

Talent Business Alliance

Talent Business is Everyone's Business

Small businesses benefit the community

- They create job opportunities, and help to keep our resources local
- They are involved with community; helping build community identity
- They innovate and help diversify local marketplace
- They are better for the environment
- Business can be the heartbeat of the community

COVID-19 and the Alameda Fire, a dual crisis

- Talent lost 60% of our businesses.
- The surviving 40%, mostly small businesses, are struggling to survive in the wake of incredible losses from the dual crises of COVID-19 and the Alameda fire.
- Some businesses said “after borrowing money to get through, this is their last season if commerce doesn't improve.” The situation for our small business is urgent and critical.
- The surviving 40% businesses are Alameda fire survivors too, with little or no dedicated resources for recovery.

SOU Research data

SOU students recently submitted a research project to Talent called “The Alameda Fire Recovery: Building Back Business”.

Data shows the need for a strategic plan but also, revealed more urgent crisis level priorities. They are:

- Cash assistance
- A network and information hub
- Rebuilding customer base

Talent Business Alliance reactivated

To better respond to Talent's business recovery, the Talent Business Alliance reactivated in March after 2 years of inactivity due to COVID and a lack of board participation.

Talent Business Alliance (formerly the Talent Chamber of Commerce) was established in 2005, with a name change in 2019

TBA volunteers seek to partner with other fund sources, whose missions are to support Talents businesses in their recovery.

The Kick Off Event

TBA is changing from a 501(c)(6) to a 501(c)(3), changing from mutual benefit to a public benefit nonprofit.

We are in beginning stages of creating a strategic plan.

On April 21st, TBA hosted a business forum “Kick Off Event” where we presented the research. There were over 40 attendees, we gathered more information to refine recovery priorities and strategies

The voice of Talent Business and the SOU research aligns!

Resources * (73) M 12.16*	Networking & Partnerships (66) M 11.00	Marketing, Outreach, and Promotion (62) M 10.33	Community Events (84) M 10.5	Other Ideas (12) M 2.4
<ul style="list-style-type: none"> • Grants/Loans (16) • Technical Support/ Assistance (5) • Streamline grants process (9) • Cash (19) • Resource database (18) • Capital investment (6) 	<ul style="list-style-type: none"> • Space sharing (8) • Cooperation & Cross-pollination (6) • Incubator HUB (MESO) (6) • Business Mixers (monthly/quarterly) (17) • TBA Visit other chamber groups (3) • Amphitheater/ Outdoor Venue (26) 	<ul style="list-style-type: none"> • Boost & Amplify (11) • Calendar of Events (10) • Citywide marketing campaign ie shop local (5) • Business info kiosk downtown (17) • Talent “Bucks” (9) • Talent Branding (10) 	<ul style="list-style-type: none"> • Harvest Festival (10) • 4th Friday Art Walks (9) • Taste of Talent (11) • Southern Oregon Grape Fair (13) • Talent Holiday Market (7) • Lights on Bikes (15) • Dia de los Muertos (16) • Tomato Sale (3) 	<ul style="list-style-type: none"> • Wayfinding signs (3) • Billboards (3) • Parking Garage (2) • Bank (1) • Hardware Store (3)

Boost and Amplify

Rebuilding Customer Base in Talent

Grants for growth

The Boost and Amplify grant program responds to an identified urgent priority, which is to **rebuild the customer base**

The objectives of Boost and Amplify are to increase the customer base of planned events that are historically well attended.

Grant recipients are provided funding in eligible categories to improve attendance of spending visitors.

Boost and Amplify was a top preferred program at the Kick Off event

Eligible uses for grant funds:

- Music/Entertainment
- Equipment for events
- Expansion grants
- Fees and permit grants
- Marketing and Promotion

An ambitious program, 4 marketing campaigns, 19 events

Event Calendar Campaign and Kiosk

Local Entertainment Venues

Shop (Open 4 Biz) Talent Campaign

Fire Survivor Businesses Piece/Push

Tomato Plant Sale

(2)May pop up/city wide yard sale

(4)Talent Evening Market

(4)Talent Art Walk

(4)Taste of Talent

Harvest Festival

Dia De Los Muertos

Lights on Bikes

Holiday Market

Boost and Amplify categories and rules are well defined

- **Maximum Award:** The maximum grant award will not exceed \$1000
- **Who May Apply:** Businesses/nonprofits producing or serving Talent events.
- **Application/Approval Process:** An application process is required.
- **Approval of Grant:** The Talent Business Alliance will grant using criteria.
- **Selection Preference:** The Talent Business Alliance will prioritize funds for the purpose of rebuilding the customer base

	Music	Equipment	Expansion	Fees/Permits	Promotion	
Event Calendar Campaign					\$4,000.00	\$4,000.00
Local Entertainment Venues	\$11,200.00				\$5,600.00	\$16,800.00
Shop (Open 4 Biz) Talent Campaign					\$6,500.00	\$6,500.00
Fire Survivor Businesses Piece/Push					\$2,500.00	\$2,500.00
Tomato Plant Sale					\$500.00	\$500.00
(2)May pop up/city wide yard sale	\$2,000.00				\$1,000.00	\$3,000.00
(4)Talent Evening Market	\$2,000.00	\$1,500.00			\$500.00	\$4,000.00
(4)Talent Art Walk	\$6,000.00	\$2,500.00	\$1,000.00	\$500.00	\$500.00	\$10,500.00
(4)Taste of Talent	\$3,000.00	\$1,000.00	\$1,000.00	\$500.00	\$3,000.00	\$8,500.00
Harvest Festival	\$1,500.00	\$1,000.00	\$1,000.00	\$500.00	\$2,000.00	\$6,000.00
Dia De Los Muertos	\$1,000.00	\$1,000.00	\$1,000.00	\$500.00	\$2,000.00	\$5,500.00
Lights on Bikes	\$500.00	\$1,000.00	\$1,000.00		\$500.00	\$3,000.00
Holiday Market	\$1,000.00	\$1,000.00	\$1,000.00	\$500.00	\$1,500.00	\$5,000.00
	\$28,200.00	\$9,000.00	\$6,000.00	\$2,500.00	\$30,100.00	\$75,800.00

Support for Boost and Amplify has been great!

Boost and Amplify is a fire recovery program, which is getting great support

We are confident that with community buy in using a portion of discretionary funds, we will fully fund the program.

Talent Business Alliance seeks a \$20,000.00 allocation of discretionary funds as an investment in community events that will serve the surviving businesses recovery, support bringing events back to Talent and help to rebuild customer base.