



Downtown Management District Business Recruitment, Retention and Expansion Program

Overview

The Downtown Management District (DMD) is committed to helping its long-time small business owners grow with the evolving downtown community, and attract those business that will support, complement and contribute to the growth of others. In 2020, the DMD's Business, Recruitment, Retention and Expansion Program was launched with the intent to further strengthen the downtown through targeted small business assistance, growth from within the existing business community, and the attraction of complimentary small businesses.

Program Objectives

Objective #1 – Retention

1.1. Establish Point of Contact

- a. Identify all businesses within Downtown El Paso
- b. Identify business owners and/or primary contacts
- c. Provide all business owners with contact information of BRR&E Coordinator

1.2. Business Interviews

- a. Conduct in person interviews with every business on an annual basis to determine challenges, opportunities, needs and growth potential.

Objective #2 – Expansion

2.1. Business to Business

- a. Assist in the identification and connection of business relationships between downtown businesses.

2.2. Event Opportunities

- a. Establish strategies to connect businesses to events, conventions, and conferences to take advantage of high traffic opportunities.

2.3. Access to Resources

- a. Identify challenges and obstacles businesses face when considering business expansion.
- b. Identify and connect businesses to resources and organization who can assist in business expansion.
- c. Provide all business owners with information about DMD Programs, Projects & Services
- d. Identify initiatives, programs, grants, incentives, etc., the DMD may consider in order to support the expansion of downtown businesses.

Objective #3 – Recruitment

3.1. Needs Assessment

- a. Identify the types of businesses and specific businesses needed to support existing businesses and the evolving customer base.
- b. Determine generic specifications associated with business types.

3.2. Area Demographics and Inventory

- a. Gather data and information concerning local demographics.
- b. Identify local properties for sale/lease, available square footage, lease rates, and broker contact information.

3.3. Target and Attract Businesses

- a. Identify specific businesses that meet local needs and are suitable for available spaces.
- b. Contact identified businesses to increase awareness of downtown opportunities.
- c. Serve as a liaison between targeted businesses and local property owners/brokers.