

VENTURE PORTLAND TRAININGS AND WORKSHOPS

2017-18

Want grant funds for your district? Looking for ways to boost your membership? Are you making the most of your business district's competitive edge? Venture Portland will help you boost your district's identity, increase your membership, create and maintain great websites and run your association with skill and ease.

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

RSVP Required – 503.477.9648 or training@ventureportland.org

Trainings

Get a quick practical overview. Leave with easy to use templates and samples to adapt to your district's needs.

12-1:30pm (unless noted)

\$5 (includes lunch) / District Pass \$35

Grants Certification Training

September 7, 2017, 5:30-8pm, 1125 SE Madison St.
Free, dinner provided. **2 representatives mandatory to apply for any 2017-18 grant.**

Economic Resilience: Weathering the Unexpected

October 11, 2017

Time Is Money: Making the Most of Part-Time Staff

November 2, 2017 (Invitation only)

Going Pro: Funding Your District's First Staffer

November 9, 2017 (Invitation only)

Websites That Work: Modernizing & Maintaining Your Site

February 22, 2018

How "The City That Works" Actually Works: Making Your Voice Heard

April 11, 2018

Knowledge is Power: Using NEW Data Tools to Boost Your District

May 9, 2018

Visual Merchandising: Secrets to Keeping Your Store New & Exciting

May 23, 2018

Hail to the Chief: Presidential Roles & Responsibilities

June 7, 2018, 9-10:30am

The Buck Stops Here: Minutes, Motions & Money

June 7, 2018

In-Depth Workshops

Dive deep into critical business district topics. Leave with completed plans you can put into action right away.

8:30-11:30am

\$10 (includes continental breakfast)

Members, Members, Members! Magnifying Benefits & Running Strong Campaigns

October 18, 2017

Improve the ROI of joining your district, increase revenue and build your association's pool of potential Board members. You'll learn how to strengthen existing benefits, generate potential new benefits and plan a successful membership campaign. You'll leave with plans for a strengthened benefit package and a campaign plan.

Identity Crisis: Branding, District Identity & Physical 'Fit'ness

January 30, 2018

Create a recognizable brand that gives your district a cohesive feel. You'll identify projects that fit your district so it stands out to customers and visitors. You'll leave with an assessment of your brand and prioritized projects that fit your district.

Leading Through Influence: Leadership Skills Intensive

March 14, 2018

Build a comprehensive set of skills to excel as a business district leader and guide your district—and yourself—to new heights. You'll learn how to form and lead a team, resolve conflict, make tough decisions and plan for succession. You'll leave with a plan for how to apply and build on these skills in your district, business and/or professional life.

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In-Depth Workshops

Venture Portland's In-Depth Workshops give you knowledge and experience to help your district thrive. Workshops offer a deeper dive in to core topics that are always at the forefront for business districts—Membership, District Identity and Leadership—where you can work on your projects with other business district leaders, get coaching from Venture Portland staff and leave with completed plans that you can 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 & Running Strong Campaigns

October 18

What benefits does your district offer? How can you convey the ROI that makes joining district good business sense? Learn how to make your membership benefits clear and quantifiable. Learn to plan, run and track a membership campaign that brings more businesses into your association, more revenue into your bank account and more potential board volunteer onto your board. You'll leave having quantified your benefits and a concrete plan for your campaign.

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

January 30

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 select, 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.

Leading Through Influence: Leadership Skills Intensive

March 14

One thing is constant in business districts: they always need leaders, and you're one of them, whether you're a board member, staffer, President, officer, or a member who wants to build your leadership skills. And leadership skills in a business district are fundamentally different from other kinds of leadership. In this workshop, we'll identify both core skills for both individuals and teams, how to mesh your styles with others', mobilize and motivate a team of volunteers, address burnout, and resolve conflict with strong personalities You'll leave ready to be a more effective leader as well as in your business and your career.

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Trainings

Trainings are short 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; free)

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 achieved their goals. 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 2017 or Spring 2018 Grant***

District Resilience: Responding to Tough Times

October 11

Snowstorms. Hundred-degree heat. Construction. Protests and unplanned events. Any number of things can disrupt the foot traffic and sales in your district. How can you thrive when it's make it's harder for customers to get to your businesses' doors? We'll strategize tactics for how you can help your businesses thrive even when everyone's tempted to just stay home, eat in and shop online. Next time there's a Snowpocalypse or some other disruption, you'll be ready.

Websites that Work: Modernizing and Maintaining Your Site

February 22

Is your district website compelling? Or does it make you feel like we're back in 2005? Is it easy to update?? Learn best practices for business district websites, the latest and greatest tools, what functions your website should have, how to incorporate social media and strategies for keeping your website maintained with volunteers.

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Mr. Smith Goes to City Hall: Making Your Voice Heard

April 11

How do you have influence when there's an issue with City government? Navigating the world of elected officials, City bureaus, budgets and decision-making takes strategy and know-how. Venture Portland will help you decide how and when to take positions, how to be an effective advocate, how to cultivate relationships with elected officials and staff, and how to write effective letters and give testimony. You'll also learn the legal nuts and bolts of advocacy and elections.

Knowledge is Power: Using NEW Data Tools to Boost Your District

May 9

Join Tyler Bump and Tony Lamb from The Bureau of Planning & Sustainability and Venture Portland staff as they reveal a brand-new, powerful system that will allow you to access business and economic data from your district online! Identify trends in your business mix, demographics, lease rates, and more. Learn how you can use this information promote your district and your members in new ways. See how the system works, and how to use the information that's now at your fingertips to reduce vacancies, create new benefits, make cash registers ring and increase your membership. You'll see your district with new eyes!

Visual Merchandising: Secrets to Keeping Your Store New & Exciting

May 23

Blow the dust out of your store and give it fresh appeal – affordably. Learn 10 secret (and easy!) ways to create a new feeling in your existing space and keep customers coming back to see what's new. Learn the subtle psychological cues that help drive customers to your best products and make them appealing. Then, learn how to keep refreshing on an ongoing basis to make your store feel new all the time. It's a "refresher course" you can't miss.

Hail to the Chief: Presidential Roles & Responsibilities

June 7

June 7, 9-10:30am, continental breakfast provided

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

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.

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The Buck Stops Here: Minutes, Motions & Money

June 7

- **Attendees: Business District Secretaries and Treasurers, and emerging leaders**

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.

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Invitation-Only Trainings

To respond to one of the Strategic Priorities identified at Venture Portland's 2017 Strategy Summit, Venture Portland is launching two invitation-only trainings focused on Business District Staffing. Invitation-only trainings are free and are from 12-1:30pm. Lunch is provided.

Time Is Money: Making the Most of Part-Time Staff

November 2

- **Attendees: Presidents and Vice Presidents of districts with part-time staff (approximately 8-16 hours/wk.)**

When your district has very limited staff time, how you use those few staff hours can be the difference between building momentum and revenue that leads to more staffing, or to ineffective projects that don't yield results. We'll help you deploy your staff time in the most catalytic way and manage the many demands your staffer's time smoothly.

Going Pro: Funding Your District's First Staffer

November 9

- **Attendees: Board Members of districts without staff**

Hiring professional staff is the best surefire way to get your district to the next level of programming, expand membership, business benefits and revenue. But how do you find funds to pay them in the first place? Venture Portland will help you find ways to break the chicken-and-egg cycle. We'll explore funding models and programming that can help you get your first staffer and identify the key characteristics to look for when you hire.