

# Retail Growth in New Bern

---

Retail Growth Team - New Bern Area  
Chamber of Commerce

# Team Purpose

---

- Develop concrete ideas and suggestions for Chamber leadership and local government officials to manage and expand retail growth in New Bern
-

# Methodology

---

- Assemble team composed of various members of the Chamber from diverse backgrounds
  - Review existing Retail Studies
    - “Retail Market Assessment”, June 2001
    - Downtown New Bern Retail Recruitment Strategy, April 2007
  - Group Brainstorm Sessions
  - Develop Vision Statements
-

# Our Focus

---

- ❑ Small to Medium Retail Stores & Chains
  - ❑ Emphasize the New Bern small town feeling
  - ❑ Avoid the typical suburban strip mall landscape
  - ❑ Expand the choices available to residents
  - ❑ Keep dollars in New Bern instead of Greenville/Jacksonville/Morehead City
-

# Other Considerations

---

- ❑ Large Retailers - will come when the demographics support
  - ❑ Mall – private ownership; grow around/without it
  - ❑ Our visions complement existing committees & organizations- integration not duplication;
-

# Visions

---

- Recruiting & Retention
  - Business to Business Incentives
  - Retail Hubs
-

# Recruiting & Retention

---

- ❑ Organization or office dedicated to active recruitment of retail stores
  - ❑ Target specific markets that are lacking in New Bern
  - ❑ Resources for retaining and or transitioning existing businesses to new owners
  - ❑ Liaison between government and business services
  - ❑ “One Stop” resource for store owners
-

# Recruiting & Retention (cont'd)

---

- Topics this vision does NOT include
    - Duplicating existing organizations
    - Attracting large industry or service businesses
    - Attracting large quantities of jobs
    - Teaching how to start or run a business
  - Our vision is citizen focused; serving the retail needs of the community
-

# Business to Business Incentives

---

- ❑ Create a broad based package of incentives
  - ❑ Complementary services and discounts from existing merchants
  - ❑ Encourage retail stores to locate here by promoting the dollar value of the incentives
  - ❑ Demonstrate broad based community support
  - ❑ Fill the gap between government/tax incentives and existing discount programs
-

# Retail Hubs

---

- ❑ Identify specific areas for retail shopping throughout Craven County
  - ❑ Encourage retail friendly infrastructure development
  - ❑ Emphasize pleasurable shopping experience for consumers
  - ❑ Blend of retail, restaurants & entertainment
  - ❑ Control suburban sprawl & main corridor congestion
  - ❑ Integrate shopping with residential communities
-

# Summary

---

- Our vision is for New Bern to become the regional hub for retail shopping while maintaining the current small town friendly atmosphere
-

# Group Members

---

- Shirley Jones -Facilitator
  - Sylvia King
  - Donna Woodruff
  - Tim Hughes
  - Georgia Johnson
  - Ron McLean
  - Marie Phillips
  - Stephanie Flythe
  - Elizabeth Knowles
  - David Blain
  - Matt Brubaker
  - Annette Stone
  - Sherri Gaskins
  - John Hetzler
  - Charles Smith
  - Charles Peterson
  - Karen McLearn
  - Ken Rhodes
-