Business Retention and Recruitment

Heritage Ohio Annual Conference

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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

- 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

- Popular in the early 90s
- First time districts could work together for non-capital expenses
- Looked at mall management & revitalization of retail
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.
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
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?

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