

Economic Restructuring Committee Recruitment Plan

Goal: To strengthen Sutton's existing economic assets while expanding and diversifying its economic base, particularly in the areas of the arts, recreation and history.

Description: A well honed downtown revitalization program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumer's needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. Knowing and understanding your current markets and population demographics can guide your efforts to fill the unused or underused commercial space.

Target Audience:

- Commercial Building Owners
- Realtors
- Business Owners

Need:

- 1 Committee Chair
- 2 Committee Members
- Committee Volunteers

Location:

- In and surrounding areas of Sutton
- Braxton County Resident

Tools:

- Committee Packets
- PSA's on Radio
- Newspaper Ads
- Facebook

Communication Methods and Frequency:

- 1 article in 2 local papers
- 1 pas on radie in Jan 2012
- 20 committee packets handed out @ fall festival