

Business Attraction and Retention Plan – August 2008

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>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"> - High demand for web sites - 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) Lobby for transportation improvements</p> <ul style="list-style-type: none"> - Lobby for better commuter lines between Golden and Denver - Lobby for better commuter lines between Taj Mahal and downtown - Lobby for a rail transportation hub in downtown
<p>Funding Source: Use \$20,000 budgeted “Target Business Assistance”</p>	<p>Funding Sources:</p> <ul style="list-style-type: none"> - Use \$10,000 budgeted “Energy and Water Audit” - Move \$1,000 from “Recycled Art Prize” to “Web Pilot Program” - Move \$5,000 from “Kiosks” to “Web Pilot Program”