



SMALL BUSINESS JOURNEY MAPPING

+ WHAT

Journey mapping documents the path a small business follows as they open or make changes to a business in your downtown. This project creates a resource for the Main Street Program as it outlines the business owners experience as they navigate the building and zoning permitting processes in your community.

+ WHO

Journey mapping is often used as a foundational tool for the Main Street program, typically driven by the Economic Vitality committee, Main Street Board, and municipal staff. Business and property owners who have experienced the process are great volunteers to participate in mapping the process as they often have constructive feedback on ways the process can be improved.

THE VALUE OF JOURNEY MAPPING



Creates clear understanding for the processes and establishes accountability.



Provides an easy to read framework identifying fees, permitting timeline, & contact information.



Positions the Main Street Program as a small business resource hub.



Streamlines the permitting process by identifying repetitive steps.



Provides an overall understanding of the small business owners experience.



Helps market your community as Small Business 'friendly'.





SMALL BUSINESS JOURNEY MAPPING CHECKLIST

⊕ Identify the various permitting tracks required in your municipality.

- PERMITTED USE
- SPECIAL LAND USE
- REZONING PROCESS
- ZONING BOARD OF APPEALS (Variance Process)
- RENTAL REGISTRATION
- BUSINESS LICENSES
- BUILDING PERMIT PROCESS
- CONSTRUCTION BOARD OF APPEALS

⊕ Document each step in the process.

Reference the Grand Haven Journey Map example as a guide.

- MAP OUT THE JOURNEY BY IDENTIFYING EVERY STEP IN THE PROCESS
- LIST THE FEE SCHEDULES
- IDENTIFY THE TIMELINE
- ESTABLISH THE CONTACT PERSON
- PROVIDE CLARIFICATION IN THE NOTES SECTION

⊕ Review. Refine. Share.

- ONCE THE PROCESS IS OUTLINED, MEET WITH MUNICIPAL STAFF TO IDENTIFY AREAS THAT CAN BE STREAMLINED.
- REFINE AND FINALIZE SMALL BUSINESS JOURNEY MAP.
- PROVIDE DIGITAL COPY TO MUNICIPALITY TO POST ON WEBSITE. POST ON MAIN STREET WEBSITE AND HAVE HARD COPIES AVAILABLE AT THE MAIN STREET OFFICE.

