

# 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](mailto: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



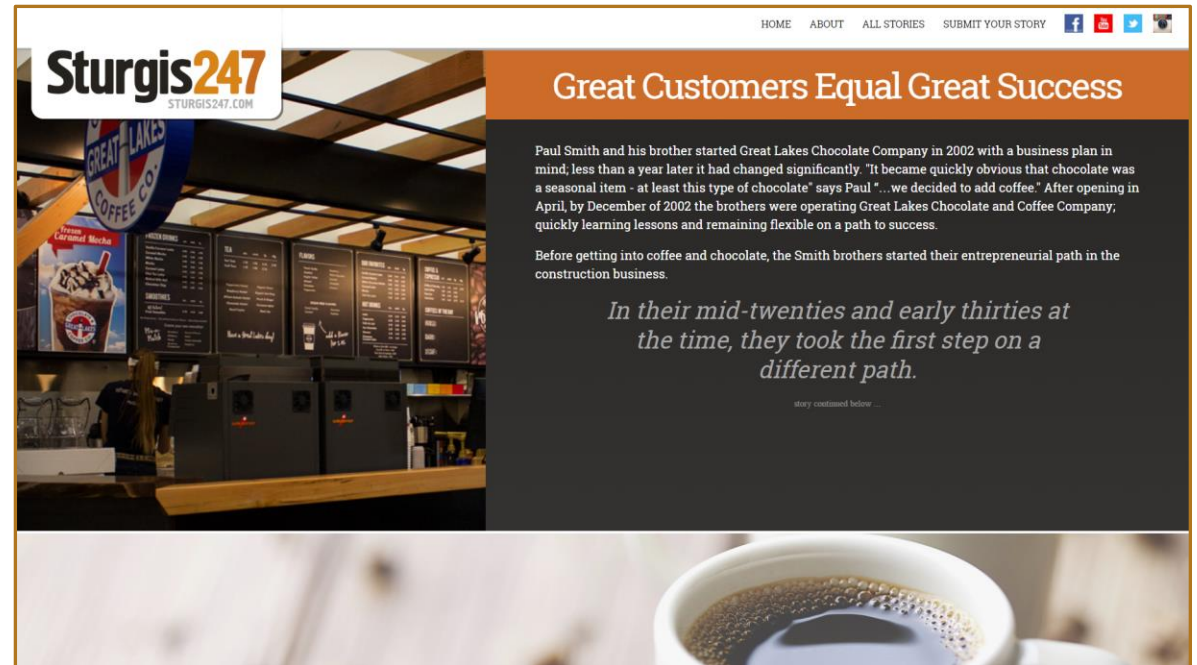
# What Does BizCon Do?

- 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](http://Sturgis247.com)





# 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 and Cost

- 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

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- QUESTIONS?

- [akuk@sturgismi.gov](mailto:akuk@sturgismi.gov)
- [Generatesturgis.com](http://Generatesturgis.com)
- [Sturgis247.com](http://Sturgis247.com)