



## NEIGHBORHOOD SERVICES DEPARTMENT

City of Phoenix



# NEIGHBORHOOD BUSINESS ALLIANCE PROGRAM

Businesses build alliances to achieve strategic objectives that could benefit a commercial corridor within a neighborhood. The alliance allows for the sharing of knowledge and resources; supports the creation of a strong identity for the business corridor; and encourages the growth of the neighborhood economy.

## To get started:

1. Determine the location boundaries for the business alliance.
2. Identify 10 interested businesses within the alliance boundaries and complete the application form, including the petition signed by representatives from all 10 businesses.
3. Submit the application and petition to your Neighborhood Specialist.
4. Plan an introductory meeting with all 10 businesses and your Neighborhood Specialist. Be sure to invite additional area businesses to join the alliance.
5. Invite the assigned Community Action Officer to the meeting (your Phoenix Neighborhood Specialist can assist).

## To move forward

If, after the first meeting, the group decides to move forward with forming a business alliance, the group will need to:

1. Agree to meet once every month for the first three months to:
  - a. Establish an action plan and create the group's brand and identity;
  - b. Elect members of leadership and form necessary subcommittees to help execute the action plan;
  - c. Begin the process of listing the business alliance with Neighborhood Services' Neighborhood Link.
2. After the first three months, the alliance may decrease the frequency of meetings according to members' availability and schedules.

## What We Offer:



Facilitation of the development of the vision, mission goals and action plan for the alliance.



Technical assistance from the Specialist for a year.



Continued guidance and support from the assigned Specialist on alliance activities.

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