

SMALL BUSINESSES RECOMMENDATION SUMMARY

NEW BUSINESS:

HOW DO WE PRODUCE DESIRED NEW BUSINESS TYPES IN ROSLINDALE SQUARE?

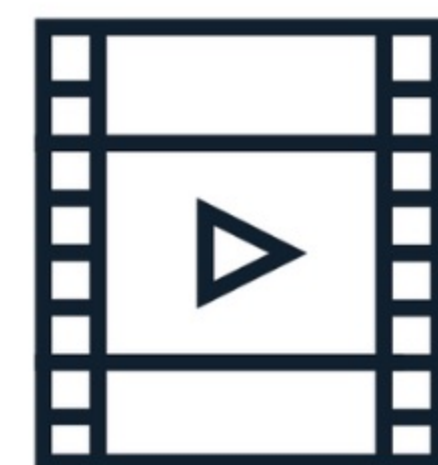
Some of the most commonly asked-for business types in Roslindale Square align with the present-day **convenience business** economy in the square

Other desired business types - **comparison and specialty businesses** - need to attract a wider customer base to succeed

Desired **convenience businesses** like healthy food options, take-out restaurants and cafes primarily rely on local consumers who live or work in the area

Desired **comparison businesses** like full-service restaurants may attract customers willing to travel further than their immediate neighborhood

Desired **specialty businesses** like a movie theater and incubator spaces may attract consumers willing to spend considerable time to access for special occasions



STABILIZING SMALL BUSINESSES:

HOW CAN THE **SMALL BUSINESS TECHNICAL ASSISTANCE (TA) PROGRAM** SERVE IDENTIFIED NEEDS OF ROSLINDALE SQUARE BUSINESSES?

- Facilitate informational sessions and access to industry networks that can advance **co-ownership business models** in Roslindale Square
- Provide educational and financial support for **digital sales and marketing** to brick and mortar businesses seeking to expand their customer base

POLICY AND PROGRAMMING:

HOW CAN THE **LEGACY BUSINESS PROGRAM** HELP LONG-STANDING ROSLINDALE SQUARE BUSINESSES?

- The Legacy Program **helps turn neighborhood business districts into destinations** with increased visibility for local businesses in existence for 10+ years
- In Roslindale, **expanded marketing** to promote this program should target materials in gathering spaces such as the library and community centers.