

Business Retention and Recruitment

Heritage Ohio Annual Conference

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Director of Business Relations
Downtown Akron Partnership

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Downtown Akron Partnership

- Mission: Promote and build a vibrant and valuable downtown
- Customer: Downtown Spenders
 - Anyone who can spend time or money in Downtown Akron
- Downtown Akron hosts:
 - more than 4 million visitors annually
 - more than 30,000 weekday employees
 - more than 29,000 college students
 - more than 1,600 residents



Special Improvement District



- Popular in the early 90s
- First time districts could work together for non-capital expenses
- Looked at mall management & revitalization of retail
- 42-block area
- Initiated by property owners in 2000
- Annual property tax assessments to fund the district
- Government support: City and County government opt in
- Plan for Services fulfilled by Downtown Akron Partnership



Clean, Safe & Vibrant

- Foundation of everything we do
- 9 ambassadors on the streets for safety, cleaning and hospitality
- Streetscaping and floralscapes





Marketing & Promotions

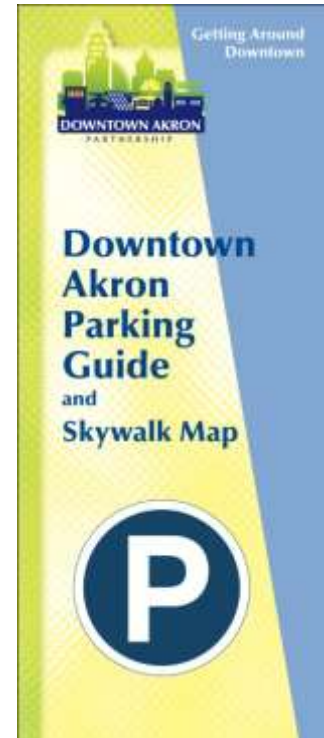
- Comprehensive Web site
- Do Downtown Program: Joint marketing program for individual merchants
- Special Event planning and assistance
 - **First Night Akron**
- Promoting Downtown as a great place to work, live, play and do business





Stakeholder Services

- Business Services
 - Recruitment and Retention Programs
 - Welcome and Recruitment Packages
- Parking Support, Education & Advocacy
 - Research and support parking alternatives
- Stakeholder Services
 - Surveying stakeholders on variety of topics
 - Working to promote residential development
 - Working with the University of Akron





How Does DAP Help?

- Through coordinated programs, DAP works to market Downtown and its business, entertainment, dining, recreation and retail options.

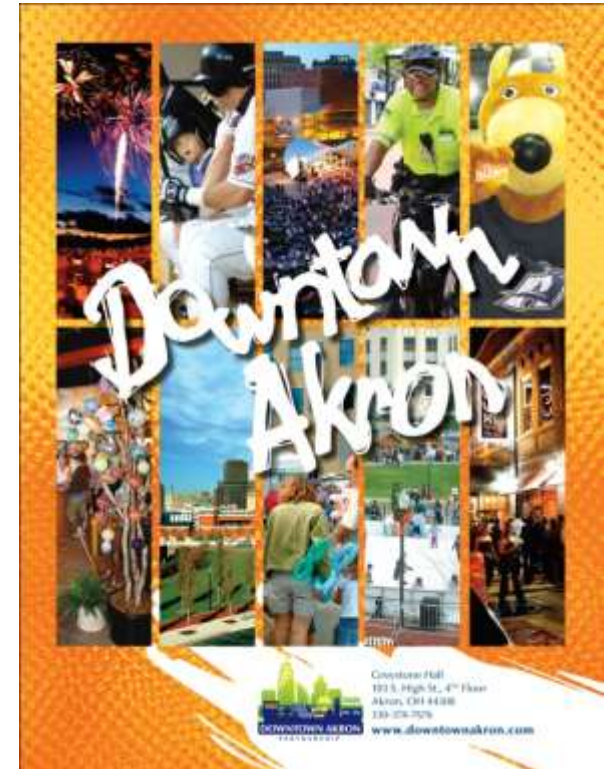
The screenshot displays the Downtown Akron Partnership website with a yellow and green color scheme. At the top, there's a navigation bar with links: Home | Maps | Directory | Blog | Twitter | Facebook | Enews. Below this is a search bar and a calendar for September. The main content area is divided into several sections:

- Left Sidebar:** A vertical menu with links: GETTING AROUND, ENJOY DOWNTOWN, CLEAN & SAFE, BUSINESS DOWNTOWN, DOWNTOWN COMMUNITY, LIVING DOWNTOWN, DOWNTOWN NEWS, ABOUT DAP, and CONTACT US.
- Center:** A large photo of a farmers market with people browsing stalls. Below the photo is a link: [view photo gallery >](#)
- Right Sidebar:** A section titled "Downtown Events" with three items:
 - Book-It for Main Library:** Saturday, October 18, 9 a.m.
 - Downtown Shuttles for Akron Egg Festival:** April - Downtown Akron & take the shuttle to Infocision Stadium
 - Market at Lock 3:** every Friday at Lock 3 until October 25, 11 a.m.-1:30 p.m.
- Bottom Left:** An "ENewsletter Sign-Up" form with a "submit" button. Below it is a "Please take our August 2010 DOWNTOWN AKRON GENERAL SURVEY" link. At the very bottom left is a logo for "the 3/50 project" with the text "BRING THE BEST & MOST OF OUR HISTORY TO YOU" and "the350project.net".
- Bottom Center:** A "DOWNTOWN NEWS" section with a link [downtownnews2](#). It features an article titled "'Fill The Bus' Food Drive at University of Akron Health and Fitness Expo" with details about a food drive and a link [more >](#). Below this is another article titled "Experience the 'Best of the Best' when acclaimed pianist Marc-André Hamelin opens Tuesday Musica's Concert Season" with details about a concert and a link [more >](#).
- Bottom Right:** A "FEATURED BUSINESS" section featuring "Akron Bar Association" with a photo of a building and text stating it was founded in 1875 and has over 1,462 lawyers. A link [more](#) is provided. Below this is a "FREE Trolley" logo.



Business Retention

- One-on-One Interviews
- Advocacy and Outreach
- Welcome Packets
- Outreach to employees
- Programming
 - Summer Concerts
 - Downtown Artwalk
 - Market at Lock 3





Business Retention

- Business Snapshots, including
 - Contact information
 - Web site link / menus
 - GPS driven:
 - Hours of operation
 - Best places to park
 - Nearby restaurants, services and businesses

HOME | DIRECTORY | AKRON GLASS WORKS

Akron Glass Works

100 N Main St, Akron, OH 44308
Telephone: 330-253-5688
www.akronglassworks.com

CATEGORIES: Retail & Specialty Glass | Info & Entertainment Address

HOURS: Tue-Fri 10-6 p.m., Sat 9-10 p.m., Night Demo Night

PARKING: Downtown

Attn: [Name]

Akron Glass Works will be open from 5-10 p.m. will be open with exciting, spectacular, and inspiring glass blowing demonstrations to our watching and talented artists!

About Akron Glass Works:

Akron Glass Works is a private studio that welcomes the public to view the glassblowing process. The studio hosts group tours and offers seasonal workshops. Browse the gallery for unique gift ideas or find something special for yourself. Items are always changing, so stop in often. A variety of glass bowls, vases, ornaments and art pieces along with live and art prints and decorative containers are always available.

Newsletter Sign-Up

Email address: [Input field] [Submit]

From Feb. 2010 August 2010

DOWNTOWN AKRON GENERAL SURVEY

the 3/50 project

AKRON GLASS WORKS
HOT GLASS STUDIO

Nearby Parking:

- [Lambert Parking Lot](#) (104 West 1st)
- [Lambert Parking Lot](#) (102 West 1st)
- [Lambert Parking Lot](#) (101 West 1st)
- [Lambert Parking Lot](#) (100 West 1st)
- [Lambert Parking Lot](#) (99 West 1st)
- [Lambert Parking Lot](#) (98 West 1st)

Nearby Shops & Services:

- [Lambert Parking Lot](#) (104 West 1st)
- [Lambert Parking Lot](#) (102 West 1st)
- [Lambert Parking Lot](#) (101 West 1st)
- [Lambert Parking Lot](#) (100 West 1st)
- [Lambert Parking Lot](#) (99 West 1st)
- [Lambert Parking Lot](#) (98 West 1st)

Nearby Dining:

- [Lambert Parking Lot](#) (104 West 1st)
- [Lambert Parking Lot](#) (102 West 1st)
- [Lambert Parking Lot](#) (101 West 1st)
- [Lambert Parking Lot](#) (100 West 1st)
- [Lambert Parking Lot](#) (99 West 1st)
- [Lambert Parking Lot](#) (98 West 1st)

Nearby Destinations:

- [Lambert Parking Lot](#) (104 West 1st)
- [Lambert Parking Lot](#) (102 West 1st)
- [Lambert Parking Lot](#) (101 West 1st)
- [Lambert Parking Lot](#) (100 West 1st)
- [Lambert Parking Lot](#) (99 West 1st)
- [Lambert Parking Lot](#) (98 West 1st)



Business Recruitment

- Real Estate Listings
 - Map
 - Contact Information:
 - Available Space
 - Web site
- Recruitment Packets
- Referrals to City
- Proposed Retail Recruitment Program
- Independent Business Council





What can you do?

- Communicate with your businesses
 - Let businesses voice their successes and challenges
- Encourage retailers to work together
 - Joint Marketing
- Market your community as a one-of-a-kind experience with distinct character



Questions?

Contact Information:

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