



**SMALL
BUSINESS
DEVELOPMENT
CENTER**

MARIN

May 5, 2017

Brian Colbert
Chair of Economic Development Committee
Town Hall
525 San Anselmo Ave
San Anselmo, CA 94960

RE: \$2500 Contribution to Marin SBDC for Marketing Workshops and Program

Dear Mr. Colbert:

Thank you for supporting the Marin Small Business Development Center (SBDC) and the San Anselmo small business community. We are grateful to have an opportunity to submit this proposal for a \$2500 contribution from the Town of San Anselmo for a marketing workshop series and one-on-one business advising for the local businesses.

The Marin SBDC is the only economic development resource for small businesses that provides direct one-on-one advising support with experts. It is very challenging to run a business and the failure statistic is extremely high. We are the best resource to help keep businesses thriving and growing. Our track record thus far since inception is exceptional as we have helped start 130 businesses, created or retained 708 jobs, led to increased sales of \$21M and assisted companies in getting \$24M in capital infusion.

The \$2500 contribution will go directly towards assisting the local San Anselmo businesses with three marketing workshops and ongoing support for the attendees after the seminars. The intention for these workshops is to assist brick and mortar shops but will be open for all businesses to register. This series is designed to give businesses tangible tactics to implement right away and will dive into specific details. Each workshop will be 1.5 hours possibly in the evening and will be conducted over consecutive weeks. Proposed dates are either September 12th, 19th, 26th or 13th, 20th, 27th (Tuesday or Wednesday depending on what will be best for the local business owners). Ideally, success would mean 10-15 local San Anselmo brick and mortar businesses attend these workshops and gain new insights into marketing strategies and tactics.

Once this proposal is approved, the Marin SBDC will work with your staff to finalize the outcomes and outlines for each workshop. Here is an initial brief description of the three workshops:

Workshop #1: Marketing to Local Residents

Participants will learn strategies to connect locally and build relationships as well as discover tools to help get their messages out to the local community. Successful strategies implemented by other businesses will be shared to assist the San Anselmo business owners.

Workshop #2: Social Media Tactics

The two platforms that are usually the most helpful for brick and mortar businesses are Facebook and Yelp. We suggest focusing only on these two platforms for tips, tools and tricks to maximize presence and connections. However, if there are different platforms the local businesses want to maximize, we can adjust the theme. It would be helpful if there can be a quick survey to the local businesses about which platforms they want to maximize, so the topic of this workshop satisfies their needs.

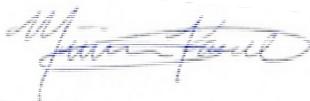
Workshop #3: Collective Marketing Strategies

The focus of this workshop is to discuss methods and strategies to collaborate on collective marketing campaigns. It will cover examples of other successful collaborative campaigns and the outcomes. This topic is for businesses who don't have large budgets but want to increase visibility either online or in the community.

All attendees of the workshops will have an opportunity to meet privately with the expert Instructor(s) or other SBDC experts at no charge to them. Marin SBDC will market this to our list of 3,400 and also do a special marketing piece targeting our San Anselmo clients.

Thank you again for this opportunity. We would love to continue our work and expand throughout San Anselmo by reaching new business owners. We look forward to creating more economic impact for San Anselmo. Please let us know if you need any further information and feel free to contact me at (415) 524-3560 or miriam@marinsbdc.org.

Sincerely,



Miriam Karell
Marin SBDC Director