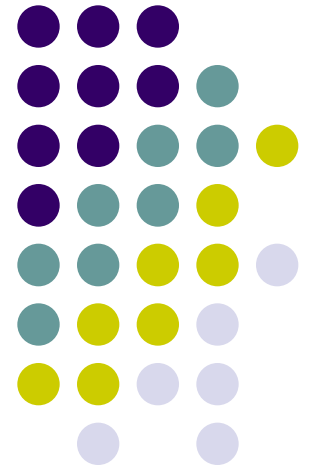
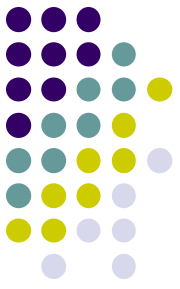


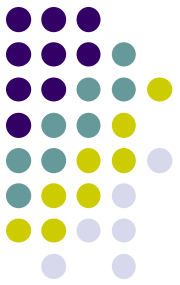
Let's Make a Deal





The major components

- Must have
 - An interested party willing to start a new business
OR
 - An existing business with expansion/growth possibilities
 - Willing property owner
OR
 - Developer(s)
- Capital from the above players



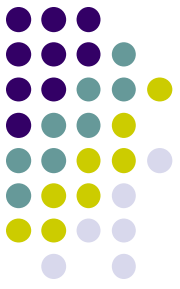
Partners

- Small business center (I.e. local college)
- Local gov't (Depts: planning, streets, grounds, water, electric, legal, council)
- DOT
- Self help credit unions
- Rural center
- Tourism Office
- Ag Extension office/Garden Clubs
- And more

Approach to Projects



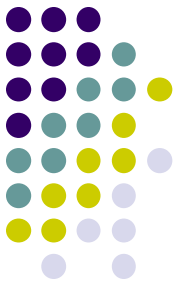
- Hands on approach/ A lot of hand holding/Cheerleading
- What you can offer
 - Put sample bus. plans on web site for expansions and start ups
 - Visuals/Renderings of what could be, i.e. architectural services
 - Resource for downtown friendly: contractors/painters/awning co, lawyers, accountants, banks, insurance co, etc
 - Resource for: tax credit help, historic designations (nat'l & local); new market tax credits, brown field money
 - Suggestions for expansion possibilities
 - Listen to what they need
 - Keep an open mind, everybody doesn't fit the "plan"...but they may be strong tenants in the overall scheme" (i.e. West Consultants, Diva Strands)
 - Negotiate best rent
 - Any \$ you can bring to the table...FIIG, Grants/Loans



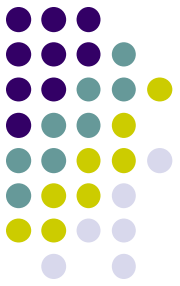
Approach to Projects

- Willingness to back up and punt
- Take LOTS of pictures (for before photos)
- Follow-up (How are they doing, are they meeting goals, do they need accounting help, consultant, etc.)
- Marketing, Marketing, Marketing

The Bigger Picture



- Always step back and take a look at the bigger picture...how does what your doing fit in with the overall cities/towns, counties or even tourism's planning. Can you leverage from there or piggy back on how they are spending money?
- Can you work with surrounding communities within the county, or even across county lines



For Instance Partnerships:

Tourism Office

- Travel Writers
- Life In the Carolinas
- Golden Leaf Grant

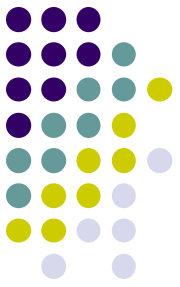
VEDIC

- Golden Leaf Loan \$

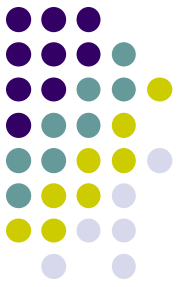
City

- HUD Loans

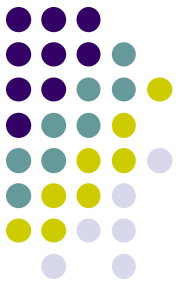
root and vine restaurant



root and vine restaurant



root and vine... city park area

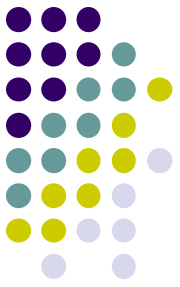




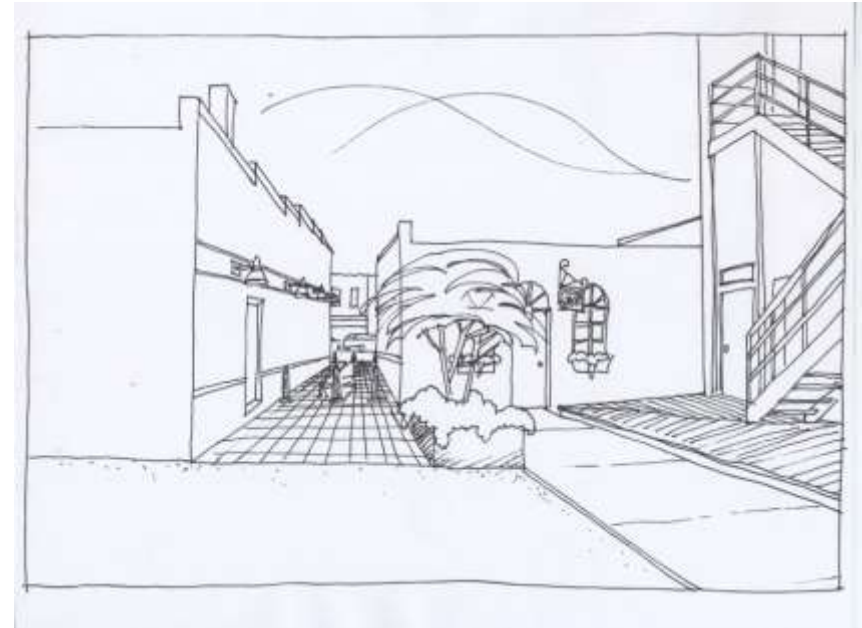
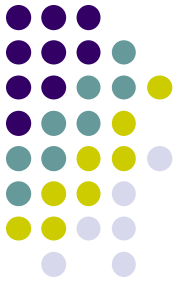
Grind Café and upstairs wine and tapas bar



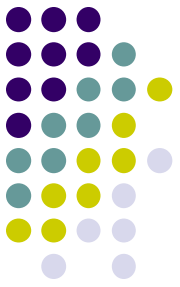
Yianni's Deck



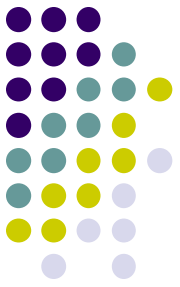
Renderings for Alleys



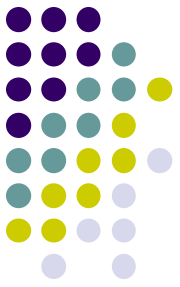
Alley After



Jakes and Murrays Restaurants & upstairs downtown



Impacts: Planned and Unplanned



- 8 Business Loans
- 3 Property Owner Grants
- 18 new planters
- Alley improvements
- 63 new or retained jobs
- \$421 Public dollars (State, Local, Golden Leaf, HUD, DOT)
- 11 New Business openings with no assistance
- 3 façade improvements
- Sidewalk improvements (private)
- \$905,000 private dollars