

Market Research Intern: remote, flexible, Ashtabula
Ashtabula Hustles: Made on Main, a project of Park Place Nonprofit Center Co.

Position Title: Market Research Intern

Position Term: Flexible, starting in early September, ending with a final report in May 2024.

Potential to extend to summer and the following year with additional responsibilities.

Hours: Flexible, 10 hours per week, mostly remote work with site visits and meetings in Ashtabula roughly twice per month (mileage reimbursed for travel to Ashtabula). Flexibility in hours per week and project duration could be offered to an ideal candidate.

Application Deadline: August 31, 2023

Pay: up to \$20 hourly, based on experience

Position Summary: Ashtabula Hustles: Made on Main is a project of Park Place Nonprofit Center Co. The project began with research on post-covid revitalization strategies for rust belt Main Streets. After determining a Makers District was viable for Ashtabula, the project secured \$100,000 in prize money, received applications from makers, and supported businesses with mentors and classes to develop business plans. Seven businesses were selected to receive prizes in return for agreeing to move their small maker business onto Main Avenue, Ashtabula and continue to be mentored.

To further develop and stabilize the district, the project now seeks national market research in 2 areas:

- Economic sustainability for Makers Districts. Research to include streetscape, business support, event programming, marketing, placemaking, real estate strategies, and other programming for successful Makers Districts.

- Market gaps in Ashtabula for businesses that could populate 2nd floor and non-storefront spaces on and around Main. These are spaces not suitable for makers, and currently vacant. Attracting businesses to these spaces could provide economic stability to the district.

The Intern will identify Makers Districts through online research, develop a questionnaire to administer (verbally or online) to coordinators of Makers Districts, document results, and make recommendations on best practices. Ideally the Intern will have conversations with and forge professional relationships with Makers District coordinators.

The Intern will identify cities with similar demographics to Ashtabula, and seek existing business data from Chamber of Commerce's and the like. Data will be used to draw conclusions for businesses that could be recruited to Main Ave.

The project will conclude with a report for Made on Main to use to shape the future of the district, and attract businesses.

Additionally, through online research the Intern will create a list of funding sources with applications dates and web links, to potentially support the ideas outlined in the final report.

Independent thinking, excellent communication skills, experience conducting research, coachability, tenacity to gather data, data analysis, and ability to produce a professional quality final report are among preferred characteristics and skills.

The Intern will be supported and mentored by professional staff. The Intern will have the opportunity to meet key leaders in Ashtabula, network, and attend professional events.

The position will be supervised by the Made on Main project consultant, a 1997 MUPDD graduate of CSU Levin College of Urban Affairs, and seasoned community and economic development professional.

The Intern is responsible for tracking and documenting hours.

Candidates should send a brief cover letter indicating the reason for their interest in the position and a resume to Jamie Baker, jbaker@madeonmain.org.

Additional information can be found at <https://madeonmain.org>

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