

# VENTURE PORTLAND TRAININGS AND WORKSHOPS

**2016-2017**

Do you want grant funds to grow your programs? Looking for ways to boost your membership? Are you making the most of your business district's competitive edge? We'll help you boost your district's identity, strengthen your membership, create and maintain great websites, run your association with skill and ease and more. Learn from experts and bring knowledge back to your business and district!

**Trainings and Workshops are at Venture Portland, 1125 SE Madison, Suite 112 unless noted.**

**RSVP Required – 503.477.9648 or [training@ventureportland.org](mailto:training@ventureportland.org)**

In-Depth Workshops ( <i>NEW!</i> )	Trainings
<i>Dive deep into critical business district topics. Leave with completed plans you can put into action right away.</i>	<i>Get a quick practical introduction to common topics with easy-to-use templates and samples.</i>
<b>8:30-11:30am</b> <b>\$10 (includes breakfast)</b>	<b>12-1:30pm (unless noted)</b> <b>\$5 (includes lunch) / District Pass \$20</b>
<b>Members, Members, Members! Magnifying Business Benefits to Run Successful Campaigns</b> October 27, 2016 <i>Improve the ROI of joining your district, increase revenue and build your association's credibility</i>	<b>Grants Certification Training</b> September 7, 2016, 5:30-8pm, 1125 SE Madison St Free, dinner provided. <b>At least 2 representatives/district mandatory to apply for any 2016-17 grant.</b>
<b>Identity Crisis: Branding, District Identity and Physical 'Fit'ness</b> March 22, 2017 <i>Create a recognizable brand that gives your district a cohesive feel</i>	<b>Websites that Work: Building and Maintaining Strong Sites</b> October 19, 2016
<b>Self-Sustaining Events: Festivities That Fit Your District</b> April 6, 2017 <i>Plan the right event for your district to maximize participation and business benefit</i>	<b>Your 15 Minutes of Fame: Earning Positive News Coverage</b> November 3, 2016
	<b>Permits, Bureaus and Street Fairs, Oh My! Securing Permits for Event Success</b> March 7, 2017
	<b>The Buck Stops Here: Minutes, Motions and Money</b> June 1, 2017
	<b>Hail to the Chief: Presidential Roles and Responsibilities</b> June 7, 2017

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## **In-Depth Workshops (NEW!)**

To respond to requests for more in-depth skill-building, we're launching three morning workshops on critical topics—Membership, District Branding/Identity, and Events. These workshops will give you the detailed knowledge to help your district thrive. You'll leave with completed plans ready for you to implement right away.

**Workshops run from 8:30-11:30am and cost is \$10 (includes breakfast)**

**All workshops are held at Venture Portland (1125 SE Madison, Suite 112)**

### **Members, Members, Members! Magnifying Business Benefits and Running Strong Campaigns**

**October 27**

What benefits does your district offer? Can you describe the ROI that makes joining your district good business sense? Learn how to make your membership benefits clear and quantifiable. Put everything in place to plan, run and track a membership campaign that brings more businesses into your association and more revenue into your bank account. You'll leave having quantified your benefits and with a concrete plan for your campaign.

### **Identity Crisis: Branding, District Identity and Physical 'Fit'ness Workshop**

**March 22**

Position your district for business success like a pro! In this workshop you'll establish or refine the key components of your district's brand, create plans for using your brand successfully and learn how your district can use good design and plan on-street district identity projects such as bike racks and window displays. You'll leave with concrete plans to leverage your district's unique character into customers and revenue.

### **Self-Sustaining Events: Festivities That Fit Your District**

**April 6**

Events are expensive to put on and take a ton of volunteer energy. We'll help you develop creative new events that maximize the impact of your time, money and energy, or add pizzazz to existing events. At this workshop, you'll develop plans that fit your district's character and learn ways to sustain the energy, business benefit and revenue over time.

# VENTURE PORTLAND TRAININGS AND WORKSHOPS

2016-2017

## Trainings

Trainings are quick practical introductions to common topics that affect business districts. You'll leave with new knowledge and easy-to-use samples to share with your district.

**Trainings run from 12-1:30pm and cost \$5 (including lunch) and are held at  
Venture Portland (1125 SE Madison, Suite 112)\***

*\*Except Grants Certification Training*

### **Grant Certification Training**

**September 7, 5:30-8pm (dinner provided; no cost)**

Location: Tony Starlight Showroom, 1125 SE Madison St

Have you ever struggled to come up with a great idea for a grant? Or had a great project idea but couldn't figure out how to make it a reality? Learn how to generate ideas that get results, plan strong projects with built-in evaluation methods, create solid budgets and write successful grant proposals at this mandatory training. Plus, hear success stories from business district leaders who got funded and then made cash registers ring. Participating business districts (that send at least 2 representatives) receive a one-year grant writing 'certification' with year-round technical assistance.

- **Attendance by at least 2 representatives per business district mandatory to apply for any Fall 2016 or Spring 2017 Grant**

### **Websites that Work: Building and Maintaining Strong Sites**

**October 19**

Is your district website compelling? Does it draw customers and put a human face on businesses? Is it easy to update? Has it fallen out-of-date or into disrepair? Learn best practices for business district websites, the latest and greatest tools, how to incorporate social media and strategies for keeping your website maintained with volunteers.

### **Your 15 Minutes of Fame: Earning Positive News Coverage**

**November 3**

Get more news coverage for your district and your events. If you don't know the nuts and bolts of working with the media, you'll either lose out on publicity or other forces will control how your district is portrayed. Learn how to get coverage, give good interviews and develop relationships with reporters.

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## **Permits, Bureaus and Street Fairs, Oh My! Securing Permitting for Event Success**

**March 7**

Don't let your Street Fair or summer event get sunk by permitting -- which can be complicated. Join Venture Portland and representatives from the City's permitting bureaus to find out which permits you need, how to get them and how to avoid last minute hassles or unexpected fees.

## **The Buck Stops Here: Minutes, Motions & Money**

**June 1**

As the Secretary or Treasurer of your business district, you have your finger on the pulse of vital operations. Learn how to provide financial reports to your business district board, when you need a formal motion and how minutes should (and shouldn't) be kept. Meet other business district Secretaries and Treasurers, know your legal responsibilities as a business district officer and how to keep your district on solid ground.

- **Attendees: Business District Secretaries and Treasurers**

## **Hail to the Chief: Presidential Roles & Responsibilities**

**June 7**

It can feel lonely at the top. Meet other business district Presidents and Vice Presidents and learn the ins and outs of your legal responsibilities as Chief Executive of a business district and how to strengthen your district's infrastructure, plan effective Board Meetings and lead your district to new heights.

- **Attendees: Business District Presidents, Vice Presidents and emerging leaders**