

## Economic Vitality Questions

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|-------------------------------|---|
| EV Expectations               | <ul style="list-style-type: none"><li>• What are the Steering Committee expectations for the Economic Vitality point?</li><li>• How is leadership best provided to the organization's business development work? (committee? chair? team? team captain?)</li><li>• How does the Steering Committee envision the effective deployment of the executive director's time to the EP function?</li></ul> |
| EV Activities                 | <ul style="list-style-type: none"><li>• What activities does the organization conduct to strengthen existing businesses, assist new homegrown entrepreneurs, and attract new investment, businesses and uses?</li><li>• Drawing from New Mexico MainStreet's "business development toolbox" list of EV activities, what ideas for priority activities is the organization exploring?</li></ul>      |
| Business Needs                | <ul style="list-style-type: none"><li>• What are the critical needs of the MainStreet district's businesses?</li><li>• As a group, what are the district businesses' internal strengths and weaknesses? What external opportunities and threats do they face?</li></ul>   |
| Communication with Businesses | <ul style="list-style-type: none"><li>• How does the MainStreet organization keep abreast of the challenges, concerns and business development opportunities of the MainStreet business community?</li><li>• Does MainStreet conduct a business visitation program?</li><li>• Does MainStreet, or do partner organizations, provide business enhancement and networking forums?</li></ul>           |
| BD Partners                   | <ul style="list-style-type: none"><li>• Who are the MainStreet organization's partners in business development work?</li><li>• How does MainStreet currently collaborate with those partners?</li><li>• What future collaborative initiatives are envisioned?</li></ul>   |
| Target Markets                | <ul style="list-style-type: none"><li>• Who are the MainStreet district's customers?</li><li>• Describe the key consumer groups that will be targeted by MainStreet's promotion efforts.</li></ul>  |
| Market Dynamics               | <ul style="list-style-type: none"><li>• What economic changes have recently taken place in the greater community, trade area and region? (major employers contracting or expanding? new business openings? new residential development? transportation and traffic changes?)</li></ul>  |
| Recent Investment             | <ul style="list-style-type: none"><li>• Discuss important recent public improvements in the district.</li><li>• Have private owners been investing in their buildings and businesses?</li></ul>   |