

Downtown Gloversville Business Letter



FULTON COUNTY CENTER FOR REGIONAL GROWTH

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SWOT—What?

In 2019, 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 was sent out to business owners throughout the district in late-January and the SWOT was held on February 20, 2019.

Information gathered from this discussion will soon be translated into a business-owner survey, available in pa-

per form (mailed out to you in March) or via an online link (emailed and also available on our website).

The concerns you have about maximizing your business potential, the growth of downtown Gloversville and more, are important to the overall health of our revitalization. As always, the DDS office is here to help you in any way possible including marketing assistance.

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 or at 518.725.7700 if you have any questions or would like to schedule an appointment.

A deeper understanding of email marketing

Email marketing is an important piece of most businesses these day, whether you are a large corporation or a small downtown shop; but in a world where people are being inundated with email, newsletters and more, how can you work to ensure your emails are successful? There are three factors that can make or break any email campaign: **what** you put in it, **when** you send it, and **who** opens it.

Emails actually have a lifecycle and at each state, you have the opportunity to deepen your connection to your clients. These cycles include: onboarding emails, subscriber emails, promotional emails, transactional emails and behavioral emails.

Would you like more information on marketing for your small business? Please reach out to our DDS at anytime. She may be reached at jenniferj@fccrg.org or at 518.725.7700 ext. 1004.



Time to start thinking about grants

As business and building owners in downtown Gloversville, we recognize that you have quite a bit on your plates. Not only do you have to juggle the services and products your businesses offer, but you also have to worry about cash-flow, building improvements and so much more. Fulton County Center for Regional Growth is present to help you explore options, including state and local grants, to help you grow your business and make improvements to your buildings.

CRG will soon be offering a Microenterprise Grant Program. Details will be forthcoming so please check out their website, www.fccrg.org for more information and session dates. Small businesses can receive grants of up to \$25,000 to assist with expansion costs which create jobs.

New York State also offers a host of grants through their Consolidated Funding Application (CFA) process. CFA grants cover façade improvements, workforce education grants and so much more. Information on these is available at <https://apps.cio.ny.gov/apps/cfa/>.

Questions?

If you would like to learn more about these upcoming grants and the application process, please feel free to reach out at any time to Jennifer Jennings at either jenniferj@fccrg.org or 518.725.7700 ext. 1004.

Save the date:

- Downtown Business SWOT—2/20 @ 6 p.m. - 34 West Fulton Street
- 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
- Common Council Meeting—3/12 @ 6 p.m. - City Hall, 3 Frontage Road
- Common Council Meeting—3/26 @ 6 p.m. - City Hall, 3 Frontage Road
- Recreation Commission Meeting—3/28 @ 7 p.m. - City Hall, 3 Frontage Road
- Chamber Music at the Chamber—3/30 @ 5 p.m. - Regional Chamber of Commerce, 2 North Main Street: Tickets available at Mohawk Harvest and at the Chamber