

## “After the Recession: Strategies for Downtown Recovery”

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1. **Rebuild your organization.** Many downtown organizations have been negatively impacted by the downturn in the economy. Organizations are being asked to do more with fewer volunteer or financial resources. Many volunteers are reaching burn-out and have lost sight of the program’s vision or mission. Resources to help rebuild your organization:

NC Main Street Program	<a href="http://www.nccommerce.com">www.nccommerce.com</a>
National Main Street Center	<a href="http://www.preservationnation.org/main-street">www. www.preservationnation.org/main-street</a>
NC Rural Center	<a href="http://www.ncruralcenter.org">www.ncruralcenter.org</a>
Downtown Idea Exchange	<a href="http://www.downtowndevelopment.com">www.downtowndevelopment.com</a>

2. **Redefine who you are.** America is getting older and younger and culturally more diverse. Americans also are delaying retirement and more are living in intergenerational households. Changing demographics along with changing attitudes and lifestyles create new opportunities for downtown businesses as well as challenges.

Census American Factfinder	<a href="http://www.factfinder.census.gov">www.factfinder.census.gov</a>
NC Rural Center data	<a href="http://www.ncruralcenter.org/databank/index">www.ncruralcenter.org/databank/index</a>
ESRI marketplace profile	<a href="http://www.ESRI.com">www.ESRI.com</a> (code marketplace)
Claritas Site reports	<a href="http://www.claritas.com/sitereports">www.claritas.com/sitereports</a>
WI Main Street Toolbox	<a href="http://fyi.uwex.edu/downtown-market-analysis">http://fyi.uwex.edu/downtown-market-analysis</a>

3. **Evaluate downtown’s strengths and weaknesses.** To develop a business retention strategy for your community, you first must evaluate downtown’s existing business base in terms of building conditions, streetscape, social and regulatory environment, business mix and function.

Downtown Diva	<a href="http://www.downtown-diva.com/database.php">www.downtown-diva.com/database.php</a>
NCDDA	<a href="http://www.ncdda.org">www.ncdda.org</a>

4. **Focus on within: Establish a Business Retention Program.** A downtown retention program should focus on improving the district’s image through a variety of visual improvements and a marketing campaign that utilizes both social media and print. Retail promotions and special events should be revised based on changes within the market. Business performance can be enhanced through on-site educational services and better utilization of existing financial resources or incentives.

Nat. Fed. of Businesses	<a href="http://www.NFIB.org">www.NFIB.org</a>
SBA Small Business Center	<a href="http://www.score.org/downloads">www.score.org/downloads</a>
Shop Local information	<a href="http://www.livingeconomies.org">www.livingeconomies.org</a>

5. **Establish a pro-active development approach.** This approach should focus on encouraging desired types of uses rather than individual businesses.

Retail Leasing Prospects	<a href="http://www.retaileasetrac.com">www.retaileasetrac.com</a>
Tenant information	<a href="http://www.plainvanillashell.com">www.plainvanillashell.com</a>
Buxton Company	<a href="http://www.buxtoncompany.com">www.buxtoncompany.com</a>

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