

NATIONAL "MAIN STREET" STRATEGIES USED IN EFFECTIVE RETENTION/EXPANSION AND RECRUITMENT PROGRAMS

Main Street		New Jersey's EDCs					
#	Strategies Description	FairLawn	Jersey City	Englewood	Teaneck	Bayonne	East Windsor
1	Provide commercial rent subsidies						
2	Maintain commercial rent controls						
3	Assist in packaging loans	•	•				
4	Provide land free or below-cost for new construction						
5	Loan or grant start-up capital					•	
6	Loan or grant money for inventories		•			•	
7	Loan or grant money for rehabilitating interiors of buildings	•	•			•	
8	Purchase rehabilitated facades or allows donations of facades.						
9	Loan or grant money for rehabilitating exteriors of buildings.	•	•	•		•	
10	Issue tax exempt bonds for rehabilitation or construction						
11	Provide investment tax						
12	Use property tax abatements credits	√					
13	Issue credit enhancements or loan guarantees						
14	Form a tax increment financing district						
15	Form a tax assessment district		•	•	•		
16	Provide parking	•					
17	Provide public or special transportation						
18	Provide or arrange security	√					
19	Revise or prepare zoning regulations	•					
20	Revise or prepare design regulations	•					
21	Build or fund streetscapes	•	•				
22	Create an historic preservation district						
23	Repair exteriors of buildings						
24	Provide design assistance to building owners	•					
25	Provide interior design assistance/display assistance to retailers	√					
26	Prepare brochures, flyers and other promotional materials	•				•	•
27	Conduct promotional campaigns for individual businesses	•					
28	Coordinate marketing and promotions of businesses in the area	•					
29	Conduct training courses for personnel						
30	Recruit and place personnel						
31	Provide day care, health and community facilities, and other support services						
32	Conduct market studies	•					
33	Prepare financial feasibility studies		•				
34	Prepare financial pro formas		•				
35	Organize small businesses into an association	•	•		•		
36	Provide management assistance to Individual Businesses.			•		•	
37	Provide new housing near the commercial district.	•					

OTHER STRATEGIES USED IN EFFECTIVE RETENTION/EXPANSION AND RECRUITMENT PROGRAMS

New Jersey's EDCs

#	Strategies Description	FairLawn	Jersey City	Englewood	Teaneck	Bayonne	East Windsor
A	Targeted retail recruitment	√			•		
B	Construction management		•				
C	Coordination w/local planning code-officials One Stop permitting and approvals		•	•			•
D	Site and location assistance					•	•
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