

POTENTIAL INCENTIVES

Federal Programs

- The Historically Underutilized Business Zones (HUBZone) Program | www.sba.gov/federal-contracting/contracting-assistance-programs/hubzone-program
- Opportunity Zones | <https://opportunityzones.hud.gov/>
- USDA Programs | <https://www.rd.usda.gov/tx>
- EDA Programs | <https://eda.gov/programs/eda-programs/>
- SBA 504 Program | <https://www.sba.gov/funding-programs/loans/504-loans>
- New Markets Tax Credit Program | <https://www.cdfifund.gov/programs-training/programs/new-markets-tax-credit>
- Federal Rehabilitation Tax Programs

Potential Local Incentives

To encourage revitalization, local incentive programs would be part of an overall strategy to leverage investments, lower the cost of doing business, and level the playing field for business owners choosing to invest in their properties and in the local Business District. The following is a description of potential programs that could be offered by the local EDC. All Incentives should be considered along with Performance Agreements, Matching Funds or a Rebate, Refund or Forgiveness AFTER certain performance is met. The recipient should always have "skin in the game".

- *Expansion & Relocation Grant Program*
- *Low Interest Revolving Loan Fund (USDA)*
- *TIF Zones*
- *TERZ Zones*
- *Reinvestment Zones*
- *Opportunity Zones*
- *Rent Forgiveness*
- *Downtown Programs*
- *Facade & Sign Programs*
- *Job Creation Programs*
- *Chapter 380 Agreements*
- *Tax Abatement Program*
- *Gap Redevelopment Grant Program*
- *Second Floor Development Grant Program*
- *Security Enhancement Grant Program*
- *Utility and Sales Tax Rebate Programs*
- *And more....*

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TALENT ATTRACTION

The Amarillo Economic Development Corporation has been recognized for the *Take Root In Amarillo* initiative. The community website gives businesses, job seekers, students, and individuals looking to learn more about city life a special look into the rich cultural, economic, and social benefits of living and working in Amarillo. As an employment resource, the website has a live job board section, where employers can post local job opportunities that offer a salary of at least \$45,000 a year. In addition to jobs, internship positions for students and community members are posted by local companies. *Take Root In Amarillo* is an effective workforce program because it has the ability to be utilized by community partners in order to promote talent recruitment, retention, and economic development in the Amarillo area. Since its launch, the *Take Root In Amarillo* job board gained 342 new job postings from 21 local companies, totaling 1,135 job views and 103 apply clicks on postings sent through the job portal.

SMALL BUSINESS PROGRAM

The EforAll entrepreneurship program is fast-paced, fun community event that helps early-stage entrepreneurs gain valuable exposure and feedback on a business idea. It's a great opportunity to network, validate a business idea, and compete to win a cash prize. It is free for entrepreneurs to apply and free for all to attend. Pitch Contests are lively two hour events that offer entrepreneurs the opportunity to share their business ideas with a friendly audience.

- A pre-selected group of entrepreneurs get to pitch their idea to the audience including a group of judges and also set up a table to showcase their product/service. A pitch must be no longer than 2.5 minutes.
- The judges award three of the four cash prizes while the audience will vote on who will win the fourth cash prize.
- A group of entrepreneurs who are not selected to pitch will get an opportunity to set up a table to showcase their business idea. Attendees will vote to see if one of these entrepreneurs will also get the opportunity to pitch their idea.
- This is also a great program for high school students.



www.takerootinamarillo.com



www.eforall.org/pitch-contests



FACT:

85% of managers believe that having teams with remote workers will become the new norm.

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BUSINESS PARK DEVELOPMENT

While millennial migration continues to saturate large downtowns across America, some smaller cities and developers are reimagining business parks to attract innovative companies and workers. One example is the new Keystone Innovation Industrial Park in Vista, CA. The Keystone Innovation Industrial Park, which opened in late 2019, is comprised of two buildings totaling 77,860 square feet. The Park - surrounded by five acres of permanent open space - will include contemporary amenities and expansive views over Carlsbad to the Pacific Ocean. There are seven suites total, ranging from 5,045-to-18,188 square feet. Keystone provides a tenant amenity area, which includes a basketball hoop and an outdoor area complete with a BBQ and seating area overlooking the canyon, plus a fire pit in the outdoor patio area overlooking the canyon with views toward the ocean. This innovative approach to combining industrial workspace with networking & relaxation space has been a winning formula for this Business Park.

ENTREPRENURIAL SUPPORT

The Nebraska City Small Business Incubator is a collaboration with the SCC Entrepreneurship Center Business Incubator, American National Bank (ANB) and Nebraska City Area Economic Development Corporation. Their vision is to develop and nurture a positive and safe environment for entrepreneurs to flourish and grow. Amenities include: one-on-one coaching, brainstorming with partners, strategic business planning, partnerships, networking with other successful entrepreneurs, access to business resources, monthly group coffee, monthly NBDC program on various topics, access to 1-Gig internet service, below market-rate rent, and a location that will help build business credibility while in the early stage. Business Accelerators are geared to speeding up the growth and success of startup and early stage companies. Entrepreneurs who have utilized this concept have a much greater rate of long-term success.



www.badieedevelopment.com



www.nebraskacityareadcc.com/grow-your-business/small-business-incubator/

TRENDS:

Top Five Most Active Industries In 2025: Biotech and Life Sciences: 67% | Advanced Manufacturing: 48%
Transportation and Logistics: 42% | Food and Beverage Processing: 40% | Software and IT: 23%

TOPICAL CASE STUDIES

CO-WORKING SPACE

CoLab Working Space is located in Vancouver, Washington. With the ability to work in a more mobile fashion, many businesses are utilizing co-working facilities to provide professional and productive workspace, shared amenities and affordable costs. Renovated existing buildings are most often used for these projects meaning a double bonus for the community. The concept was originally created for start-ups, small businesses, gig workers and travelers. Pre-pandemic, many were driving out of Liberty Hill to work, but now have the ability to complete some, if not all, of their work obligations from their home. But many prefer a work atmosphere as opposed to home, making co-working space the perfect alternative. There are multiple reasons to consider it a worthy community asset. The investment is minimal, with the most important offerings being a pleasant atmosphere with high speed internet access. These are funded on a daily-rate or membership basis.

FOOD TRUCK PARKS

A community can thrive on the company of food trucks gathered in a circle around a communal seating area. If not for Austin food truck parks, where else would people quickly stop for a bite to eat after lounging around Zilker Park all day? Food truck parks offer a wide variety of cuisine, open-air seating, a sense of community, and affordability, so there's no reason not to love these outdoor food courts. Closest to Zilker Park and Barton Springs Pool, The Picnic Food Truck Park is BYOB and surrounded by Austin favorites, like Habibi, the inventive The Mighty Cone, Have a Taco, Cannone Gelato Italiano AND Cannone Cucina Italiana, The Burger Truck, Coat & Thai, and The New Orleans Original Po-Boy and Gumbo Shop truck. There's even a Dog Treat Truck for the good boys. Across the street, shop jewelry, baby clothes, and localized gifts from trucks, too! A favorite among Austinites, food truck parks are here to stay.

www.heycolab.com



www.thepicnicaustin.com



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YOUTH ROBOTICS PROGRAMS

Robotics has become a catalyst for inspiring and motivating students to learn more about science, technology, engineering, and math (STEM).

In its 26th year, CCISD nurtures and grows students through the exploration and cultivation of hands-on robotics teachings and produces award-winning results from competitions across the world.

Whether its in a class at the elementary E-STEM schools, or through the Robotics specialty program at the high school level, students learn about the mechanisms, construction and programming that goes into building industrial, educational and competitive robots. Embedded at all grade levels, students are designing, building, programming and documenting their findings. Roughly 135 Robotics teams across CCISD's 45 campuses are committed to developing skill sets both inside and outside the classroom through year-round competitions.



www.ccisd.net/robotics

TRENDS:

Top three issues facing Employers & Industries in 2022: 1) Staffing & Workforce; 2) Cybersecurity; and 3) Logistics.

COMMUNITY BASED MARKETING

What is a Community Based Marketing Campaign?

A community-based marketing campaign is a set of strategies used to achieve specific goals, such as building brand awareness, providing information to prospects, tourists or potential residents or promoting a new event, site or initiative.

Successful marketing campaigns not only have a clearly defined goal, but they also choose the right platform to try and reach it. Facebook may be used to market a community, available sites and quality of life to someone who has just landed on the site, while a search engine (SEO) campaign aims to drive consumers direct to your website or social media by matching search intent. No matter what platform a campaign is launched on, the aim should always be the same: to hit the campaign's goal. The good news is that although choosing the best marketing campaign platform for your goal takes time, it will always have the same components.

Components Of Successful Marketing Campaigns:

- ✓ A goal: Do you want to promote your community to outside prospects, tourists or residents or are you reminding your local citizens about everything that is great about your community. These are examples of different goals. Once you decide what you want the marketing campaign to achieve, it's easier to create a singular goal to strive for.
- ✓ An offer: Are you offering anything? A free meal? A local gift by a craftsman? A night at a hotel or a dinner at a local restaurant? Your offer will pave the way your marketing campaign is communicated to your audience. The offer serves as a hook for interest and to build a prospect list.
- ✓ An audience: Are you advertising to a working list? Or are you building a new ones? The target audience for your marketing campaign will impact everything from its goal to its messaging.
- ✓ A clear message: What are you selling? Your traffic count? Your business environment? Your housing? Your downtown? Your small businesses? Creating brand awareness? Giving away some freebies? Deciding on a clear message and sticking to it throughout the marketing campaign is essential to its success.

Yes, design assets and messaging are crucial, but if you launch a marketing campaign on a platform that your target audience does not use, you will not be rewarded for your efforts. Before you even get to the creative phase of a marketing campaign, you need to choose what type of campaign you will run.

12 types of marketing campaigns:

- **Brand awareness campaign**
- **Rebranding campaign**
- **Search engine marketing campaign (SEO)**
- **Social media marketing campaign**
- **Email marketing campaign**
- **Public relations campaign**
- **Product/Event/Site launch campaign**
- **Referral marketing campaign**
- **Partner marketing campaign**
- **Conversational marketing campaign**
- **Influencer marketing campaign**
- **Video marketing campaign**

COMMUNITY BASED MARKETING

SAMPLE CASE STUDY

Sample Social Media Campaign

- Set Up Social Media Accounts
- Host a Weekly Campaign for 23 weeks
- Invite people to follow your campaign on Facebook, LinkedIn and Instagram
- Invite people who are following to participate in your suggestions and posts a picture of them on any of the social media pages with dedicated hashtags
- At the end of the campaign (around holiday time) draw some winners from the photo submissions for some local prizes.

Sample Branding Campaign Topics:

- Strategic Location
- Vibrant Downtown
- Transportation
- Education
- Pro-Business Environment
- Incentives
- Available Sites
- Small Business Programs
- Workforce Ethic
- Summer Activities
- Housing
- Local Cost of Living
- Nearby Amenities
- Traffic Counts
- Available Sites
- We are here to help
- Perfect Location for Events
- Natural Resources/Outdoor Amenities
- Parks/Library
- Health Care
- Civic Organizations
- Parks & Recreation
- Youth Activities
- Outdoor Amenities
- Holiday Events

A DYNAMIC EDC WEBSITE

An economic development organization's website is its most effective marketing tool, followed by "planned visits to corporate executives" and "media relations/publicity." With nearly two thirds (66%) of executives and locations advisors indicating they were likely to visit an EDO's website during their next site search—an increase of 18% since 2011—it's more important than ever to make sure your EDO's website is effective in marketing and providing information on your community. Whether you're in the midst of making touchups or are considering a total site overhaul, here are some best practices to make sure your EDO website is at the top of its game.

1. Keep Demographic Data Up-to-Date

Site selectors, executives and other decision makers want to know if your community has the workforce needed to support their business. That's why it's important to include the most recent data sourced from a third party. For best results, make it easily accessible (1-2 clicks) from the homepage.

2. Highlight Key Industries

Location advisors want to know what your region does best. Tout your top business sectors with a dedicated page for each. Clearly identify the sector's strategic advantages and list or provide success stories for the top employers in the region to demonstrate a robust industry network. This brings us to our next item...

3. Showcase Leading Employers

Showcasing your community's leading employers is a great way to show decision makers, not only that other major companies are already thriving there, but that strong business and industry networks exist in the area. Include a dedicated page for leading employers and provide additional information (i.e. description of company operations and current employment) on at least five of the top employers. For bonus points, include links to company success stories.

4. Provide Comprehensive Contact Information

If a contact form or general email is the only way to contact your organization, your community will miss out on big opportunities. Location advisors and corporate executives are most likely to contact EDOs for the first time following the development of a shortlist in order to request specific information or to arrange a visit. When they're ready to make that call, a decision maker wants to be able to get on the phone with the right contact—ideally with the phone number easily found within one click from the homepage. Make sure to provide comprehensive contact details (direct phone, e-mail, title) for key members along with a photo so site visitors know exactly who they're talking to. They do not fill out forms.

5. Put Incentives Front and Center

Be sure to provide a comprehensive overview of state and local incentives—again, ideally within 1-2 clicks from the homepage.

6. Info on Available Sites

Information on available sites is something every comprehensive EDO site should have—whether it's a dedicated page or a link to a separate provider. Using graphics and maps is a plus.

7. Share the Latest News

Keep visitors up-to-date on what's going on in your region by posting all the latest announcements, events and accolades. Try to post at least one update per month (if not several) and make sure external news (i.e. company relocations and expansions) outweighs internal news.

8. Consider User Experience

You may have noticed the "1-2 clicks" rule is becoming a pattern. As an exercise, have a colleague or peer who is unfamiliar with the site do a test to see if he or she can find everything a site selector might need within 1-2 clicks of the homepage. If not, your site could be causing visitors unnecessary frustration and a navigation makeover may be something to consider. Another absolute must for a successful EDO website: responsiveness across mobile devices. Now try the "1-2 clicks" exercise from a smartphone.

9. Keep Design Modern and Fresh

While this best practice may be considered somewhat subjective, there are a few good rules of thumb for making sure your site is looking its best. For one, using large, crisp images is a great way to dress up any site. Increasingly, "retina-quality" images—roughly 300 or more pixels per inch—are becoming the web industry standard. High-quality images, balanced with an appropriate amount of "white space," bold colors and text is a great recipe for modern, fresh web design.

10. Don't Let Your Content Get Lost

It's widely accepted that if you're not in the top two or three Google search results (in this case, when a user enters your community followed by "economic development"), you're losing out on site viewers. That's why SEO is arguably one of the most important aspects of web design.

SAMPLE DOWNTOWN REVITALIZATION PROGRAM

ATTRACT DINING, ENTERTAINMENT & NIGHTLIFE

- Facilitate Open Houses for empty businesses
- Conduct parking & lighting assessment for pedestrian friendly business atmosphere
- Develop strategic outreach strategy for targeted businesses to expand into Liberty Hill
- Develop site sheets on available spaces to assist in outreach marketing

FOCUS ON DEVELOPMENT OF STRATEGIC SITES

- Work with the City on potential needed infrastructure improvements
- Current building owner outreach
- Town Hall Meetings with building owners and interested buyers
- Develop an Expert Team of Architects, Engineers, Designers, Lenders, etc.
- Other building opportunities as they materialize
- Work with Planning & Zoning Committee to create smart development

DEVELOP DOWNTOWN GREEN SPACE

- Initiate Community Survey of Downtown Space Needs
- Explore pros and cons of green space options
- Consider ideal permanent and temporary options for outdoor green and gathering space
- Consider traffic flow, parking, lighting and permitting
- Consider best space development for desired events, activities, arts, culture and entertainment

SMALL BUSINESS & ENTREPRENEURSHIP

- Information Packets for Small Businesses
- Facilitate Training Workshops
- Obtain sample business plans for popular potential downtown businesses
- Host a "Big Idea" Business Plan Contest for students and adults
- Create a Facade and Signage Matching Grant Program
- Create a Revolving Loan Fund for Downtown

DOWNTOWN MARKETING STRATEGIES

- Aggressive Social Media Outreach
- Campaigns Developed for Specific Audiences (Locals, Tourists, Workers, Brokers, Etc.)
- Local Transparency about Downtown Revival
- Support Chamber and Tourism events

MEASURING SUCCESS

Potential Partners and Positive Impact of Initiatives

Identify Marketable Sites

Increase number of sites available for prospecting and local development.

Support Infrastructure & Transportation

Support the City's infrastructure projects, with a focus on downtown and heavy traffic Intersections.

Create Small Business Development Initiatives

Develop and Support Small Business Trainings, Matching Grants, Revolving Loan Funds, etc.

Support Existing Business Base

Identify, meet and survey the existing business base to determine needs, offer assistance and show appreciation.

Targeted Economic Development Outreach

Develop aggressive and dynamic outreach initiatives to growing companies who are a positive fit for your city.

Support Downtown Revitalization Efforts

Support Downtown Revitalization efforts by partnering with the City on infrastructure that will impact the area.

Tell the Your Story

Produce a strong website & marketing campaigns that inform others about the assets & opportunities in your city.

Elevate Your Profile

Build a strong identity within the local community, regional brokers, regional stakeholders and with state agencies.

Potential Project Partners

EDC | Economic Development Council/Corp.
City | City
CHB | Chamber of Commerce
DRC | Downtown Revitalization Committee
DOT | Department of Transportation
CO | County
ISD | ISD
BUS | Business Community
RE | Real Estate Developers & Brokers
PR | Parks & Recreation Committee
PZ | Planning & Zoning Committee

Impact on Community

JC | Job Creation
TB | Building Tax Base
DR | Downtown Revitalization
INF | Infrastructure
TR | Transportation
BD | Business Development & Entrepreneurship
MK | Marketing
SD | Site Development
CS | Community Support