

City of Hastings – Entrepreneurship Assessment

Purpose:

The expansion of local retail and commercial opportunities specifically within downtown Hastings as a means to enhance local shopping opportunities as well as increased tourism.

Plan:

Phase 1 – Discovery (May / June / July)

1. Meet with downtown building owners about their historic ability to fill vacant commercial spaces.
 - a. Identify any barriers to occupancy
 - b. Identify rental rates and turnover
 - c. Find out what goals they have for their building?
 - d. What does success look like for building owners?
 - e. What in their mind is an 'ideal' tenant / who would they like to rent to?
2. Host Entrepreneur round table
 - a. Identify date(s) to hold roundtables – morning, afternoon, evening)
 - b. Include in Citywide mailer / utilize social pages
 - c. Distribute details to community partners (DBA, Chamber of Commerce) to disseminate to their membership bases
 - d. Round Table To-do's
 - i. Identify needs of entrepreneur community
 - ii. Is a brick and mortar storefront a need / desire they have?
 1. What would they need from a storefront to be successful?
 - iii. Gain understanding of their impression of downtown Hastings both as a community member and business owner.
 - iv. Are they interested and willing to participate in technical assistance (OTB)?
 - v. Is there a need in our community that no one is meeting in relation to entrepreneurship and small business development?