

Business Attraction and Retention Plan – January 2009

GURA Development and Operations Committee

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Business Attraction	Business Retention
<p>1) Regularly conduct “business needs” survey</p> <ul style="list-style-type: none"> - Based on statistical sample of downtown businesses, conduct a confidential annual survey to identify complimentary businesses for downtown. - Conduct confidential survey for any new business - “why downtown Golden?” - Conduct confidential survey for any exiting business - “inhibitors for success in downtown Golden?” - Maintain all survey results on GURA web site. - Maintain Coors visitor intercept survey on GURA web site <p>2) Create Recruitment Package</p> <ul style="list-style-type: none"> - Analyze, summarize, and package all existing data (e.g. surveys, market studies, needs assessments, CCRA report, Gateway Analysis, etc). - Consult with JCBRC, JEC, Metro Denver, etc on ways to package and distribute. <p>3) Publish Recruitment Package</p> <ul style="list-style-type: none"> - Provide to existing business contacts (email distribution) - Present to Golden Chamber luncheon - Present to citizen groups - Reach out to Coors and their partners - Reach out to outdoor recreational corporate headquarters - Reach out to hi-tech <p>4) Organize an overnight visit for a group of potential merchants</p>	<p>1) Modify Energy Audit Program</p> <ul style="list-style-type: none"> - Allow full payment of sustainable improvement up to 2K per business (5 first applicants) <p>2) Increase Web Pilot Program</p> <ul style="list-style-type: none"> - Offer up to six (6) new web sites \$1K each <p>3) “Help Wanted” Web site</p> <ul style="list-style-type: none"> - Recommend to EdComm or Chamber of Commerce to host “Help Wanted” web site to advertise job openings and route job applicants to downtown businesses <p>4) Explore financing options</p> <ul style="list-style-type: none"> - Research options to provide low interest financing programs <p>5) Encourage alternative transportation and parking code improvements</p> <ul style="list-style-type: none"> - better commuter lines between Golden and Denver - better commuter lines between Taj Mahal and downtown - rail transportation hub in downtown - lower parking code ratios - shared parking emphasis <p>6) Implement Golden Gift Card program</p>