

San Luis Obispo County

Downtown SLO Business Walk Plan

Business Walks Strategy

1. Business Walk Communication Structure

San Luis Obispo County WDB Business Council and the San Luis Obispo America's Job Center of CA to develop all internal & external messaging. Partners asked to assist in delivery through their networks e.g. board communications, newsletters, social media & direct contact to businesses.

2. Goals

- *Gather intelligence to help businesses stay and grow in Downtown SLO*
- *Prepare businesses to receive volunteer walkers*
- *Create a 'buzz' about the Business Walks pilot project*
- *Create awareness about the AJCC & its programs*
- *Create awareness about business service providers in the region e.g. SLO Chamber, AJCC, CalPoly SBDC, MCSC/WBC, EAC etc.*
- *Identify businesses which require one-on-one assistance e.g. expansion plans, lay-offs, diversification etc.*
- *Facilitate linkages between the business community and municipalities*

3. Target Audience

- *Businesses in Downtown San Luis Obispo*
- *Most businesses in identified zones are retail, restaurant, financial and legal services & primarily operated with 0-5 employees.*

4. Message

"The WDB Business Council working in partnership with the San Luis Obispo America's Job Center of CA is gathering intelligence to help businesses grow"

Additional Messaging:

- *Connect with as many businesses as possible to facilitate dialog*
- *Improve understanding of opportunities and challenges facing business – 'pulse of the business community'. Identify businesses requiring follow up assistance*

5. Hook/Teaser(s)

- *"Did you know a dog groomer can help a tech start-up?"*
- *"Who knew businesses could help other businesses"*
- *"How Can"*

6. Spokesperson

- *WDB Business Council member as assigned*
- *Lead Partner Organizations*

7. Communication Channels & outlets

- *Press releases distributed to media channels & business networks*
- *Social media (WDB, AJCC, Chambers etc.)*
- ☐ *Local champions (WDBC board, City of SLO, SBDC, Chambers)*

8. News Media

- *Newspaper/TV station #1: Name of Contact*

9. Pitch Reporters

Answer questions of how this benefits the community – e.g. the leaders throughout San Luis Obispo are committed to supporting businesses.

- *First Business walk project of its kind in San Luis Obispo?*
- *5 minute conversation could result in saving a business*
- *Are businesses being heard in Downtown San Luis Obispo?*

10. Timeline

- *Date of event*
- *Timeframes eg. 10am -1pm*
- *Compile results*
- *Date of release of results*
- *Where to obtain results*

11. Evaluation

- *Post event meeting to be facilitated by WDB with project partners to evaluate program success & challenges*