

Tips for Building a Strong Business Recruitment and Retention Program

Communities are taking an active role in reshaping their retail mix to better fit their development opportunities. During this one day workshop, Ms. Greenberg will review tips, tools, and strategies that Main Street Iowa communities can incorporate into their business recruitment and retention initiatives.

All Regional Presentations will be 10 am – 4 pm

September 2

Waverly
Regional Presentation

Waverly Civic Center
Waverly City Hall
200 1st Street NE



Ms. Hilary Greenberg is the principal of Greenberg Development Services; a Charlotte-based consulting firm that specializes in business recruitment, retention and redevelopment programs for neighborhood commercial corridors and downtowns. Ms. Greenberg is nationally recognized for her economic development training programs that are being used by Main Street communities across the country. She is a regular speaker at state and national downtown conferences including sessions for the National League of Cities, IDA and NMSC. Ms. Greenberg was the Main Street Manager in Statesville NC, one of the earliest Main Street programs in the country. She holds a Masters in Regional Planning from UNC.

For more information please contact:

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BUILDING A HEALTHIER BUSINESS MIX

Tips for Building a Strong Business Recruitment and Retention Program

10:00 a.m. WELCOME & INTRODUCTIONS

10:15 a.m. SETTING THE STAGE

- Tips for organizing your ER Committee
- How well do you know your market?
- Evaluating downtown's strengths and weaknesses
- Identifying appropriate mix of business uses

11:15 a.m. DEVELOPING A STRATEGIC PLAN

- Action plans can actually work
- Developing a concept plan
- Controlling the site: carrots vs. sticks

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1:30 p.m. RECRUITING BUSINESSES FROM WITHIN

- Common issues and concerns
- Building a positive investment climate
- Tips for strengthening business clusters
- Building entrepreneurial capacity

2:00 p.m. BUSINESS RECRUITMENT

- Getting ready to recruit: review the checklist
- Putting the data to work: prospect identification
- Using catalyst projects to anchor downtown
- Beyond retail: other uses for downtown spaces
- Building a referral system
- Marketing products that work
- Make the call. What if no one answers?

3:30 p.m. O & A