

# BUSINESS & COMMUNITY ENGAGEMENT WORKSHEET

Business and community engagement is at the heart of Main Street. This worksheet asks a few preliminary questions that will help you analyze your Main Street stakeholder environment and prepare an outreach plan. Fill in your answers below, and then use the spreadsheet on the following pages.

Remember, Main Street work is most successful when it is collaborative. Your business and stakeholder engagement strategies will be pivotal for making your Main Street successful.

**What do you want to learn?**

**Who do you want to listen to and learn from?** (Think about people and businesses who might typically be overlooked.)

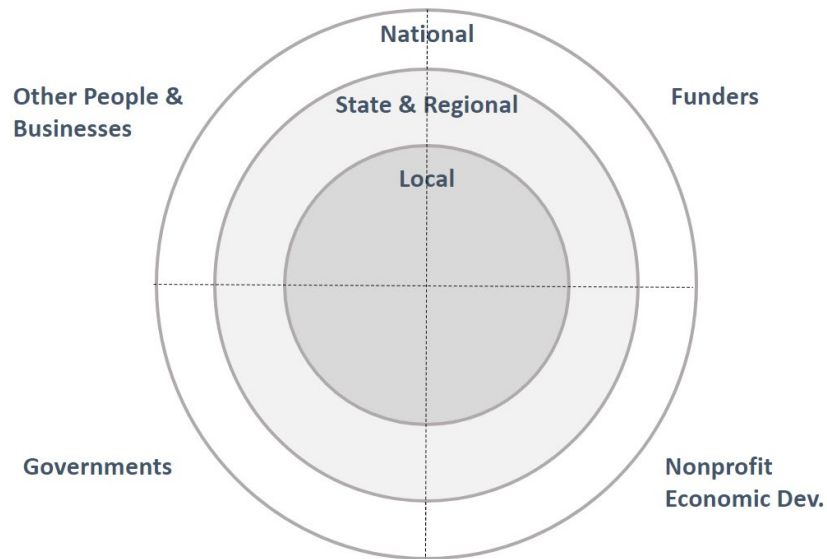
**What are the best methods to collect this information?** (surveys, interviews, focus groups, business walk, etc.)

**How can you engage your partners to help you?**

# STAKEHOLDER ENVIRONMENT BULLSEYE

Instructions:

1. Each circle represents stakeholder focus areas by geography.
2. Each quadrant represents stakeholder types by organization or by people.
3. Think of the economic stakeholders for your Main Street. Write down every stakeholder you can imagine, even if there is not an existing relationship. Then put their name on a chart (you will have to create a larger version).
4. As you add names, look to see if there is a quadrant or circle that has relatively few names, and try to add to it.
5. It's okay if some stakeholders fit in multiple quadrants.
6. Refer back to this list as you complete the Stakeholder Influence Matrix and the Stakeholder Outreach spreadsheet on the following page.



# STAKEHOLDER INFLUENCE MATRIX

Instructions:

1. Definitions
  - a. Support – The level of support that a stakeholder will provide for Main Street. Low Support is a stakeholder who is either opposed to Main Street or even just uninterested. High Support is a stakeholder who supports Main Street with their time, finances, advocacy, and more.
  - b. Influence – The level of political, financial, economic, and cultural influence a stakeholder has on Main Street.
2. Take the stakeholders from the Bullseye, and consider their Influence and Support of Main Street. You can either write their names on a chart like this, or you can write the information in the spreadsheet on the following page.
3. The action words in the chart are potential strategies to engage the stakeholders depending on the current and desired relationship.

Low Support & High Influence	High Support & High Influence
Repair, Communicate, Build Trust	Leverage, Empower, & Partner
Repair, Invest, Communicate, or even Deprioritize	Invest, Connect, Develop
Low Support & Low Influence	High Support & Low Influence



