

# ECONOMIC VITALITY/ BUSINESS IMPROVEMENT COMMITTEE ACTIVITIES CHECK LIST

## ***I. Downtown Assessment***

1. Base Data Collection
  - Past surveys
  - Information ISU (Retail Trends Analysis)
2. Building Inventory
  - Partner with Design Committee
  - Assessor's information (owner/date/value/square footage)
  - Photographs (historic/current)
  - Current use and availability
  - Local contact (property manager)
3. Business Inventory
  - List all businesses
  - Categorize by type
4. Develop Position Statement
  - Partner with Promotion Committee (statement identifying Downtown's market, available goods and services, customer's attitudes)
5. Conduct Market Analysis
  - Summarization secondary information
  - Determine primary market area
  - Select survey format (mail, phone, intercept)
  - Gather, tabulate and evaluate surveys
  - Present findings

## ***II. Business Retention***

1. Business Directory
2. Block Captain Program
3. Educational Seminars & Workshops
4. Newsletter Articles
5. Business Transition Support Packets
6. Enterprise Team
7. Incentives
8. Business Call Program

## ***III. Business Expansion***

1. Focus Groups
  - Business
  - Customer
2. Market Feasibility Studies
3. Business Plans & Projections

## ***IV. Business Recruitment***

1. Assemble Recruiting Packet
  - Market data
  - Available building information
  - Community data
2. Create Recruitment Teams
3. Develop Incentive Package
  - Local grants
  - Local governmental incentives
  - Low-interest loans
  - State incentives

## ***V. Real Estate Development***

1. Clustering Strategies
  - Determine existing clusters
  - Create list of complimentary businesses
2. Pro-forma Analysis
3. Adaptive Reuse Studies
4. Incentives (see above)
5. Community Initiated Development (CID)
  - Form group of local investors
  - Identify properties
  - Develop proposals