

VENTURE PORTLAND

TRAINING COURSE CATALOG

2015-2016

Do you want grant funds to grow your programs? Does your membership program benefit your members? Are you making the most of your business district's competitive edge? Do you need to brush up on your leadership skills or add excitement to your events?

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

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

WHEN: 12-1:30pm, unless noted

COST: \$5 (includes lunch)

September 9 – Grants Certification Training

5:30-8pm, Dinner Provided; No Cost; Portland Building, Room C (1120 SW 5th Ave.)

- Attendees: 2 district representatives mandatory to apply for any 2015-2016 grant

September 29 – Don't Get Lost in the Amazon.com: Online Retail Survival

October 13 – Hottest Ticket in Town: Master Shopper Psychology for Holiday Sales

October 29 – Members, Members, Members! Are They Buying What You're Selling?

November 10 – Members, Members, Members! Successful Campaigns & Closing the Deal

February 25 – Hottest Ticket in Town: Street Closures & Summer Sales

March 22 – Share the Wealth: Cashing In on the Sharing Economy

April 7 – Destination Portland: Attracting Customers to Your District

April 20 – Physical 'Fit'ness: Placemaking with Purpose

May 12 – City Business: Budgets, Bureaus & Business Support

June 7 – Hail to the Chief: Presidential Roles & Responsibilities

- Attendees: Business District Presidents/Vice Presidents

June 8 – The Buck Stops Here: Minutes, Motions & Money

- Attendees: Business District Secretaries/Treasurers



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

Cost – \$5 (includes lunch)

Grant Certification Training

September 9, 5:30-8pm (dinner provided; no cost)

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

- **Attendance Mandatory to Apply for a Fall 2015 or Spring 2016 Grant**
- **Attendees: at least 2 representatives per business district**
- **Location:** Portland Building, Room C (1120 SW 5th Ave.)

Don't Get Lost in the Amazon.com: Online Survival

September 29, 12-1:30pm

Is online shopping a challenge or an opportunity for your business? How can online shopping add to your bottom line and help you compete with big box online retailers? Come to Lost in the Amazon.com to learn the latest trends in online retail and hear case studies from neighborhood businesses that are thriving in the online world. You'll leave with new strategies for making a profit online and opportunities to leverage business district online activities.

Hottest Ticket in Town: Master Shopper Psychology for Holiday Sales

October 13, 12-1:30pm

Are the holidays the happiest season of all in your district? Or does business say "Bah Humbug"? How can you appeal to the secret drivers that make customers want to buy? Learn holiday retail trends, tricks for using shopper psychology to your advantage and seasonal event strategies that keep business merry and bright.

Members, Members, Members! – Are They Buying What You're Selling?

October 29, 12-1:30pm

What benefits does your district association offer? Are they valuable to the full mix of businesses in your district? Can you describe the ROI for businesses in your district? Come to Members, Members, Members! and learn how to make your association's benefits clear, quantifiable and compelling. You'll leave with new ideas for member benefits that make joining your association a great business decision.

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TRAINING COURSE CATALOG

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Members, Members, Members! – Successful Campaigns & Closing the Deal

November 10, 12-1:30pm

The best membership benefits in the world won't help you if the businesses in your district don't know about them. Come to the training to learn how to execute an efficient campaign and follow easy steps for asking businesses to join and closing the deal.

Hottest Ticket in Town: Street Closures & Summer Sales

February 25, 12-1:30pm

Street fairs take a ton of time and money. Do your members reap the rewards, or are vendors making off with most of the event revenue? Come to the Hottest Ticket in Town to learn how to design your event to maximize member benefits, translate the street fair's energy into to actual business revenue and track impact over time.

Share the Wealth: Cashing In on the Sharing Economy

March 22, 12-1:30pm

Uber, Lyft, Airbnb, TaskRabbit, GetAround and the sharing economy have taken the business world by storm. How can your business and business district find new customers, drive revenue and launch partnerships? Come to Share the Wealth to find out strategies for benefitting from these emerging businesses.

Destination Portland: Attracting Customers to Your District

April 7, 12-1:30pm

Can you make your district the next "it" place for visitors? Are you marketing your district's assets: location, unique business mix, anchor businesses, culture, a particular vibe and other things that make you stand out? You'll learn how destination marketing works from the experts and leave with new ideas to draw visitors and local customers to your district.

Physical 'Fit'ness: Placemaking With Purpose

April 20, 12-1:30pm

Are your district banners faded? Do your flower baskets need weeding? Is your district identity inviting? Are you drawing people into businesses' doors? Come to Physical 'Fit'ness to learn the ins and outs of placemaking through design. Find out how to create, budget and execute plans that unite the look and feel of your district's distinguishing characteristics and customers.

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City Business: Budgets, Bureaus & Business Support

May 12, 12-1:30pm

Learn how to make “The City That Works” work for you. How the City operates has a big effect on business and business districts. Spring is budget season, and you’ll learn how your district and your members can have impact on the City’s budget and navigate the various city programs, permits and business support services. Venture Portland and City staff will pull back the curtain so you’ll know how to work effectively with the City.

Hail to the Chief: Presidential Roles & Responsibilities

June 7, 12-1:30pm

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.

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

The Buck Stops Here: Minutes, Motions & Money

June 8, 12-1:30pm

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.

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