

Business Attraction and Retention Brainstorming Ideas July, 2008

1. Merchant and Start-Up Programs

- Set up a “How to Start a Business in Golden” event.
 - Have all related agencies and resources present.
 - How do you find interested parties?
 - Maybe JCBRC has contact list?
 - How to advertise it?
 - How to find / charge for it?
 - Fund a “business babysitter” to allow store managers to attend since it is so hard to find time to attend trainings.
- What steps has JCBRC taken to be accessible to merchants?
- What other online options exist or are in the works?
- Perhaps make GURA funding contingent on attending mandatory training?
 - Such trainings might occur at the business.
- Ask the new businesses within the last year what they did and didn’t do in selecting their business and locating it in Golden?

2. Demographics – Package & Distribute

- Package and distribute the data we have! We have many studies and much information. Use our new e-mail list.
- Consult with JCBRC, JEC, Metro Denver, etc., on ways to package and distribution ideas (brochure, web, CD).
- Conduct a commercial vacancy study.
- Quantify “Loyalty Factor.”

3. Attract a lodging business and a convenience store. These are identified needs and are in relatively small industries, which might allow for a more disciplined and controlled approach than other kinds of business.

4. Review relevance of the most current needs assessments including the intercept surveys, marketing study, CCRA report, Gateway Station analysis, etc.

5. Business Attraction Ideas

- Use Coors contacts and ask their partners to move to downtown Golden. Do the same for other major companies.
- Reach out to all businesses in a similar way.
 - Give them new material for them to give to others.
- Reach out to outdoor recreation corporate headquarters.
 - Seek help from Golden outdoor recreation retailers.
- Reach out to hi-tech.
 - Seek help from GURA Board and EDComm and JEC.
- Speak at a Golden and/or West Chamber luncheon.
- Create a volunteer marketing corps whose sole job is to deliver a Golden marketing package to targeted businesses. They would keep their message simple:
 1. We want you!
 2. Call Mark or Steve for more information.
- Do something about the vacant look of 13th and Washington.
- Explore other ways to provide financial support: low interest loans, for example.
- Research best practices for use of downtown gift cards.
 - Is there a way for someone to make money with this?
 - Perhaps use it as a fundraiser.
- Create a digital picture illustrating demand for a kind of business by showing how many people could be lined up in front of that business.
- Explore possibility of advocating or subsidizing city fee waivers for priority programs such as:
 - energy and water efficiency/conservation
 - historic preservation
 - walkability
- Lobby for better commuter bus to Denver.
- Lobby or partially fund a transportation hub downtown.
- Explore creation of state tax credit Enterprise Zone for bowling alley point.
- Host a “Help Wanted” web page.