

VENTURE PORTLAND TRAINING CALENDAR

2019-2020

Do you want grant funds to grow your programs? Are you giving your customers an unforgettable experience? Does your business have an emergency response plan? Has your social media following fallen flat? Is your district or business welcoming and inclusive?

Attend a Venture Portland training and learn from experts, hear case studies of business district success, 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 St., Suite 112), unless noted

WHEN: 12-1:30pm, unless noted

COST: \$10, unless noted (includes lunch)

September 5 – Grants Certification Training

5:30-7:30pm, Dinner Provided; No Cost; Tony Starlight Showroom (1125 SE Madison St.)

- Attendees: 2 district representatives mandatory to apply for any 2019-2020 grant

September 18 – Strong Membership: Getting Your District Back on Track

October 23 – Economic Resilience: Weathering the Unexpected

January 30 – Enhanced Service Districts: New Tools to Support a Changing City

February 19 – Inclusive Outreach: Understanding the Unique Needs of Diverse Groups

March 12 – Video Killed the Radio Star: New Ways to Tell Your Story on Social Media

April 9 – Show Me the Money: Addressing Disparities to Create a More Equitable Economy

May 7 – Gift with Purchase: Using Great Customer Experiences to Compete with Online Giants

May 27 – Hail to the Chief: Presidential Roles & Responsibilities

- Attendees: Business District Presidents/Vice Presidents

May 27 – The Buck Stops Here: Minutes, Motions & Money

- Attendees: Business District Secretaries/Treasurers

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

VENTURE PORTLAND TRAINING CATALOG

2019-2020

Venture Portland's 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 tools and samples to share with your district.

Trainings run from 12-1:30pm and cost \$10 (includes lunch) unless noted
All Trainings are held at Venture Portland (1125 SE Madison, Suite 112) unless noted

Grant Certification Training

September 5, 5:30-7:30pm (dinner provided; free)

Location: Tony Starlight Showroom (1125 SE Madison St)

Do you have a great project idea but can't figure out how to make it a reality? Has your district been struggling with the ROI of a long-term project? Attend our annual Grant Certification Training and learn the secrets of successful grant projects. You'll hear case studies from other districts about how they established a baseline, defined goals and put themselves on the road to Benchmark achievement. 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 2019-20 or Spring/Summer 2020 Grant***

Strong Membership: Getting Your District Back on Track

September 18

Portland is projected to add 260,000 residents by 2035. This growth will cause seismic shifts in the types of businesses that make up the city's 50 business districts. How will your district adapt to the changing environment and continue to grow its membership? Attend Strong Membership and learn how to plan, execute and track a successful membership campaign. Plus, learn how to adapt your member benefits to bring more businesses into your family, more revenue into your bank account and more potential volunteers onto your board. You'll become an expert in the art of getting businesses signed up and participating.

Economic Resilience: Weathering the Unexpected

October 23

Snowstorms. Heat waves. Construction. Protests and unplanned events. Any number of things can disrupt the foot traffic and sales in your district. How can your business thrive when it's difficult for customers to get to your door? Attend Economic Resilience and learn tactics to make registers ring even when it's easier for customers to just stay home, eat in and shop online. Hear stories from local business owners about when things got unexpectedly tough and how they persevered including disruption preparation, marketing campaigns and customer incentives.

Enhanced Services Districts: New Tools to Support a Changing City

January 30

As Portland continues its growth into a major metropolis, it faces both new opportunities and challenges. Business districts must be nimble to ensure the economic prosperity of their members and maintain a clean and safe environment. An Enhanced Services District (ESD) is a tool that business and property owners can use to fund improvements that go above and beyond City services. Learn from districts that have successfully implemented an ESD, how to avoid common pitfalls, get buy-in and start mapping out a plan to take your district to the next level.

Inclusive Outreach: Understanding the Unique Needs of Diverse Groups

February 19

Having diverse membership and a board that reflects the demographic makeup of your district helps ensure all businesses benefit from district activities. But simply inviting everyone to the party isn't enough; you also need to ask them to dance. Inclusive business districts are intentional about helping members and board members feel comfortable participating and contributing. Attend Inclusive Outreach and learn about the unique needs of different groups from a panel of minority serving organizations. You'll leave with valuable insights on communities of color and tools to help get them engaged.

Video Killed the Radio Star: New Ways to Tell Your Story on Social Media

March 12

The world of social media is vast and ever changing and keeping up can be a daunting task. What makes a post effective? How do you track your reach? Is boosting really worth it? Attend Video Killed the Radio Star and learn the secrets to successful social media and how to make the most of your limited time online. You'll learn about some of the new features of Instagram, Facebook and Google My Business and discover how districts have used these tools to become marketing masters.

Show Me the Money: Addressing Disparities to Create a More Equitable Economy

April 9

Infusing Diversity, Equity and Inclusion practices into your district isn't always easy. It's an ongoing process that requires a commitment from everyone involved. Luckily, there are plenty of resources available to get you on the path to success. Attend Show Me the Money and learn about opportunities to help you create culture change in your business and district. It is good for your community and your bottom line – businesses with inclusive talent practices generate up to 30% higher revenue per employee.

Gift with Purchase: Using Great Customer Experiences to Compete with Online Giants

May 7

Online shopping is more popular than ever and for many small brick and mortar businesses, it is next to impossible to keep prices competitive. The good news is there is something you can offer your customers that can't be found online – an experience. Attend Gift with Purchase and learn how businesses are getting customers in the door with exceptional service, fun activities, cool clubs and Instagram-worthy displays. You'll leave with plenty of ideas that will make your customers forget about Amazon.com forever.

Hail to the Chief: Presidential Roles & Responsibilities

May 27, 12-1:30pm (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 27, 2-3:30pm (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.