



TOOLBOX: Essentials for the Business Development Team

STRATEGIC PLANNING AND STRATEGIC INFORMATION

- Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis
- Market Vision
- Market Position
- Market Studies, Reports, Plans, Other Studies
- Focus Groups, Surveys
- Information About Special Market Segments
- Business Inventory
- Business Cluster Plan
- Building Inventory
- National Register Inventory
- Market Profile / Business Concept Viability Packets for Individual Businesses

EDUCATION, TRAINING

- Train the Trainer Workshop in Business Viability Analysis
- Access to Capital Workshop
- One-on-one and Small Group Training
- Articles and Tips, Best Practices
- E-Education
- Resource Library

BUSINESS RETENTION AND STRENGTHENING

- Business Development Roundtables (Expansions and Start-Ups)
- Business Visitations
- Business Mentoring
- Business Strengthening Team

ENTREPRENEUR DEVELOPMENT

- Entrepreneur Recruitment
- Entrepreneurship Forums
- Business Plan Development

SMALL BUSINESS FINANCING AND INCENTIVES

- Small Business Development Center
- Certified Development Corporation
- Small Business Administration Lenders
- Microlenders
- USDA
- State Revolving Loan Programs
- State and Federal Historic Preservation Tax Credits
- Access to Capital Workshop Paired With Implementation Plan
- Façade Improvement Incentive Program

BUSINESS RECRUITMENT

- Responsive Business Recruitment
- Pro-active Business Recruitment
- Internal and External Networking
- Market Profile Sheet
- Business Enhancement Packet
- Web Presence
- Creative Vacancies Marketing
- Available Properties Listing
- Property Profile

MARKETING AND PROMOTION

- Marketing Strategy / Marketing Plan
- Image Building Events and Campaigns
- Business Promotions
- Marketing to Visitors