

# Downtown Groversville Business Letter



FULTON COUNTY CENTER FOR REGIONAL GROWTH

Vol. 3 Issue 1

January 2019

## New Year, Bright Future

Every January, our calendars and our hopes become renewed. The blank-slate a new year holds includes a million possibilities for a bright and prosperous future...if we have a plan, stated goals and plotted action steps to accomplish them.

This year, the Downtown Development Specialist's office will be working more closely with downtown businesses to help plan, goal-set, and achieve a positive, prosperous outcome. The first step, however, is listening and hearing from **you** through a SWOT analysis and business-owner survey. Information on the SWOT (Strengths, Weaknesses, Opportunities and Threats) is included in this newsletter along with a call to action for you to join the discussion.

2019 is going to be a pivotal year in the revitalization of Downtown Groversville, one that will require all of us to chip in to make positive, lasting change in the community and set us up for a successful future. Do you have ideas on how to help us achieve our goals? Do you have goals for your business or our community? If so, my door is always open and I'm ready to hear your ideas.

If you would like more information on these opportunities or on the work I have been doing, please feel free to reach out to me at [jenniferj@fccrg.org](mailto:jenniferj@fccrg.org) or at 518.725.7700 if you have any questions or would like to schedule an appointment.

## Let your voice be heard - SWOT Analysis and Business Owner Survey

In 2019, the DDS office will be launching an information, education and mentorship program working with local businesses and Fulton County Center for Regional Growth's *Center*, a business resource and incubator program. The first step in the process is a SWOT analysis. SWOT stands for Strengths—Weaknesses—Opportunities—Threats and is a collaborative process that takes place through a facilitated meeting and exchange of ideas. A survey on business needs and areas of opportunity and learning will be conducted following SWOT discussions.

### *Business SWOT Analysis*

SWOTs can be a powerful tool for both businesses and communities. The process helps participants uncover opportunities that can be quickly taken advantage of for achievable successes and provide a deeper understanding of weaknesses that face both businesses and the community. These weaknesses, once identified, can be conquered with a targeted plan, goals and action steps.

### *Join the Conversation*

SWOTs are only as useful as the participants involved. To truly be able to create a targeted education and mentorship program in 2019, we will need as many business owners involved as possible in our discovery process. Once completed, the main issues brought up in the SWOT discussion will be translated into a survey for business owners throughout the DDS service area. **Would you like to have your voice heard?** If so, please contact Jennifer Jennings, Downtown Development Specialist at [jenniferj@fccrg.org](mailto:jenniferj@fccrg.org) or at 518.725.7700 ext. 1004 to be included in the SWOT schedule. We expect the SWOT analysis to occur in mid-February.

*(more information on next page)*

## Let your voice be heard (continued)

### *Where is this leading?*

Information gathered through the SWOT analysis and resulting business survey will aid in the creation of a quarterly program meant to provide education, assistance and mentorship to downtown businesses. We recognize as small business owners you have many needs that need to be met and little time to devote to planning and marketing. The quarterly program will be a prompt for you and your business with key items to think about. In addition, CRG's *The Center* will have experienced volunteers and staff on-hand to help you bring your ideas and goals into reality. **The coordinated effort—DDS, CRG and you—will build a stronger, successful downtown business district.**

### *Questions?*

If you have any questions about this new program, or would like to schedule a chat with the DDS, please feel free to reach out at any time to Jennifer Jennings at either [jenniferj@fccrg.org](mailto:jenniferj@fccrg.org) or 518.725.7700 ext. 1004.

SWOT ANALYSIS	
<b>Strengths</b> Strengths are factors which the company holds expertise in and contribute to the continued success of the organization. These are the basis for the continued success of the organization and will assist in gaining the organization's mission.	<b>Weaknesses</b> Weaknesses are factors that prevent an organization from meeting its mission and achieving full potential. These weaknesses hamper the organizational success and growth.
<b>Opportunities</b> The environment within which our organization operates offers opportunities. An organization can identify such opportunities and enjoy benefit arising from them by planning and executing required strategies.	<b>Threats</b> Threats are factors existing in the external environment that jeopardize the profitability and reliability of the organization. Such threats are uncontrollable and prove to be a risk to the stability and survival of the organizations.

## Save the date:

- CRG Board Meeting—1/25 @ 8:30 a.m. - 34 West Fulton Street
- Common Council Meeting—2/12 @ 6 p.m. - City Hall, 3 Frontage Road
- CRG Board Meeting—2/22 @ 8:30 a.m. - 34 West Fulton Street
- Common Council Meeting—2/26 @ 6 p.m. - City Hall, 3 Frontage Road
- Recreation Commission Meeting—2/28 @ 7 p.m. - City Hall, 3 Frontage Road

