



Hit the Streets - How to Plan a Successful Small Business Walking Tour

September 12, 2024



Purpose

Learn how to coordinate and partner with your SBA district office and community stakeholders to plan a successful, impactful small business walking tour in your community.

Agenda

1. Planning
2. Day Of
3. Post-Tour Marketing Best Practices

SBA District Office

1. What are their priorities?
2. Is there a specific county, city, community, neighborhood where they want to focus their energy?
3. What kind of support can you expect from them?
4. Will someone from the district office be able/willing to join you?

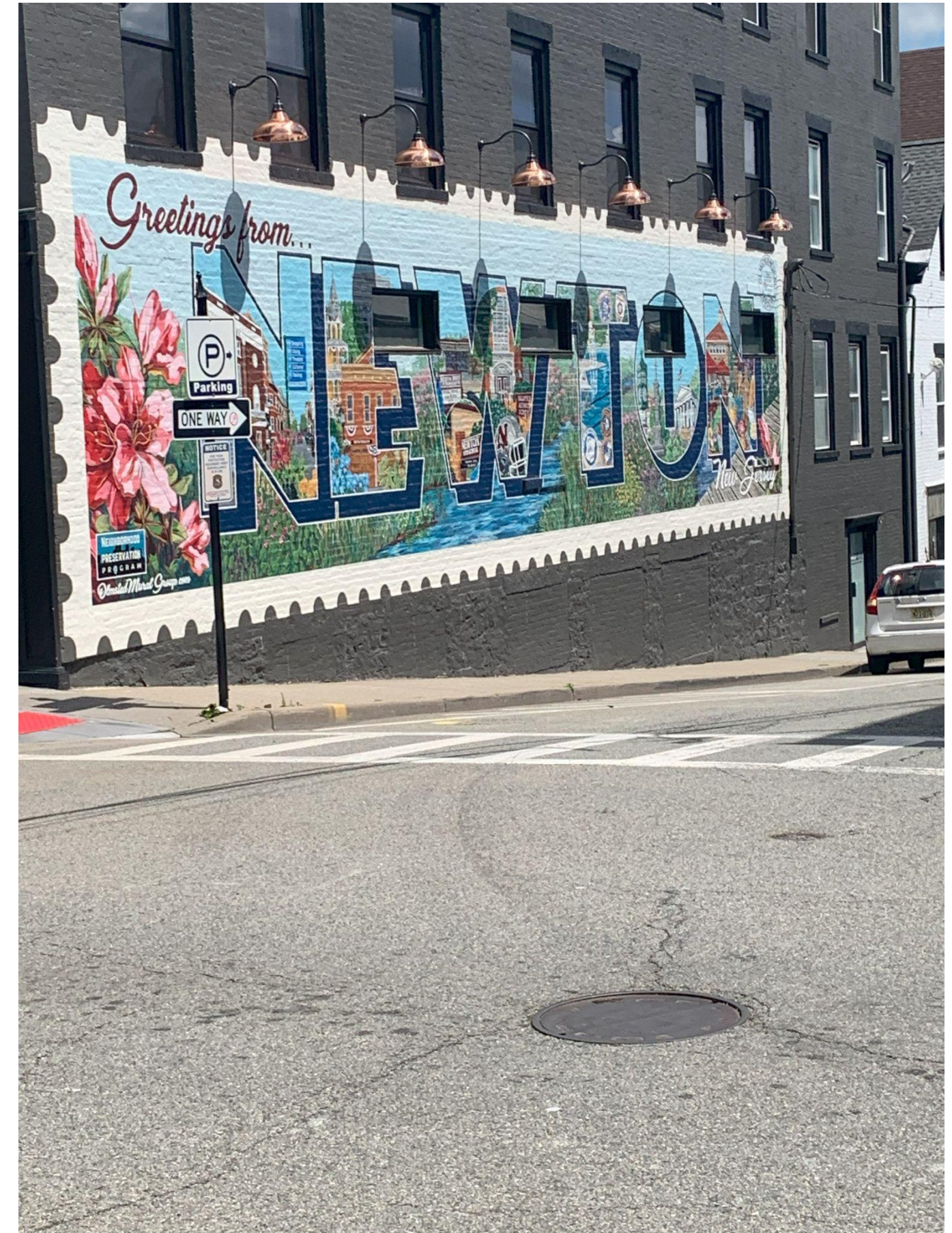
Partnerships

1. State economic development agencies
2. County and local economic development agencies
3. Downtown Alliance/Business Improvement District
4. Local, County or Regional Chambers of Commerce
5. Local, State or Federal lawmakers/staff
6. Banks and microlenders
7. Other SBA resource partners



Location

1. Consider SBA District Office Priorities
2. Do you already have existing relationships?
3. Is there an area where you have a cluster of clients?
4. Are there many woman-owned businesses in the area?
5. Is the area walkable?



Goals and Objectives

1. Educate small business owners about the resources available to them.
2. Listen to their biggest concerns. What keeps them up at night?
3. Strengthen relationships with SBA District Office and stakeholders.



Start Planning and Reaching Out

1. Do you have existing relationships with the local community stakeholders?
2. Can you get warm introductions?
3. Communicating the purpose and goals for the day.

I hope this email finds you well. I wanted to introduce you to some fantastic community partners who are looking to support the business community in Sussex County. Please meet Steve Maiorano, Executive Director for the Women's Center for Entrepreneurship ([WCEC – Empowering, Educating, Embracing Women Entrepreneurs \(wcecni.org\)](http://wcecni.org)) & Claudia Yarborough, Lender Relations Specialist/District International Trade Specialist for the U.S. Small Business Administration, New Jersey District office.

The SBA has been doing walking tours of the downtown/main streets around the state, visiting local businesses alongside state and local resources such as the NJEDA, WCEC, SBDC and more, sharing valuable information on resources available to them.

We'd love to have a discussion and see how we can make this happen in Sussex County as well.

I hope all is well. It was so nice meeting you last Thursday at our meeting with Congressman Kean and representatives from the Women's Business Center network.

I had mentioned that we are planning a walking tour of Main Street in Hackettstown in partnership with the Hackettstown Business Improvement District and the SBA District Office. That has been **scheduled for Wednesday, August 23 at 10:00** and it would be great if someone from the district office, or if the Congressman himself, could join us.



Businesses to Visit

1. Do you have clients in the area?
2. Are there businesses that have specific needs for services or lending?
3. Are there woman-owned businesses in the area?
4. Are there relatively new businesses in the area?

Preparing for the Day

1. Reach out to businesses to let them know you are stopping in - Usually done by the local representative / BID / Chamber of Commerce.
2. Print out fliers/resources to leave behind.
3. Don't forget business cards.

ATTENTION Sussex-Warren County Small Business Owners!

 **SUSSEX WARREN INTEREST FREE TERM LOAN** 

Grow Your Business with a 0% Interest Loan!

The Sussex Warren Interest Free Term Loan (SWIFT) is offered with support from Valley Bank. The loan is available to established businesses (minimum 1 year tax return) with a physical location in Sussex or Warren Counties.

UCEDC is offering a no-interest, quick-response, working capital loan program. Small business owners can borrow up to \$15,000 at 0% for up to five years with no collateral requirements to meet their small business needs.



Day Of - Best Practices

1. Keep in mind they might be busy.
2. Keep it short and sweet.
3. Collect business cards, virtual business cards, connect on LinkedIn.
4. Take photos and videos - both posed and candid.
5. Note each business' name and social media for future tagging
6. Consider making a purchase.



Post Walking Tour Marketing/PR

1. Post individual pictures or create a reel compiling the videos and pictures you took.
2. Tag as many people, businesses and agencies as possible.

https://www.instagram.com/reel/CwXqjwWqVO-/?utm_source=ig_web_copy_link



Follow Up with Business Owners

1. Email each business owner to follow up
2. Consider creating a Google Drive with all the resources that were left behind.
3. Let them know they have been tagged on social media and encourage them to interact.
4. Plan a next step - workshop or information session hosted at a local business.















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 BID Office3.mov		 me
 HomeSweetHTown1.jpeg		 me