



METRO

Business Assistance



METRO light rail

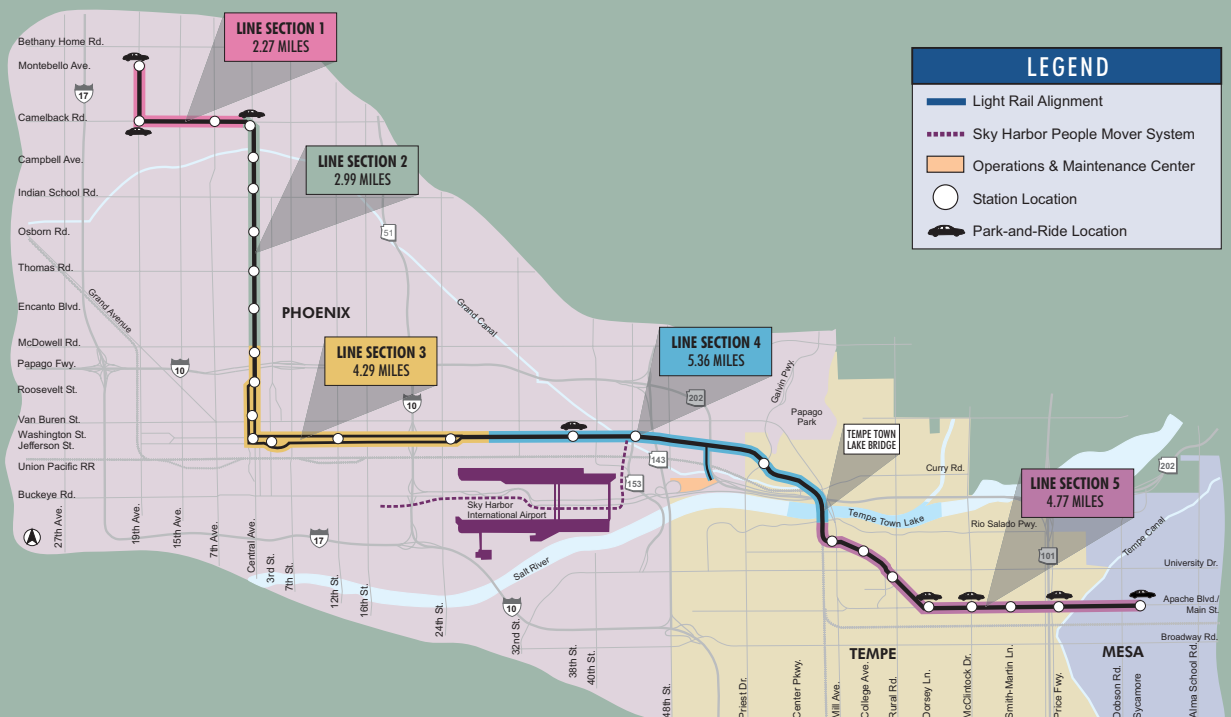
METRO is the nonprofit public corporation formed by the cities of Phoenix, Tempe, Mesa and Glendale to plan, build and operate the initial 20-mile METRO light rail system. In addition to this starter line, METRO will oversee the construction and operation of six extension lines that will bring the overall system length to 57 miles. The total cost of the starter project is \$1.4 billion.



Construction timeline. Most of the in-street construction work will be completed around the end of 2007. Much of the activity you will see in 2008 will involve construction of park-and-rides, passenger stations and system operation elements, as well as actual testing of light rail vehicles on the tracks.

Fast facts

- METRO opens for passenger operation December 2008
- Carries up to 600 passengers in a three-car train
- 26,000 boardings per day projected in the first year
- Travels at posted speed limits
- It takes one hour to travel the system end-to-end
- Operates 18-20 hours per day, seven days a week
- Peak frequency every 10 minutes, 20-30 minutes off-peak



Business Outreach Coordinators

Business owners have two dedicated METRO staff members to help businesses along the construction route with signs, advertising, and to connect you with other services. Our business outreach coordinators work closely with METRO's city partners to provide information and help resolve problems.



Erin Seibel

Business Outreach Coordinator
Tempe and Mesa

602-495-8213 office
602-214-6454 cell
eseibel@metrolightrail.org

Howard Steere

Public Involvement Manager

602-322-4476 office
steere@MetroLightRail.org

24 hour helpline 602-254-RAIL

Community Outreach Coordinators

METRO's Community Outreach Coordinators can provide light-rail information and help to any individual or group. Each coordinator is assigned to a different construction line section and has a direct working relationship with the construction contractor. Their job is to provide information, answer questions and help resolve problems.

Line Section 1

Beginning at 19th Avenue and Montebello, and ending at Camelback Road and Central Avenue



Dee Hidalgo-Coe

602-495-8233 office
602-980-0901 cell
dhidalgo-coe@metrolightrail.org

Line Section 4

Washington / Jefferson streets between 26th Street and the Tempe Town Lake Bridge



Gary Flunoy

602-322-4457 office
602-291-7670 cell
gflunoy@metrolightrail.org

Line Section 2

Central Avenue between Camelback to McDowell roads



Amy Bratt

602-495-8217 office
602-446-5811 cell
abratt@metrolightrail.org

Line Section 5, Tempe

Tempe Town Lake Bridge to the Tempe Canal Bridge



Carla Kahn

602-744-5552 office
623-261-2605 cell
ckhan@metrolightrail.org

Line Section 3

Central Avenue and McDowell through Washington / Jefferson and 26th streets



Monica Hernandez

602-322-4427 office
602-292-4960 cell
mhernandez@metrolightrail.org

Line Section 5, Mesa

Tempe Canal Bridge to the intersection of Main and Sycamore streets



Erin Seibel

602-495-8213 office
602-214-6454 cell
eseibel@metrolightrail.org

Let METRO help your business

Signs and banners

Construction signs let customers know that your business is open during construction and help direct drivers and pedestrians to your entrance. These signs and banners are available free, on loan to your business until October 2008.



Paula Moore, Footprints Dance Studio

There are two types of signs available: a 2 x 3 foot A-frame plastic sign in reflex blue with white lettering, and three different sizes of vinyl banners. Every business along the 20-mile alignment qualifies for one A-frame sign or one banner. For a fee, the signs and banners may include a business logo.

In addition, the

construction contractor in your area will provide a free blue business access sign to show drivers how to access your business.

Hotline

The METRO hotline exists to allow anyone to ask questions or report problems that arise as a result of light rail construction, 24 hours a day, seven days a week. The hotline is always staffed by operators. Call 602-254-RAIL.

METRO also has a group of staff members ready to help you one-on-one. Our staff members work with businesses and residents in each construction line section, and two Business Outreach Coordinators are dedicated specifically to helping business owners.

Customer postcards

METRO offers free pre-printed postcards to help you market to existing and new customers. All you have to do is cover the cost of the inserted text and the postage. You simply take your cards and your personalized message to a print shop.

Community Advisory Boards

METRO's Community Advisory Boards consist of residents and business representatives adjacent to the light rail route and serve as the voice of the community during construction.

Each construction line section has a Community Advisory Board that meets every month to evaluate how well the contractor manages and minimizes impacts to the community. Board members decide whether to award the contractor a quarterly incentive for going above and beyond expectations. The Community Advisory Board is another opportunity for you to work directly with METRO and contractor staff.



Line Section 3 Community Advisory Board

METRO MAX discount card

The METRO MAX card offers consumers an incentive to visit businesses along the light rail alignment. All you have to do to participate is to offer some type of discount or incentive to customers. Incentives are published in brochure form and publicized on the Web.



METRO markets the MAX card—at no cost to you—through promotions, media relations, and by distributing it to people who live, work and play along the light rail alignment.



City of Phoenix

City of Phoenix Business Assistance

The city of Phoenix is dedicated to keeping all of its businesses happy and healthy through light rail construction. It's committed to supporting businesses along the alignment by advertising in The Business Journal, Arizona Republic, city Water Notes, on radio and Phoenix Channel 11.

Business advocate

The city has hired a Business Advocate dedicated solely to helping small business owners impacted by construction. Call Eileen Yurish at 480-515-9018 to schedule a one-on-one meeting to analyze your immediate and long-term needs, and to get connected with tools that can help strengthen your business for the future.

Management Technical Assistance consultants

These private-sector consultants are business experts who are themselves small business owners. This consultation has a market value of at least \$3,000 but comes at no cost to you because the city of Phoenix pays the consultants' fees. The consultants can help with:

- Marketing, advertising and promotional planning
- Accounting projects and financial systems development
- Financial reviews and loan packaging
- Immediate and long-term strategies
- Process improvements and quality control
- Workforce recruitment, retention, training and development
- Public and private supplier development
- Office technology analysis, development and implementation
- Web site development and enhancement and e-marketing

ASU Market Needs Assessment

This program connects Phoenix business owners with a team of experts at the Arizona State University Spirit of Enterprise Center and with honors students in the W. P. Carey School of Business. What you get is a \$1,500 marketing assessment at no cost: an analysis of your businesses' customers, competition, market positioning strategy, marketing and customer service challenges and opportunities, and advertising and promotion options.

ASU's business student consultants prepare themselves for a site visit with you by researching your company, industry and history. After the visit, you'll receive a report with recommendations designed to help you attract new customers and retain existing customers. The report is a great foundation for working with the city-sponsored Management Technical



*Barry Schoeneman, Men's Apparel Club
Management Technical Assistance and Construction signage*

Assistance consultants who then can help you determine priorities and implement your plans.

Financing

The city of Phoenix offers several different types of loans to corridor business owners.

Expansion Assistance and Development is a collateral reserve deposit that can help Phoenix business owners meet a lender's collateral requirements. Collateral enhancements up to \$150,000 are available at no cost to METRO corridor businesses or to their lenders. These enhancements can be used with any commercial loan, including Small Business Administration loans and lines of credit.

The New Markets Loan provides below-market rates on loans to stimulate economic growth in low-income areas, which includes most of the METRO corridor. Qualifying investments may include office, industrial, retail or mixed-use projects with funding approval for construction, acquisition or rehabilitation. Project minimums are \$1 million and loan repayment terms range from one to seven years.

Community-based micro loans are available through the Self-Employment Loan Fund and Prestamos, a lending subsidiary of Chicanos Por La Causa. The Self-Employment Loan Fund helps small businesses access capital in amounts ranging from \$200 to \$35,000. Prestamos offers loans ranging from \$2,000 to \$250,000. You can also get free business advice when you apply for these loans.

For more information

**Phoenix Community and Economic Development
Department Small Business Division**

200 West Washington, 20th Floor
Phoenix, AZ 85003-1611

Telephone: 602-495-7539 or 602-534-1916

Fax: 602-495-5097

Business@phoenix.gov

Phoenix.gov/FreeHelp



The city of Tempe, Tempe Chamber of Commerce, and Tempe Schools Credit Union are committed to helping the businesses along the light rail route. The Asset Assistance Program lets business owners access a line of credit up to \$20,000 to help pay operational expenses during the construction period such as subsidizing rent, covering payroll, or to fund additional advertising. The line of credit term is 48 months and the credit cost is prime plus one-percent.

To participate, your business must be adjacent to the Tempe light rail route and must have been operating for at least two years. In exchange for becoming eligible to use the line of credit you'll be required to participate in free seminars and must agree to the credit terms: you must have a written business plan; be current in all tax obligations; and establish an account with Tempe Schools Credit Union.

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Erin Seibel, METRO

For more information

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602-495-8213 office
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eseibel@metrolightrail.org

Additional city-offered services in Tempe

- Training opportunities and workforce development
- Site selection
- Small Business Development Center
- Micro loan assistance
- Networking and educational opportunities
- Tempe Public Library Resource Center
- FastTrac GrowthVenture program



*Homa Mamnoon, Tasty Kabob
FastTrac Growth Venture and METRO MAX participant*

To tap into these opportunities contact the Tempe Economic Development Department

31 E. Fifth Street, Second Floor
Tempe, Arizona 85281

Telephone: 480-350-2706

Fax: 480-350-2951

Email business@tempe.gov

Tempe.gov/business



City of Mesa Cash Flow Assistance

The city of Mesa, U.S. Bank, Mesa Chamber of Commerce and Maricopa Community Colleges Minority Micro Small Business Development Center have teamed-up to offer a package of services and financial assistance to Mesa businesses during construction.

Through U.S. Bank, qualified businesses can access a \$20,000 line of credit to cover operational expenses including payroll, rent and overhead. To qualify your business must be adjacent to the light rail line and you must participate in free program-related seminars. The Maricopa Community Colleges Small Business Development Center will help you with business counseling and business plan development, and will help you work out the terms for the line of credit.



Keith Mulqueen, Singer Sewing Machine and Vacuum METRO MAX participant and LS5 CAB member

For more information

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eseibel@metrolightrail.org

Additional city-offered services in Mesa

- Training opportunities and workforce development
- Guide to opening and operating a business in Mesa. www.DoSmallBizMesa.com
- Site selection
- Networking and educational opportunities
- Mesa Public Library Resource Center

To tap into these opportunities contact the Mesa Office of Economic Development

20 E. Main St. Ste. 200
Mesa, Arizona 85201
Phone 480-644-2398
Fax 480-644-3458
CityofMesa.org/econdev

METRO business outreach partners

- Arizona Department of Commerce
1-800-542-5684
- APS Academy for Small Minority & Women-Owned Enterprise 602-250-4712
- Arizona Minority Business Development Center
602-248-0007
- Arizona State University W.P. Carey School of Business 480-965-3962
- Chicanos Por La Causa (Prestamos)
602-257-6764
- Grand Canyon Minority Supplier Development Council 602-495-9950
- Maricopa Community Colleges Small Business Development Center 480-784-0590
- National Center for American Indian Enterprise Development 480-545-1298
- Neighborhood Economic Development Corporation 480-833-9200
- Self-Employment Loan Fund
602-340-8834
- Service Corps of Retired Executives
602-745-7250
- United States Small Business Administration
602-745-7200

Ten ways to help your business through light rail construction

1. Get to know your METRO Community Outreach Coordinator, who can give you day-to-day information about construction progress and help solve problems.
2. Keep on top of the construction schedule and communicate that information to your customers.
3. Take advantage of METRO's construction signage: get a courtesy sign or banner, and a free business access sign.
4. Stay positive so you can project that positive attitude to your customers.
5. Look for opportunities to hold events and find new venues to promote your business.
6. Maintain your existing customer base through mailers and special discounts.
7. Enroll in the METRO MAX program to get the benefit of the marketing that METRO is conducting in support of businesses on the light rail line.
8. Check into the low interest loans or lines-of-credit offered by the cities.
9. Take advantage of the free seminars being offered by SBDC and SCORE, the small business experts, on marketing, writing a business plan, and record keeping.
10. Team up with nearby businesses to maximize your marketing dollars through shared strategies, to get new ideas and to problem-solve together.



MetroLightRail.org
602-254-RAIL
Info@MetroLightRail.org

To receive this information in alternative formats
call 602-254-7245 / TTY 602-322-4499.

Para recibir esta información en formatos alterna-
tivos llame al 602-254-7245 / TTY 602-322-4499.