

Action/Research Plan

Action/Research Team's Sector: RETAIL

Working Title for this Initiative or Business Opportunity: St. Lawrence County Retailer's Resource Center

<p>Overview of Initiative (a brief description): An organized effort to provide resources to existing and aspiring county entrepreneurs. Resources would be financial, but will also come in the form of knowledge sharing. The organization should be organized and managed by local business members rather than government agencies. Financing could be provided by reinvestment of local private funds as debt financing, but equity exchanges would be encouraged.</p>
<p>Potential Market: All existing and potential locally owned retail and /or service businesses with 50 or less employees.</p>
<p>Groups/Organizations/People with whom to connect: Chambers of Commerce, economic developers, existing business owners, existing resource providers, government regulatory agencies</p>
<p>Information needed to enhance this opportunity: Financial structure options, legal implications, existing market demographics and trends, current resources that are being provided, market demands (needs),</p>
<p>Potential research projects to gather needed information: Understand non- profit implications, legal issues, measure existing and potential demands. Create a business plan to include structure, team, financial planning. Measure potential support from key players (Universities), how would this project be marketed to supporters and users? Case studies of best practices by retailers in the County.</p>
<p>Additional resources and support needed for this opportunity: Necessary support from key players would include major corporations, Universities, existing loan programs, economic developers, Chambers of Commerce. Also needed would be a physical location, marketing materials, fixtures and staffing. Media support would be required for market awareness and acceptance.</p>

Additional ideas for Initiatives and Businesses in this sector – prioritized, especially for 2003-2004

Retailer's Handbook	List of retail demands
Recruit "alumni" of St. Lawrence County back	
Retail Incubator	
Consumer's Directory	

Team Convener(s) for 2003-2004:

Proposed Date/Time for next meeting to develop agenda: