

MAIN STREET BUSINESS SUPPORT INTEREST AND CONTACT FORM

This sheet provides an overview of resources offered to businesses and the opportunity to sign up for promotions. Please fill out the sheet to indicate interest. Please print clearly and complete both sides.

Name: _____ Business Name: _____

Business Address: _____

Email: _____ Phone: _____

PLEASE NOTE: As part of the Main Street project, it is essential to have contact information for any people who should be notified regarding water, sewer, and electrical shutoffs. Please indicate any additional contacts for this information below. Contact information will be used by town employees and/or the project contractors for the purposes of communications regarding the project ONLY.

Additional contact name: _____ Role: _____

Email: _____ Phone: _____

Additional contact name: _____ Role: _____

Email: _____ Phone: _____

Business Workshops

Revitalizing Waterbury will be hosting a variety of business development workshops in partnership with the Vermont Small Business Development Center and Center for Women and Enterprise. These courses will be offered for free to business in the downtown area. The first, *Listening to Your Business*, is a 4-hour course for operators of businesses to evaluate and measure their business strategies.

I would like to participate in the *Listening to Your Business* workshop.

I could attend: ___ April 8, 8:00 am – 12:00 pm

___ April 8, 4:00 - 8:00 pm

___ April 9, 8:00 am – 12:00 pm

___ April 9, 4:00 - 8:00 pm

___ April 11, 8:00 am – 12:00 pm

___ Other:

I would be interested in future courses, including online marketing and cash flow management.

Welcome Bags

Revitalizing Waterbury will be providing materials to welcome nearly 50 employees of J. A. McDonald to Waterbury. The bags will include a welcome letter and *Discover Waterbury* guide. Businesses have the option of providing coupons, flyers, or other materials. 50 copies of any materials must be provided and delivered to the RW Offices no later than March 31.

I would like to provide materials for the contractor Welcome Bags.

Social Media Messaging

Revitalizing Waterbury will be highlighting the positive aspects of the Main Street project on social media. We welcome the assistance of other organizations and businesses to amplify these messages.

I would like to share positive social media messaging about Main Street Reconstruction project.

WDEV Radio advertising

Revitalizing Waterbury will be providing positive promotional messaging during the length of the construction. Businesses have the option of purchasing name and claim advertising to coincide with this at highly discounted rates. Please see the attached sheet for full information and instructions.

I would like to participate in radio advertising.

Newspaper advertising

Businesses impacted by the construction will have the opportunity to purchase advertising in the Waterbury Record and other Stowe Reporter Group newspapers at discounted rates. The Waterbury Record will also consider writing business profiles of downtown businesses. Please see the attached sheet for full information and instructions for signing up.

I would like to participate in Waterbury Record advertising.

I would like to be considered for a business profile piece.

Shopping and Dining incentive

Revitalizing Waterbury will be running a shopping and dining promotion (similar to Wrap It Up & Win) during the beginning of the construction season (April 15 to May 31).

I would like to participate in the Shopping and Dining Incentive.

Additional promotions and incentives

Several additional promotions are being developed pending approval and sufficient business interest. Please indicate interest in these potential initiatives below.

I am interested in a promotional banner to hang outside my business. This banner would be up to 16 square feet, follow a standardized template, and be exempted from Waterbury's signage regulations.

I would be interested in a low interest and/or delayed repayment loan during construction.

Future initiatives!

The construction project is over two years long, and additional promotions and events will be planned and implemented throughout the construction seasons.

I would like to be part of a group that meets monthly to discuss the impacts of the Main Street project, network other business owners, and brainstorm additional promotions

I could attend: ___ Wednesday mornings, 8:30 – 9:30 am

___ Thursday mornings, 8:30 – 9:30 am

___ Other:



Think Local



Buy Local



Be Local

WaterburyWorks.com