

# VENTURE PORTLAND TRAINING CATALOG

2018-2019

Do you want grant funds to grow your programs? Do you know the current business mix and demographic trends in your district? Are you successfully engaging your district's diverse businesses and residents in your programs? Does your business's interior and exterior create welcoming experiences for your customers? Is your staff providing world-class customer service?

Attend a Venture Portland training and learn from experts, network with other business district leaders, ask questions, share experiences and best practices, strengthen your programs and help your business and business district thrive. All trainings are open to Venture Portland's member districts and their members.

**WHERE:** Venture Portland (1125 SE Madison, Suite 112), unless noted

**WHEN:** 12-1:30pm, unless noted

**COST:** \$5, unless noted (includes lunch)

## **September 6 – Grants Certification Training**

5:30-8pm, Dinner Provided; No Cost; Tony Starlight Showroom (1125 SE Madison St.)

- Attendees: 2 district representatives mandatory to apply for any 2018-2019 grant

## **October 24 – Knowledge is Power: Using New Data Tools to Strengthen Your District**

## **January 23 – Sin City: Working with Adult-Themed Businesses**

## **February 20 – Better Together: Building an Inclusive District**

## **March 7 – Guest Service Gold Customer Service Workshop**

9:30am-2pm, Lunch Provided; \$20; Presented in partnership with Travel Portland

- Attendees: Hospitality, retail and food/drink businesses and their employees

## **April 11 – Creating Captivating Customer Experiences Through Store Design**

## **May 2 – Where the Sidewalk Ends: Activating the Space in Front of Your Business**

## **May 23 – Hail to the Chief: Presidential Roles & Responsibilities**

- Attendees: Business District Presidents/Vice Presidents

## **May 23 – The Buck Stops Here: Minutes, Motions & Money**

- Attendees: Business District Secretaries/Treasurers

**All trainings are held at Venture Portland (1125 SE Madison, Suite 112) unless noted.**

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Trainings are short practical introductions to common topics that affect neighborhood businesses and 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 (includes lunch) unless noted**  
**All Trainings are held at Venture Portland (1125 SE Madison, Suite 112) unless noted**

## **Grant Certification Training**

**September 6, 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, learn how to use new demographic data tools to strengthen your district and plan inclusive projects.

Participating business districts (that send at least 2 representatives) receive a one-year grant writing 'certification' with technical assistance.

- ***Attendance by at least 2 representatives per business district mandatory to apply for any Fall/Winter 2018-19 or Spring/Summer 2019 Grant***

## **Knowledge is Power: Using New Data Tools to Strengthen Your District**

***Diversity, Equity and Inclusion Training Series (pt 1)***

**October 24**

Do you know how many businesses are in your district? What are the trends in your district's business mix, demographics and lease rates? Attend Knowledge is Power and experience Tableau, a brand-new, powerful system that allows you to access demographic and economic data from your district online for free. You'll become an expert at finding the right data and using it to create strategies for a more inclusive district, reduce vacancies, create new benefits, make cash registers ring and increase your membership.

## **Sin City: Working with Adult-Themed Businesses**

***Diversity, Equity and Inclusion Training Series (pt 2)***

**January 23**

Portland has more strip clubs per capita than any other city, more cannabis dispensaries than Starbucks and McDonalds and its bar scene was named 'Best in America' by USA Today. What do all these businesses have in common? They all want to get involved with their business district! Attend Sin City and learn strategies for engaging businesses that may seem difficult to approach but are always making cash registers ring. Find out how other districts have partnered with these adult-themed businesses in their events and promotions while also remaining in compliance with state and federal laws.

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## **Better Together: Building an Inclusive District**

***Diversity, Equity and Inclusion Training Series (pt 3)***

**February 20**

Business districts are vibrant, dynamic places full of a variety of business types and people from diverse backgrounds, cultures and walks of life. How can your district reflect the mix of businesses and customers in the area you serve? Venture Portland will help you create strategies for diversifying your membership and your board by bringing together people and perspectives for a stronger district.

## **Guest Service Gold Customer Service Workshop**

***Retail/Food & Drink Training Series (pt 1)***

**March 7 (9:30am-2pm, \$20)**

Venture Portland is partnering with Travel Portland to provide a deeply discounted, internationally accredited, customer service certification workshop for retail, food and drink and hospitality-related businesses. The American Hotel & Lodging Educational Institute designed this workshop especially for Oregon's hospitality industry and it is available to businesses and individuals in the Portland region. The course features seven principles of guest service delivery, illustrated through real stories of challenge and experience told by employees from businesses across Oregon.

## **Creating Captivating Customer Experiences Through Store Design**

***Retail/Food & Drink Training Series (pt 2)***

**April 11**

Is your space comfortable and inviting or does it send your customers running for the hills? Do you seamlessly integrate your business's brand and voice into your store's layout and decor? Attend Creating Captivating Customer Experiences and learn how specific elements of your space influence customer behavior and how to make small changes that can result in big improvements. Understand the psychology of shopper flow, shopper behavior, space allocation and section adjacencies to keep customers coming back.

## **Where the Sidewalk Ends: Activating the Space in Front of Your Business**

***Retail/Food & Drink Training Series (pt 3)***

**May 2**

Portland may have a reputation for rainy weather but during the summer months what's happening in front of your business becomes just as important as what's happening inside. Attend Where the Sidewalk Ends and learn how to make the most out of the limited yet crucial space adjacent to the public right of way. Attract customers, showcase products, participate in events and make your space stand out in a crowd. Plus, discover what you can legally place in the furnishing zone including trash cans, bike racks, street seats, public art and more.

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

**May 23, 9-10:30am (breakfast provided)**

- **Attendees: Business District Presidents, Vice Presidents**

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.

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

**May 23, 12-1:30pm (lunch provided)**

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

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.