include:

- 2016 League of Municipalities Annual Conference
- 2016 GA Downtown Conference
- 2016 AL Downtown Training
- 2016 International Downtown Conference
- 2016 Destination Downtown Conference (AR, LA and MS)
- 2016 California Main Street Alliance Conference
- 2016 Downtown Crossroads: Virginia Downtown Conference
- 2016 NC Main Street Conference
- 2016 National Main Street Economic Development webinar