



The Rural Solutions Workshop Series
Best Practices for Small Town Economic Development Workshop
Recruiting Retail Businesses

If your small town is interested in gaining the tax revenue, new jobs, additional services, and development activity generated by new businesses such as gas stations, variety stores, restaurants, and other retail businesses operated by national chains, consider attending this workshop. Designed for small, rural, and limited-resource communities, the workshop will provide some straightforward tools and advice to help them recruit businesses.

Participants will learn best practices and receive tips on evaluating the local market to determine the types of businesses to target for recruitment, identifying property suitable for commercial development, communicating with prospective businesses, and more from two speakers with significant business recruitment experience: Michael Dougherty, Economic Development Director for the City of Eden, NC, and Alan Matthews, Director of Economic Development for the Rocky Mount Area Chamber of Commerce, in partnership with the City of Rocky Mount, NC.

Mr. Dougherty has worked at the local level to recruit businesses for more than 16 years and previously worked for 17 years in the private sector in sales and marketing. He has been instrumental in putting together retail business development projects in Eden, including the successful recruitment of national chains such as Sheetz, Dollar General, and Tractor Supply, among others. Following 24 years in marketing and sales, Mr. Matthews has spent the last 20 years in his role with the Rocky Mount Area Chamber of Commerce. In that time, he has recruited large and small businesses, including Sam's Club (300 employees), Home Depot, Sheetz, Dollar General, and many restaurants (such as Buffalo Wild Wings, Starbucks, Panera Bread, Freddy's Ice Cream and Custards, and DQ Grill & Chill).

- Target Audience:** Small Town/Rural Community Managers, Administrators, Elected Officials, Economic Developers, and Planners
- Location:** Public Library of Johnston County and Smithfield
305 E. Market Street, Smithfield, NC 27577
- Date and Time:** Thursday, September 26, 2019, 10:00 AM – 1:00 PM
- Cost:** Free
- Registration:** Required (see below)
- Maximum Attendance:** 85
- How to Register:** Register online using this link: [Workshop Registration](#)
- Registration Deadline:** 5:00 PM on Monday, September 23, 2019
- Contact:** Karen Smith, Coordinator, Rural Solutions
NC Main Street & Rural Planning Center
ksmith@nccommerce.com
828-747-1585