Sharing the Good News of Local Business

BizCon – The Business Conduit
Who am I?

- Assistant City Manager / Development Director, City of Sturgis, Michigan
- Generate Sturgis Team Member
- akuk@sturgismi.gov
What is BizCon?

• Program to share business stories with the community
  • Promotion for the business
  • Community awareness of “hidden” economic success
  • Business lessons for other entrepreneurs
What Does BizCon Do?

• Monthly Feature of a Community Business
  • Newspaper Article
  • Radio Spot
  • Recognition Plaques
  • Online Promotion
What Does BizCon Do?

- Newspaper Article
  - 500 to 600 words
  - Focus is on a story of the business
    - History
    - Current success / change
    - Lessons / keys to doing business
  - Not (just) an advertisement
What Does BizCon Do?

- Radio Spot
  - 15 minute interview at local radio station
  - Article as a guide for the spot
What BizCon Do?

- Recognition Plaques
  - One for business, one displayed in City Hall
  - Provides ongoing recognition of the business
What Does BizCon Do?

- Online Promotion
  - Generate Sturgis website and Facebook
  - New link to Sturgis 247
How do we do BizCon?

• Four person team
  • Business scheduler and interviewer
  • Writer
  • Radio spot host
  • Logistics

• Can (and has) been done by one person
How do we do BizCon?

- Selecting Businesses
  - Rotate between Manufacturers, Service, Restaurants
    - Some miscellaneous
  - Try to feature generational and home-based businesses regularly
  - Looking for good stories first
    - Include some “current” element
  - Team effort to select
How do we do BizCon?

- Interview of Business
  - Fact gathering / questions
  - Scheduling of radio spot

- Article Writing
  - Uses fact gathering to shape “story line”
  - Reviewed by team and / or business
  - Send to paper, get on the website
How do we do BizCon?

• Radio Spot / Interview
  • Live in studio
  • Once a month with radio host and team member

• Miscellaneous
  • Get pictures printed
  • Order and deliver plaques
Funding via local Economic Development Non-Profit

Costs
- $75.00 for radio spot
- No cost for newspaper coverage
- $50.00 for 2 plaques
Take-A-Ways

• Very reproducible
• Low cost
• Small time commitment
• Big impact on businesses, community perception, other entrepreneurs
QUESTIONS?

- akuk@sturgismi.gov
- Generatesturgis.com
- Sturgis247.com