

**Draft Proposal**  
**Golden Downtown Specialty Retail Websites**

**Goal:** Increase to 75 percent of the total number of downtown Specialty Retail Stores having websites within 24 months beginning January 1 2007.

**Purposes:** To increase sales tax revenue and ensure an increase in GURA's Sales Tax Increment Revenue.

To maintain and grow a rich specialty retail mix of business downtown to support diverse needs of the future new "downtowners."

To provide for the continued and future vitality of the downtown specialty retail.

To provide for better business retention of small specialty retail businesses by adding "back-door," on-line sales opportunities and spreading their presence beyond Golden.

To increase gross revenue of specialty retail stores by successfully implementing extended hours on Friday nights and Sundays.

To assist downtown specialty retail stores in adapting to the 21<sup>st</sup> Century consumer purchasing patterns.

To give greater web presence and recognition to the City of Golden with more e-business commerce.

To provide basis for active links on the EdCom website at:  
[www.2hourvacation.com/](http://www.2hourvacation.com/) in the future.

To enhance the future use of proposed Golden WI-FI system within the downtown

To provide a service that can be part of an incentive package to attract new, desired businesses to the downtown.

**Procedures:**

1. Identify Downtown Specialty Retail with existing web presence.
2. Initial Planning:
  - a. Presentation to GURA Board.

- b. Mark, Paul, Preston and Chris Ball (EdCom chair). Gain cooperation with EdCom for funding a webpage designer consultant using GURA's reinvestment funds.
  - c. Mark, Paul, Preston and two or three current specialty business owners who have successful websites to see if they would be willing to be peers "experts" participating in one-on-one visits to other downtown merchants.
  - d. Meeting with Mark, Paul, and Preston with Webpage designer to get estimates of time per store, webpage design costs per store, ½ hour monthly updating costs, and the use of "trainees" or students to do the updating. The subsidized updating limited to a year.
3. Presentation of Plan and costs and timeframe to GURA board.
  4. Preparation of factual, user-friendly short handout designed for downtown specialty retail business owners showing them the advantages of websites to the bottom line, e-commerce shopping trends, costs, potential revenues, and the use of FedEx or third-party shippers.
  5. Set up a one-to-one meeting, that includes a local merchant peer "expert" and a motivated downtown retail business owner. Explain program and get cooperation to do a demonstration project.
  6. Share information about the program with downtown merchants group.
  7. Share success stories of web users with other merchants to get continued buy-in.