

RETAIL REVIVAL



DANIEL HARRIGAN, MAYOR



ABOUT THE PROGRAM:

- eBay is launching a new program in the U.S. focused on bringing traditional brick & mortar main street businesses online and to new customers around the world.
- eBay is partnering with the City of Akron for its first U.S. pilot city and through a 12-month partnership will help local small businesses and the broader community harness the power of technology and eBay's global marketplace.
- eBay and Akron recognize that technology and ecommerce can be a positive force for driving inclusivity and growth for small businesses.

PROGRAM HIGHLIGHTS INCLUDE:

- In partnership with the City of Akron, eBay will select 20-40 local businesses to participate in the Retail Revival program for 2018 and receive support and resources to get started selling on the eBay platform. Businesses located in Warren, OH will also be eligible to apply for the program.
- These resources include a comprehensive training program that will teach the eBay selling basics, as well as strategies to best utilize eBay's platform and tools to boost business, a dedicated customer service support team to answer any questions the new sellers' may have, a complimentary eBay store subscription, and an eBay selling starter kit.
- eBay will also work with the City of Akron to market the City and its sellers across the eBay community through a dedicated landing page, social media channels and media.

WHY AKRON?

- Akron was selected as the pilot city after a rigorous review of cities across the U.S. Akron stood out because of its forward-thinking mindset and commitment to innovation and investment in Akron's startup and business communities.
- eBay also already has a thriving seller community in Ohio with 245,000 sellers that collectively generated \$938M in revenue and sold to 210 different international markets in 2016.

FOR MORE INFORMATION, CONTACT HEATHER ROSZCZYK AT HROSZCZYK@AKRONOHIO.GOV.