

MainStreet Business Assistance Program

Broadway
CTF Presentation
March 21, 2013

● assisting small business

Main *Street*
a program of the RTA



Impact Facts

- Transportation improvement projects can have significant effects on small business
- Not all businesses are impacted equally, but average losses typically run 15 to 20 percent



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Typical Business Needs

- Communication
- Information
- Design Considerations
- Issue Resolution
- Preparedness
- Empathy
- Follow-up
- Signage
- Advance Notice
- Access
- Accommodations
- Timing
- Planning
- Maintaining Revenues
- Positive Cash Flow
- Growth Opportunities
- Competitiveness
- Promotions

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Minimizing Construction Impacts

- Effectively and consistently communicate to the businesses both before and during the project
- Help business directly plan for and act on elements that negatively impact them during the project



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MainStreet Overview

- “Small Business Assistance” is a voter approved component within the Economic Vitality element of the RTA’s 20-year plan
- Available to any business within $\frac{1}{4}$ mile of a project with all services provided at no cost to the businesses or jurisdictions



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MainStreet Overview

- Over 95 percent of our program time is spent working directly with the businesses prior to and during construction, and putting the business in the position to be more successful past construction



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MainStreet Overview

- Our “private sector” team combines over 200 years of direct business consulting experience with over 45 years of construction mitigation experience
- Anticipated number of business that will benefit from the MainStreet program on RTA projects...

10,000+



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MainStreet Overview

- Program background, mission, activities, tasks, services and resources (*See Program Summary*)



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Program Exclusions

- Property appraisal, acquisition or relocation
(Municipalities provide these through ROW services)
- Tax deferment or exemptions
(Property, Sales, Income, and State)
- Individualized advertising
- Legal services
- Direct compensation



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Five Year Highlights

- Provided services on over 50 regional projects to over 4,500 businesses representing 70,000+ employees
- Logged 31,000+ business liaison, ombudsman and consulting visits
- Facilitated follow-up and resolution on 1,000's of specific business/project questions and concerns during planning, design and construction phases
- Provided confidential direct consulting services to 410+ companies producing over 500 individualized deliverables
(See Program Summary Table 2)

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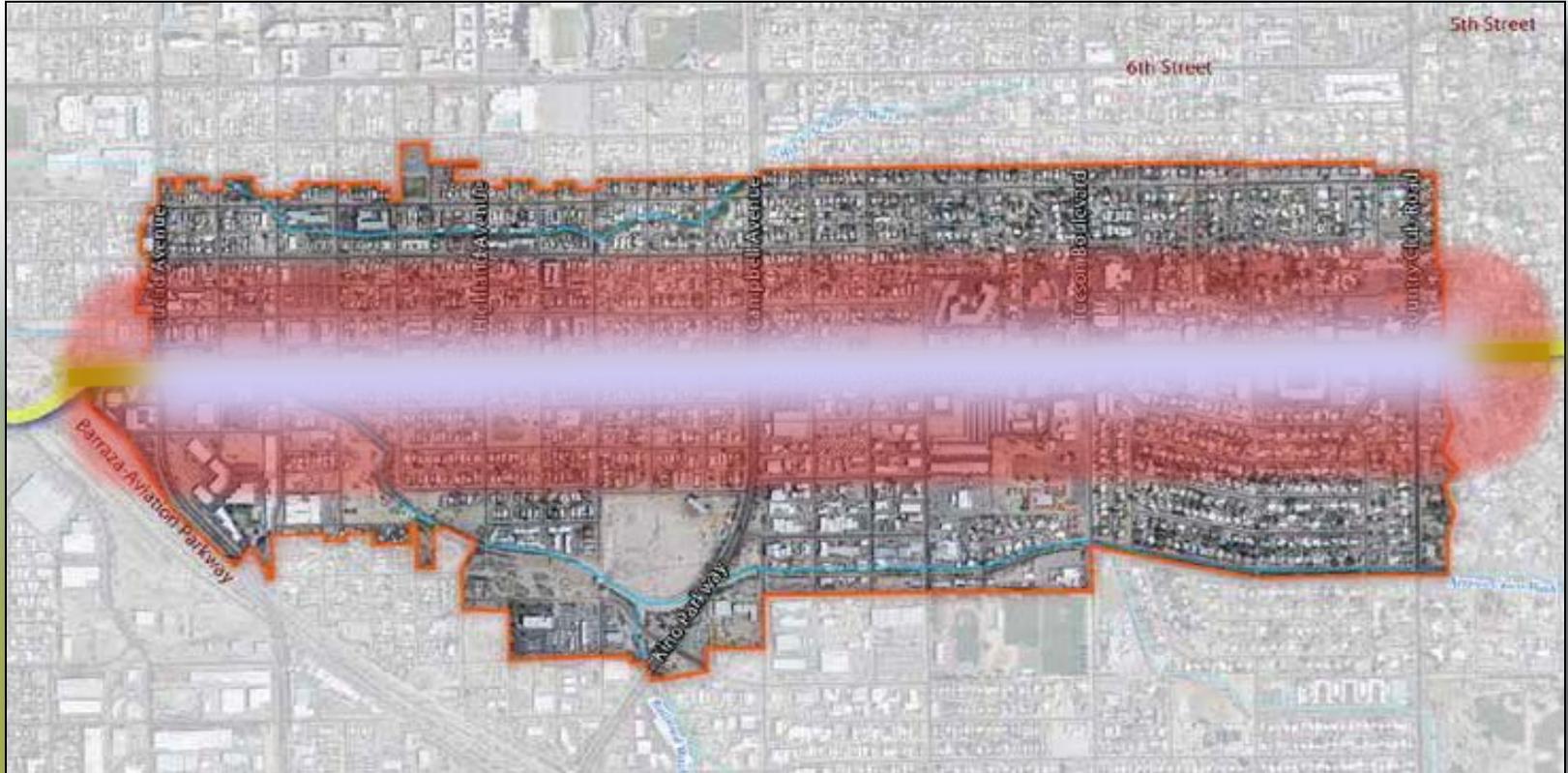
Five Year Highlights

- Conduct Small Business Success workshop series
- Created Regional Small Business Resource Directory
- Developed proprietary business assessment software which objectively determines consulting hour allocation
- Received hundreds of positive written testimonials from business owners *(See Program Summary Table 3)*



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Business Assistance Areas



Primary

Secondary

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Broadway Outreach

- 120+ property owners along corridor
- 490+ tenant businesses in ¼ mile outreach area
- Information liaison - Jan Waukon
- Design phases
 - Primary 7-8 times with Secondary 2-3 times
- Construction phases
 - Ombudsman in the field... usually weekly

MainStreet available 24/7/365

Hotline (520) 838-4352

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Lessons Learned

- No magic bullet
- Take responsibility for your success
- Positive attitude is critical
- Focus on what you have control over
- Start developing your action plan now



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Lessons Learned

- Utilizing available resources-grow your circle of support
- Don't neglect the appearance/safety of your business
- Advance your business and your district
- Avoid street rumors and speculation
- Be proactive not reactive



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You Can Help

Construction isn't forever...
Communities are



Please support businesses in “The Zones”

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Questions



www.MainStreetinfo.org

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