DOWNTOWN HAGERSTOWN BUSINESS BLUEPRINT

Your Guide to Success



Greater Hagerstown Committee

DAVID W. FLETCHER INCUBATOR + LABS @ HAGERSTOWN COMMUNITY COLLEGE











Basics of a Downtown Business City Incentives and Resources Main Street Program **SEPTEMBER 18, 2024**

AGENDA: 8:30-8:35 a.m. 8:35-8:50 a.m. 8:50-9:00 a.m. 9:00-9:20 a.m. 9:20-9:50 a.m.

Julie Rohm - Why Downtown Brittany Arizmendi - Downtown Engagement/Events and Main Street Program Herb Melrath (MD SBDC) and Maureen Kolb (Incubator) Chris Siemerling - City Grants, Incentives, and Resources Panel Discussion on Basics of Opening a Downtown Business



upervisor

Business Owner

Business Owner



Chris Siemerling **City Economic** Development



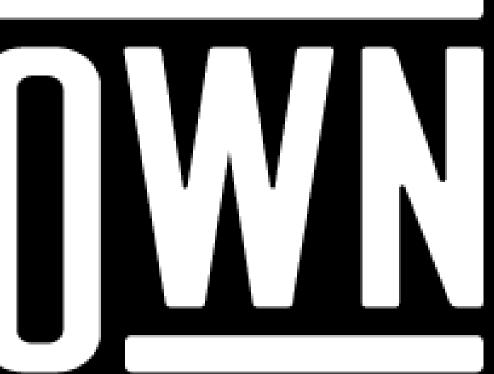
Brittany Arizmendi **City Community** Engagement

CITY OF Hagerstown MARYLAND 1762

DOWNTOWN HAGERBOOKSOWN A Maryland Main Street Community

HAGERSTOWN ARTS & ENTERTAINMENT DISTRICT

DOWNTOWN



A Maryland Main Street Community

MAIN STREET IN MARYLAND







To create a downtown where people and businesses come together to live, work, and thrive

To accomplish Main Street goals, DHCD has partnered with the National Trust for Historic Preservation's National Main Street Center, which developed the Main Street Four Point Approach for commercial revitalization. This approach focuses on promotions, organization, economic development, and design. Since 2008, Main Street Maryland programs have also incorporated a Fifth Point: Clean, Safe, and Green.



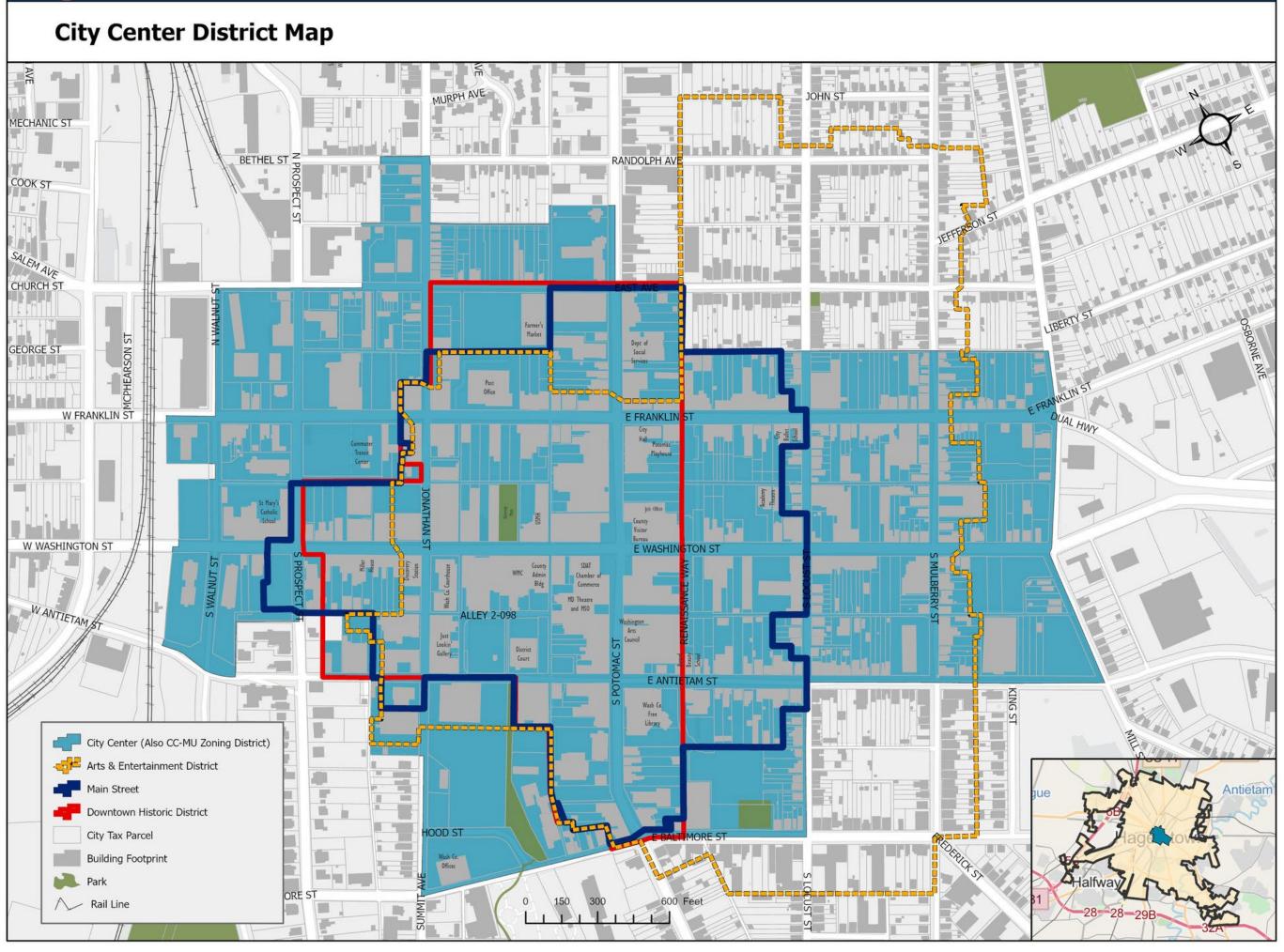


HAGERSTOWN ARTS & ENTERTAINMENT DISTRICT



City of Hagerstown, MD

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www.hagerstownmd.org

DOWNTOWN HAGERS OWN

EVENTS & PROGRAMS 2024: 104 events

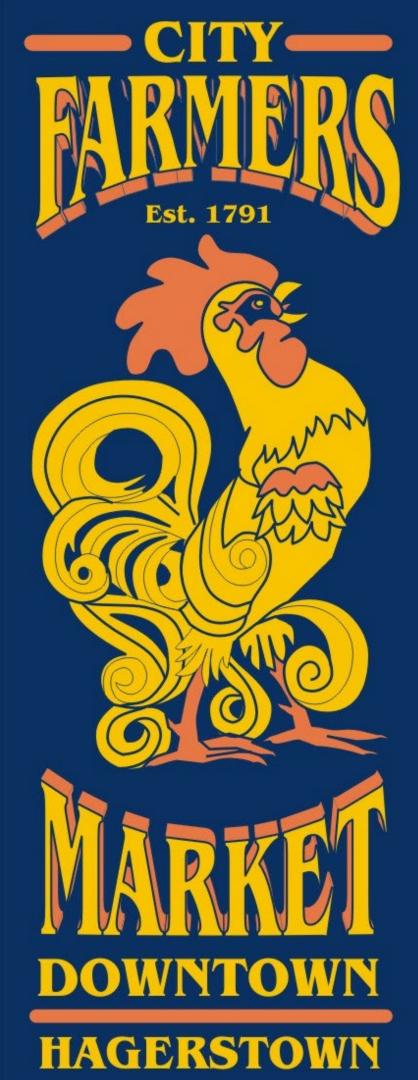


handmade hagerstown **SPRING MARKET**













LARGER THAN LIFE - 2000s









THE DISHONEST FIDDLERS **PROGESSIVE BLUEGRASS**



SHANE GAMBLE & THE PAWNSHOP HEARTS **AMERICANA POP**



HAKI N DEM SOUL & R&B



FAYCEZ U KNOW FT. HALIMA PERU GO-GO

REY EL & THE FAM





SOUL FUNK POP









PRESENTED IN PARTNERSHIP WITH MARYLAND STATE ARTS COUNCIL AND WASHINGTON COUNTY ARTS COUNCIL









STORYTIME *



DOG DAYS OF SUMMER









SKATE SKALLEN





hagerfest music & ART

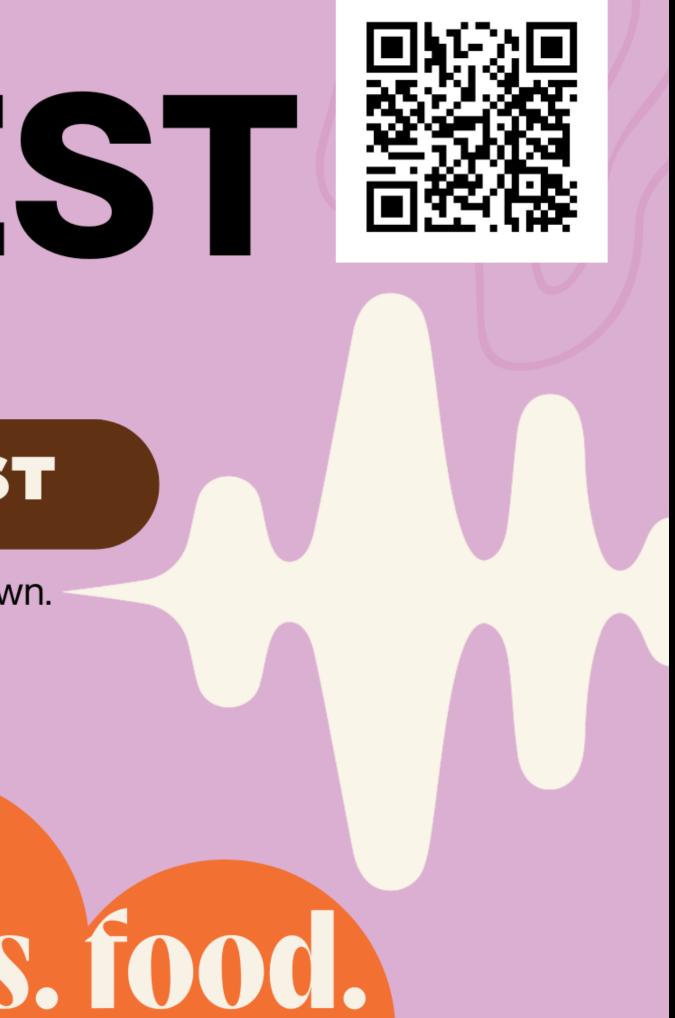


TURN THIS CITY UP HAGERFEST

SATURDAY, SEPTEMBER 21ST

A FREE music and art festival in historic downtown Hagerstown.

art. music. murals. food.



DOWNTOWN HAGERS OWN

HALLOWEEN BLOCK PARTY

TRICK OR TREAT **COSTUME CONTEST**

INFLATABLES

FRIDAY OCTOBER 25 5:30PM-7:30PM





S. POTOMAC STREET



SATURDAY, NOVEMBER 23RD

5:00 PM PUBLIC SQUARE





Downtown Event Grant Hagerstown

- Receive up to \$3,000 for hosting an event downtown on a City street or public property
- City awarded over \$50,000 in event sponsorships
- Over 20 applications received for FY25





CONTACT INFORMATION

City of Hagerstown 240-500-4582

Brittany Arizmendi

- **Community Engagement Officer**
- barizmendi@hagerstownmd.org



https://www.marylandsbdc.org/



Your Business Venture Starts Here! October 7, 11, 18, 21, 25, 28, 30 & November 1, 4, and 8

sted in starting your own business? This might be the time in you life to become the business owner you have always wanted to become and pursue that dream! This "Business Startup Accelerator Program" is a series of training opportunities to give the upcoming entrepreneur the ba one needs to not only survive but thrive as a business owner. From writing your business plan and obtaining funding, to getting your product or service marketed, to protecting your business from cyber threats in addition to many other avenues for consideration when starting a business, this program is for

you! This 10-session/12-training topics program includes instruction on: Inis 10-session/12-training topics program includes instruction on: -Planning for Your Business Ownership Journey -Creating & Developing A Business Plan -Small Business Lending 101 -Funding Options For Your Business Researching Your Business Competition/Elements Of Your Marketing Plan -Accounting, Finances & Taxes -Building Your Professional Web Presence-The Roadmap You Will Need -Essential Stores for Streachin Marketing North -Essential Steps For Strategic Marketing scurity for Your Business-You Are The Last Line Of Defense -Create A Marketing System For Your Business ment Law 101 For Small Businesse Partnering with Maryland Business Opportunity Center (MBOC)

Cost: \$199/12 Sessions--EARLY BIRD RATE \$99



Herb Melrath Small Business Development Center **Business Consultant** Washington - Western Region





The Maryland SBDC Network is dedicated to providing one-sto assistance to the state's business community

Our comprehensive services include:

- * Start-Up Assistance
- * Business Plan Development * Networking Opportunities
- * Financial Analysis
- * Consulting (at no cost to you)
- * 8(a)/SDB/MBE Certification
- * Federal and State Contracting Assistance
- * Specialized Retail and Restaurant Assistance
- * Loan Packaging
- * Strategic Planning
- * Marketing Assistance
- * Executive Training Program
- * Import/Export Assistance

And More





Accredited to provide tech ation assista

SBDC









Maureen Kolb David W. Fletcher Incubator + Labs at HCC **Business Incubator Director** Washington - Western Region

https://incubatorhcc.com/

HAGERSTOWN COMMUNITY COLLEG INCUBATORS + LABS

FOR ENTREPRENEURS AND SMALL BUSINESSES

- TRAINING & WORKSHOPS
- MENTORSHIP & COACHING
- BUSINESS DEVELOPMENT SUPPORT
- RESEARCH FACILITIES
- + OFFICE SPACE
- COMMERCIAL KITCHEN SPACE

Why Become a Member?

Joining the David W. Fletcher Incubator & Labs means more than just access to state-of-the art facilities-it's an opportunity to immerse yourself in a thriving community of innovators and entrepreneurs. As a member, you'll benefit from:

Collaborative Workspace _

Work alongside like-minded professionals in a dynamic environment designed to spark creativity and foster collaboration.



Gain insights from experienced mentors who can guide you through the challenges of starting and growing your business.



Attend workshops, seminars, and networking events that provide you with the knowledge and connections needed to succeed







Whether you're refining your business model or scaling your operations, our incubator offers the support and resources to help you achieve your goals.

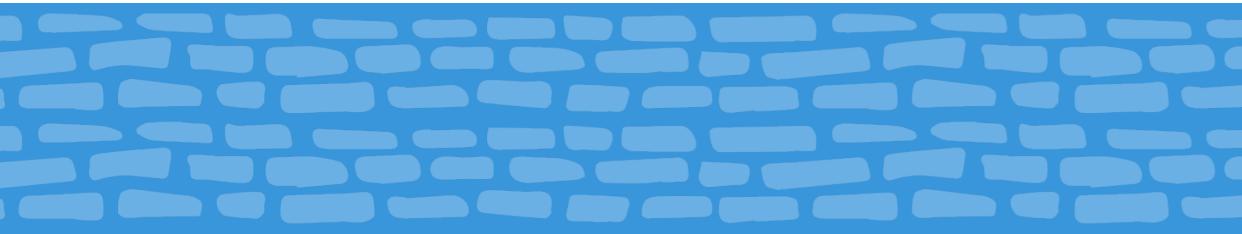


Community Support Be part of a supportive community that's dedicated to your success. Share experiences, collaborate on projects, and build lasting

elationships with other entrepreneurs



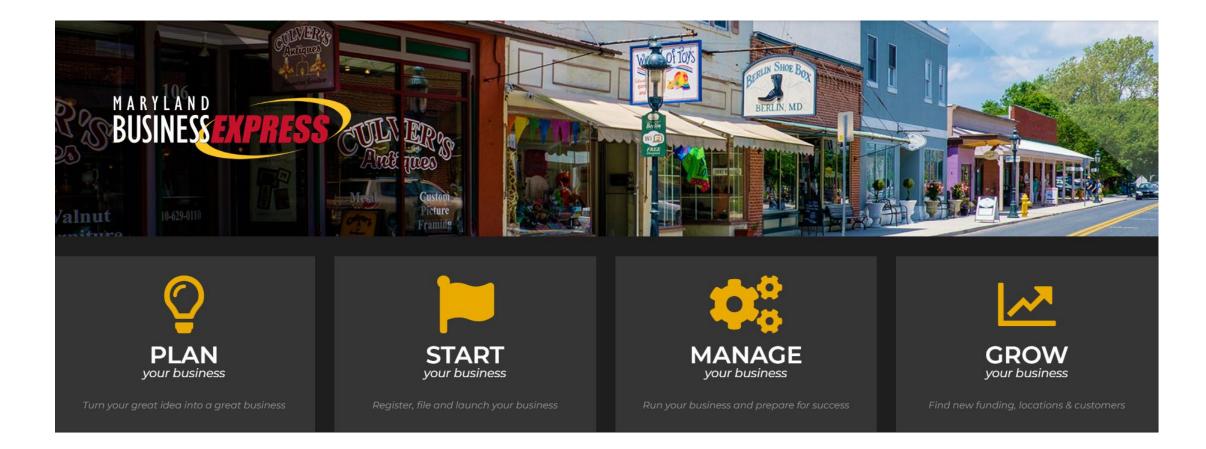
Development of New Downtown Business Learning Seminar





Maryland Business Express

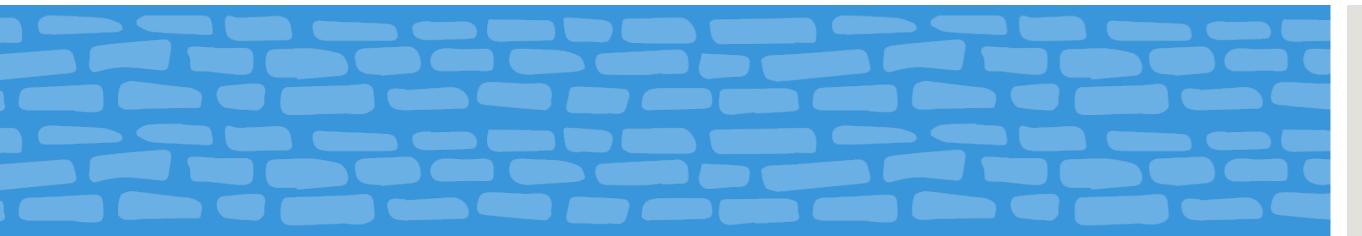
Maryland Business Express is an inter-agency collaboration designed to help aspiring entrepreneurs and existing business owners plan, start, manage, and grow a business.



https://businessexpress.maryland.gov/



City Programs & Services



City Programs

PROGRAMS FOR BUSINESSES

- Main Street Startup Grant
- Microenterprise Grant *
- Partners in Economic Progress (PEP) Rental

Assistance

- Spring Sprouts Grant
- Hagerstown Business Revolving Loan Fund
- Arts & Entertainment District
- HUBZone Program
- Opportunity Zone

* Income qualifications apply

PROGRAM	
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Program	
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•	Enter
•	Оррс
•	Arts &

Hagerstown

S FOR PROPERTY RENOVATION/FIT-OUT (OWNER OR TENANT)

Street Startup Grant

Center Vacant Storefront Incentive

n

mercial Sign & Façade Grant

Wide Redevelopment Grant

Center Redevelopment Grant

al Property Rehabilitation Grant

Suppression System Grant

ners in Economic Progress (PEP) Program

rstown Business Revolving Loan Fund

rprise Zone

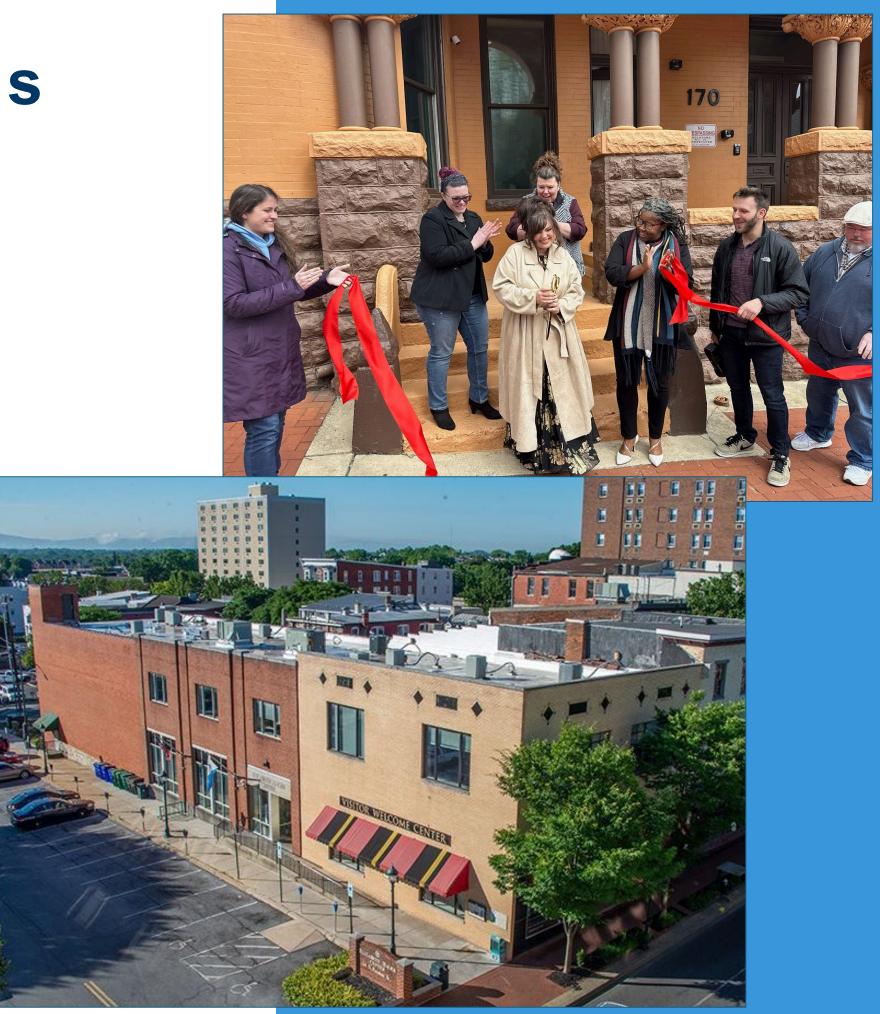
ortunity Zone

& Entertainment District

• Historic Tax Credits (Local, State, Federal)

More Programs & Services

- Business Grand Openings & Anniversary
 Celebrations
- Competitive Negotiated Sales (CNS) of City-Owned Property



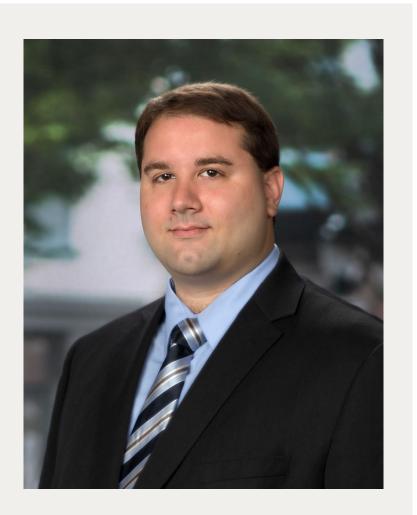
Hagerstown



Contact Us!







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Chris Siemerling Economic Development Specialist csiemerling@hagerstownmd.org 301-739-8577 x822



Emily Conrad Economic Development Coordinator econrad@hagerstownmd.org 301-739-8577 x838

For more information visit: InvestHagerstown.org QUESTIONS?

Hagerstown COMMUNITY & ECONOMIC DEVELOPMENT





BASICS OF A DOWNTOWN BUSINESS

SPEAKER PANEL





MELISSA NOEL **Downtown Business Owner** The Yarn Shop The Ice Cream Shop

NATOSCHA MCKINNON **Downtown Business Owner** Les Cookies Delight





ANGELA ZEGER **City of Hagerstown Public Works Parking System Supervisor**



SPEAKER PANEL





MELISSA NOEL Downtown Business Owner The Yarn Shop The Ice Cream Shop NATOSCHA MCKINNON Downtown Business Owner Les Cookies Delight



ANGELA ZEGER City of Hagerstown Public Works Parking System Supervisor

RESOURCE PACKET

CONTENTS

- City of Hagerstown
 - Community Engagement/Main Street Program
 - Economic Development
- Small Business Development Center
- Washington County Chamber of Commerce Classes
- David W. Fletcher Incubator + Labs (HCC)

Stay connected and reach out if you need further assistance on your business journey

Consider signing up for the next sessions in this series

2024

OCT 16 2024 8:30am

Finding a Location --- Lease Advice --- Navigating Permits and Inspections --- Hiring Contractors



NOV 20 8:30 a m

Entrepreneurial Success ----Business Planning, HR, Accounting, Marketing