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## FROM VACANT TO VIBRANT - BUILDING A BUSINESS RECRUITMENT STRATEGY

With the pandemic soon to be in our rearview mirror, the timing is right for community leaders to reassess their business recruitment strategies and adopt new tools that can support local businesses and attract new investment.

Drawing upon years of experience working with communities across the country, **Hilary Greenberg** (*Greenberg Development Services*) will review a “go to” list of essential tools that your community can use to build a stronger commercial district.

### Topics covered during the session include:

- Developing stronger partnerships with business and property owners
- Financing or regulatory tools that support new investment
- Tips for attracting specific uses to fill vacant or underutilized space

### LIVE WEBINAR

**June 9, 2021**  
**10 - 11:30AM**

Register Here:  
<https://cvent.me/lz80Kg>



Hilary Greenberg is principal of *Greenberg Development Services*, a Charlotte-based planning and economic development firm that works with non-profit organizations, state and local governments in the area of retail leasing, property redevelopment and business retention. Ms. Greenberg is national recognized as a downtown development expert in the area of economic revitalization and has conducted training programs for community volunteers across the country in the areas of business retention, recruitment and redevelopment and has been a keynote speaker at various downtown revitalization, preservation and local government conferences.

[www.leveragenc.org](http://www.leveragenc.org)



Leverage NC is a partnership of the NC League of Municipalities, NC Department of Commerce's Main Street & Rural Planning Center, NC Department of Cultural Resources' State Historic Preservation Office and the NC Downtown Development Association. We aspire to build economic development capacity in every town or city across the state.