

Development Assistance for Small Businesses

The City of Phoenix Planning and Development Department's Office of Customer Advocacy is back!

The OCA was created in March 2007, and after many successful years of operation, was temporarily closed last year due to budget cuts.

The OCA provides hands on assistance and case management for small busi-

ness customers new to the development and permit process.

Services provided include:

- Pre-project research;
- Feasibility discussions;
- Formulating project timelines;
- Administering the department's Adaptive Reuse Program (see below).

Small business customers are encouraged to contact the office before beginning the development process or even leasing or purchasing property.

The OCA is open from 8:00 a.m. to 5:00 p.m. and is located in Phoenix City Hall, 200 W. Washington St., second floor. For more information or to make an appointment, call 602-534-7344. Appointments are encouraged.

ADR benefits may include expedited services and regulatory relief to assist business owners in the process of obtaining required city approvals for renovation projects.

Adaptive Re-Use Program

The City of Phoenix's award-winning Adaptive Reuse Program (ARP) began as a pilot program in April 2008, and today it is one of the most comprehensive programs of its kind in the country.

The program offers development guidance, streamlined processes, reduced timeframe, and cost savings to business owners looking to adapt older buildings for new business uses.

This program is open to qualifying businesses in any area of the City of Phoenix and applies to structures build before 2000. Businesses engaged in manufacturing, fabricating, or assembling finished products or subassemblies are not eligible for the program, nor are *adult* businesses

such as liquor stores, gun shops, tattoo parlors, check-cashing services, etc.

Program policies and features vary according to the size of the structure:

Tier 1: Up to 5,000 square feet, including any addition to the building.

Tier 2: Buildings between 5,000 and 25,000 square feet.

Tier 3: Buildings between 25,000 and 100,000 square feet and "big box" spaces.

A few program policies and features that apply to all tiers include:

- Establishing a single point of contact for each project who has knowledge and responsibility for facilitating the process.

- Giving priority to ADR projects involving Historic Preservation approvals and grant applications.
- Providing concurrent reviews of site, civil engineering, and building plans.
- Accepting sealed reports from AZ architects and engineers in lieu of building plans for building safety inspections and permit applications.

For more information about specific program policies and to how the program may help you save time and money obtaining city approvals, see www.phoenix.gov/DEVSERV/arpindex.html or call the ADR Team, at 602.534.7344.

Operation Patch & Paint

The City of Phoenix's Operation Patch & Paint (OPP) Program is a pilot program created to offer minor rehabilitation assistance to eligible neighborhood commercial businesses based on the requirements of the Neighborhood Commercial Rehabilitation (NCR) Program.

Eligible improvements include the rehabilitation of building surfaces, doors, windows, signage, landscaping, and other site improvements. Improvements to interiors are not cov-

ered under the program, nor are building permits and engineering fees.

Preference is given to projects involving multiple storefronts and businesses located in close proximity to areas targeted for redevelopment by the NCR program.

To qualify, businesses must demonstrate that they serve predominately low/moderate income clientele who live in or very near a designated NCR area. Typically, a business owner must verify that at least 51% of his or

her customers live within 1 to 2 miles of the business and/or live in census tracts where the median household income is no more than 80% of the citywide median.

Funding for the program is limited. According to current budget projections, the city will fund \$329,675 for NCR projects in FY2011-2012.

For further information about the program, call your business liaison, Eileen Yurish (480-515-9018) or Diane Geshwind (602-504-9443).

Looking for Business Financing? Here's Some Free Advice

One of the keys to a successful business expansion is the ability to obtain financing. Raising capital is the most basic of all business activities. But as most entrepreneurs quickly discover, raising capital may not be easy. It can be a complex and frustrating task. However, if you are well informed and well prepared, you can significantly increase your chances of success.

Be Prepared

Many entrepreneurs see obtaining capital the same way they see personal credit: fill out the short application and get your funding. This is not the case with commercial financing!

Financing sources are in the business to make money; they want a return on their investment commensurate with the risk they are taking.

To be successful in obtaining financing, you must be prepared and organized. You must know your business inside and out. You must know how you are going to be successful in your marketplace. You must also know how much money you need, how you are going to use the money and how you will pay it back with interest. You must convince your financing source that you are indeed a good business risk.

Completing a comprehensive business plan for your business can be a good first step in preparing for a meeting with your financing sources. This business plan will include the majority of the key information the financing source will be looking for, such as business description, management profile, market information, operations plan and a financial plan.

Know What Lenders Look For

Most sources of financing will be looking at the following areas when determining if you are a good business risk:

- 1) What is the character of the borrower, do they repay their debts?
- 2) Does the borrower have the capacity to repay the loan?
- 3) Is the borrower committed to business success and have a significant portion of their own money invested in the business?
- 4) What are the conditions of the economy and industry they are in?
- 5) Do they have any collateral to secure the financing?

Most sources of financing will also be looking for you to provide a comprehensive loan package for your business which includes such things as historical business and personal tax returns, historical business financial statements, interim financial statements, aged accounts receivable and payable reports, personal financial statement, business financial forecast, articles of incorporation, use of funds, and a business overview.

Financing Sources

There are several financing sources to consider when looking for funding. It is important that you explore all of your options before making a decision. The most common funding sources for startup businesses are personal savings and family and friends. Other sources of funding include:

- Banks, which generally provide financing, after you have been in business 2 to 3 years, in the form of loans and lines of credit to businesses;
- Financing companies, which provide accounts receivable and inventory financing;
- Angel investors, which are private investors, such as your lawyer or doctor, who provide equity capital and expect higher returns on their investment.

You should also consider financing from key business partners such as suppliers and customers who may have an interest in your success.

Government agencies can also be a good source of funding, especially if your venture will create new jobs in your city or town. The Small Business Administration 7(a), 7(m) and 504 loan guarantee programs were put in place to help small businesses with their financing needs. So if you are looking for other ways to fund the growth of your business, debt financing through the SBA may be a solution to consider. One of the keys to a successful business is having the financing needed to grow your business. Raising capital can be a challenging and time consuming task. However, if you are well informed and well prepared, you can increase your chances of success significantly. Know your business, have a good business plan, know what your financing sources are looking for, find the right financing resource for your business and *"never, never, give up."* Winston Churchill, Sir (1874-1965)



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Contact Us

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www.jcl.com/NeighborhoodRenewal

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SAVE THE DATE:
November 10, 8:30 AM
Hatcher Dental
Grand Opening

HATCHER ROAD COMMITTEE

The Hatcher Road Committee meets on the 4th Friday of the month, at 8:00 AM, at the Cowden Center. Participation is open to all who are interested in helping transform Hatcher Road from a traffic short-cut into a family-friendly destination. If you would like more information, or would like to offer your help, please call Joel McCabe, 602.870.6060 x1257. Walk-ins are always welcome.

B & B Has a New Look!

As you drive Hatcher Road it's exciting to see the progress that's been made and the many building improvement projects that have been completed.

Some of these have been fairly significant, like renovations of The Eye Opener and the new Hatcher Dental building. But, we have also had some very successful smaller projects as more business owners commit to improving their properties.

Many of you have already noticed the changes to B&B Printery and the adjacent building. After sustaining damage from the hail storm, Ed Fochtman wanted to not only fix the damage, but to improve the overall look of his property. Ed was able to accom-

plish this with help from the Hatcher Road District Improvements Program (HRD) through a grant funded by State Farm, Local Initiatives Support Corporation (LISC) and Desert Mission Neighborhood Renewal.

During the past 3 years, HRD funds have been available to property owners and tenants within the Hatcher Road Overlay District and could be applied to exterior improvements such as new doors, signs, awnings, painting, paving, landscaping, and pedestrian amenities in conformance with the Hatcher Road Overlay District.

While continued funding for HRD grants has not been confirmed, State Farm and LISC have been long-term

supporters of Hatcher Road and this program has been very successful in helping to make these types of projects possible.

We'd like to thank State Farm and LISC and all of the property owners, like Ed, who are committed to our goal of making Hatcher Road a pedestrian-friendly retail and commercial destination.



B&B Printery's New Look
310 W Hatcher Road