

City unveils new business growth effort

BY NORM CANNADA
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SENECA — Seneca officials announced “a new venture” Tuesday afternoon to promote and support businesses

and business development throughout the community.

The Seneca Business Development Support Center is a newly

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formed organization with the city’s leadership, but city administrator Scott Moulder said he hopes the organization will become its own 501(c)(3) nonprofit entity in about a year. He said the center’s motto is “Business driving business.”

“We’re just going to be the middle man to assisting our business community to become strong and drive more business to each other,” he said. “This organization is going to be all about business support, recognition, awareness, marketing, promotion — everything we can do to be intimately involved with each of our business owners and how we, as a city, can help you be successful.”

Moulder said the initiative is open to all businesses in the Seneca Light and Water service area to provide help with business development, startup assistance, navigating the city’s process of opening a business and marketing advice.

Seneca events coordinator Riley Johnson is taking on an additional role as executive director of the new organization.

“Riley will bring a skillset to assisting our businesses that is



Seneca events coordinator Riley Johnson will be executive director of the new Seneca Business Development Support Center, an organization to help drive business in the city that was announced at a meeting Tuesday.

second to none,” Moulder said. “We’re excited about Riley stepping up and actually helping to manage this organization.”

Johnson said he wants to connect events in the city to help promote businesses.

“I’m thankful for this opportunity to work more directly with businesses,” he said.

Seneca Mayor Dan Alexander said businesses “play a vital role in this community” and pointed to the growth downtown and throughout the Seneca area in recent years.

“What I’m seeing happening downtown right now is something that I’ve dreamed about a long time,” he said. “I grew up here. I remember when a lot of people were going up and down the streets and when I ride downtown now, I see that coming back. I see people downtown. I see people buying products. I know this is something that we really wanted to see.”

“We felt like there was part that we could do better, and that’s really supporting all the businesses here in this community,” Alexander added. “We’re excited about where the future is going in Seneca. We’re excited about what’s happening and the momentum that we have here.”

Moulder said the new organization has five membership levels, with different membership fees and benefits for each level.