

# BUSINESS DEVELOPMENT & RELATIONS WHICH ARE YOUR PREFERRED STRATEGIES?



Which strategies do you support to foster business development in a manner that preserves the Downtown's small town character and quality of life? Please place a sticky dot on your top *THREE* solutions.

*Components of the Downtown's small town character include active ground floor commercial tenants, small retail spaces, independently owned stores and restaurants, locally owned franchises or chains, and professional offices on upper stories.*

## BUSINESS DEVELOPMENT & RELATIONS STRATEGIES

<p>Create a <b>proactive recruitment strategy</b> to attract desired retail/restaurant tenants on the ground floor and professional/office tenants for upper stories.</p> <div>Place your sticker here</div>	<p>Continue to <b>support smaller, more community-based events, marketing, and promotions</b> to attract residents and/or other desired markets to support downtown businesses.</p> <div>Place your sticker here</div>	<p>Form a <b>downtown restaurant/drinking establishment task group</b> to discuss solutions to issues concerning the community (e.g. noise, trash, delivery times/locations, etc.).</p> <div>Place your sticker here</div>	<p><b>Strengthen retention efforts</b> to help existing retail tenants to grow and expand (e.g. one-on-one business visitations, link businesses with resources, etc).</p> <div>Place your sticker here</div>	<p>Explore ways that businesses can <b>improve their storefront presence, customer service, and hours</b> of operation to meet the needs of the consumer.</p> <div>Place your sticker here</div>	<p><b>Do you have other suggested solutions?</b> If so, please write them below:</p> <div>Place ideas here</div>
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