



Economic Enhancement Committee
2011 Work Plan

Goal

Improve Business Mix, Business Recruitment.

Objectives for 2011

1. Actively recruit new businesses targeted by Downtown Newark Partnership Board:
 - Develop a strategic marketing plan for Downtown to attract high quality, complementary businesses.
 - Continue to utilize recruitment package highlighting the benefits of doing business in the City of Newark. Package contains promotional information about the downtown, the Downtown Newark Partnership, municipal services, existing business mix and available incentives, calendar of events, as well as the demographics of the market area.
 - Actively prospect for new businesses and provide follow-up support. Work with realtors and property owners to market vacancies. Provide information about type of businesses we are trying to recruit and distribute information about the availability/details of vacant spaces.
 - Work with New Castle County through the BRAC (Base Realignment and Closure) process to attract some of the impacted businesses to Newark.
 - Market incentives for targeted businesses downtown, including utility grant program. Provide at least two (2) utility grants this year.
 - Research other potential incentives to attract "targeted" businesses.
 - Incorporate, as appropriate, recommendations related to downtown from Newark Economic Development Study.

GOAL

Business Retention

OBJECTIVES FOR 2011

1. Identify at-risk merchants in need of retention assistance. Review building and business inventory for signs of retention needs, and visit businesses on a regular basis to determine relative health. Follow up with businesses identified as potentially at risk, as necessary.
2. Provide regularly scheduled seminars on topics for established businesses on strategies for maintaining, expanding and diversifying a successful business, for example: e-commerce and web-based marketing, direct mail opportunities, how to hire and fire employees, safety, labor laws and practices, etc.
3. Work with the Merchants' Committee to determine training needs of existing businesses. Provide training, as necessary

4. Work with the Small Business Administration, Downtown Delaware and the Small Business Development Center, or other institutions, to provide information on loan products and application processes to assist businesses considering expansion or a second location.
5. Continue to market the Façade Improvement Program and Architectural Assistance Grant to downtown businesses. Develop promotional materials as necessary.
6. Maintain and improve the Downtown Newark Web and Facebook Pages, utilizing Downtown Newark's new brand.
7. Continue the monthly distribution of the Downtown Newark E-Newsletter highlighting downtown events and activities to attract consumers from the tri-state region.
8. Continue the E-News You Can Use E-Newsletter to provide important and timely information to downtown businesses about opportunities to participate in events, activities, group discounts and advertising, and other issues of importance such as road construction and lane closures.

GOAL:

Inter-Jurisdictional Cooperation

OBJECTIVES FOR 2011

1. Participate in the activities of the New Castle County Economic Development Council, the New Castle County Chamber of Commerce and the Greater Newark Network.
2. Liaison with the Delaware Development Office, the Small Business Development Center, the Downtown Delaware (Main Street) Program, the National Main Street Center, and the Greater Wilmington Convention and Visitors Bureau.
3. Work with New Castle County on BRAC (Base Realignment and Closures) impacted businesses to provide information about relocating their business and families to Newark.

GOAL

Regulatory Reform

OBJECTIVES FOR 2011

- Examine potential local impediments to Economic Enhancement.