

Memorandum



DATE January 15, 2016

TO Members of the Economic Development Committee:
Rickey D. Callahan (Chair), Casey Thomas, II (Vice Chair), Adam Medrano, Lee M. Kleinman,
Carolyn King Arnold, B. Adam McGough

UBJECT **Dallas B.R.A.I.N.: Partnership for Entrepreneurial Literacy and Local Business Development**

On Tuesday, January 19, 2016, the Economic Development Committee will be briefed on the Dallas B.R.A.I.N., a partnership of the Dallas Public Library and Office of Economic Development.

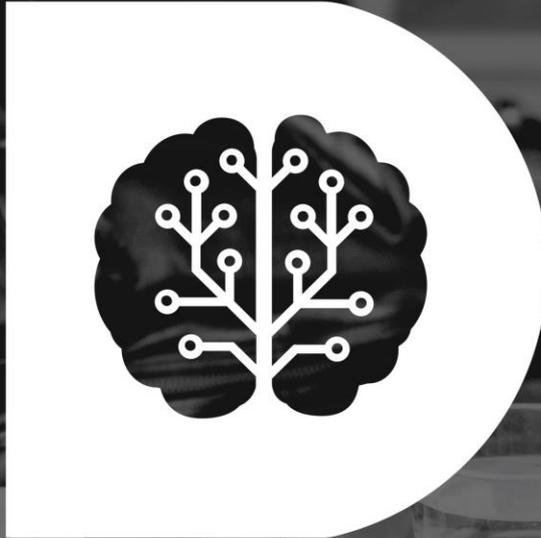
Briefing material is attached.

Should you have any questions, please contact me at (214) 670-3296.



Ryan S. Evans
First Assistant City Manager

C: The Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Karl Zavitkovsky, Director, Office of Economic Development
J. Hammond Perot, Assistant Director, Office of Economic Development
Elsa Cantu, Assistant to the City Manager – Mayor & Council

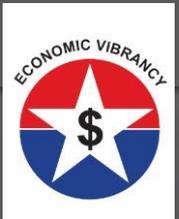


DALLAS B.R.A.I.N.

BUSINESS RESOURCE AND INFORMATION NETWORK

A PARTNERSHIP FOR ENTREPRENEURIAL LITERACY AND LOCAL BUSINESS DEVELOPMENT

Dallas City Council | January 19, 2015



WHAT IS THE DALLAS B.R.A.I.N.?

THE ACRONYM

Business Resource And Information Network

THE OBJECTIVE

Position Dallas as a leading small business and entrepreneurship city

THE BACKGROUND

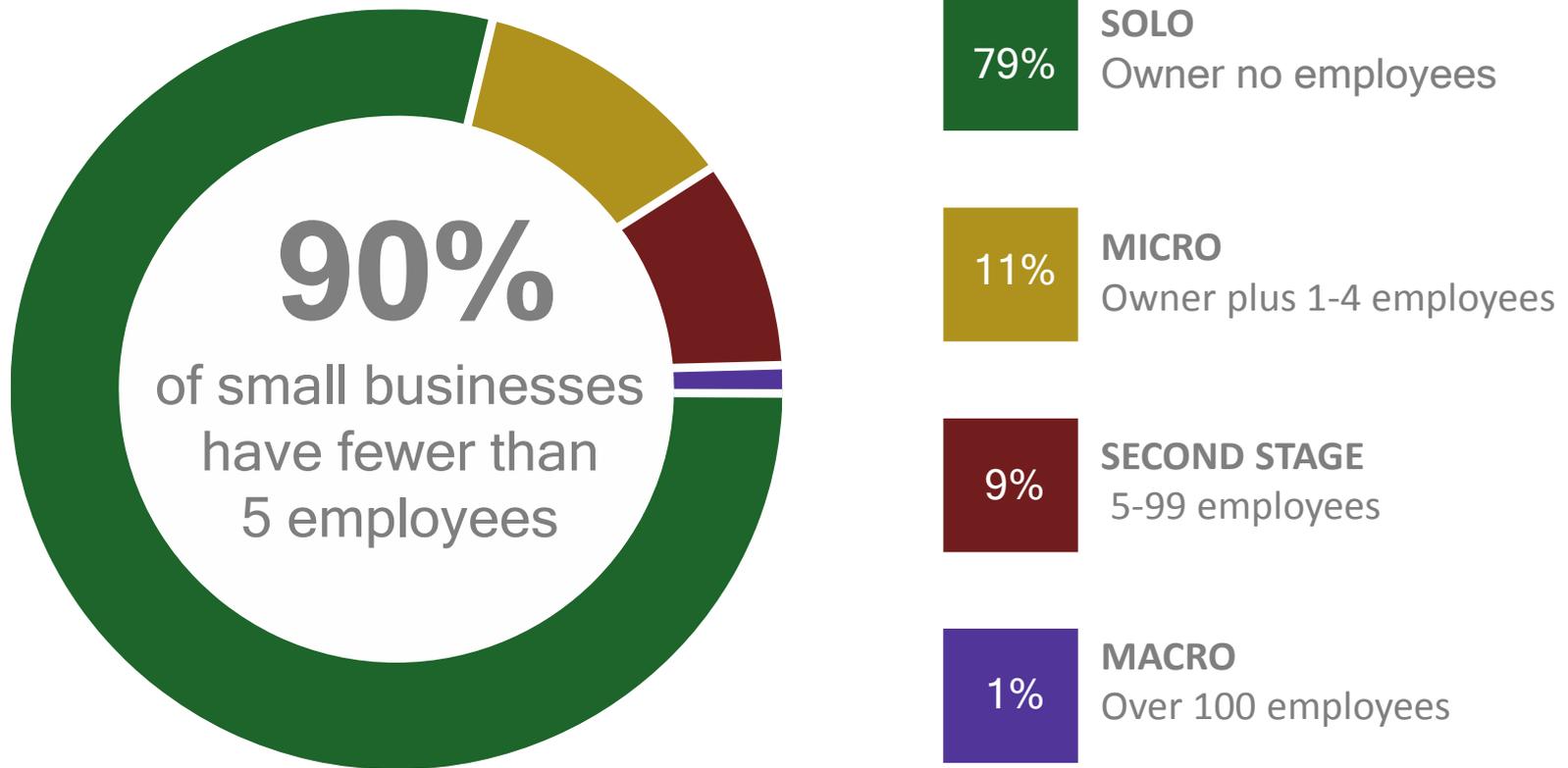
The result of a collaboration between Dallas Public Library
and Office of Economic Development

THE IMPACT

Faster access to startup and expansion resources
More transparent city services and easier regulatory compliance



WHAT ARE SMALL BUSINESSES?



Source: OED analysis of U.S. Census Bureau Data.



WHY SMALL BUSINESSES ARE IMPORTANT

Asset building opportunities

Training ground for new workers

Diversity and flexibility for large buyers

Neighborhood retail, services and character

Big impact from local hiring and spending



Source: OED analysis of U.S. Census Bureau data. PEW Research Center (2015). International Economic Development Council (2009)



SMALL BUSINESSES NEED THE B.R.A.I.N.

TRADITIONAL INCENTIVES HAVE LIMITATIONS

- High transaction cost
- Large qualifying investment
- Income or geographic restrictions

CITY'S BEST ROLE AND OPPORTUNITIES

- Support underserved microbusinesses
- Promote maximum use of existing resources
- Make City more transparent
- Convene and encourage collaboration

See Appendix A for Partner Network.



B.R.A.I.N. SUPPORTS DEPARTMENT MISSIONS

DALLAS PUBLIC LIBRARY

Foster self-learning and economic vitality of the community
Literacy and learning
Connecting people to resources

OFFICE OF ECONOMIC DEVELOPMENT

Strategic Engagement framework:
Business friendly
Economically balanced
Sustainable neighborhoods





Dallas Public Library



Dallas' Office of
Economic Development

DPL+OED PARTNERSHIP

OFFICE OF ECONOMIC DEVELOPMENT

Online platform (rebranded SourceLinkDallas)

Network of mentoring, training and funding partners

Business development, marketing and research expertise

DALLAS PUBLIC LIBRARY

28 locations with training and event spaces

Trusted presence in the community

One-on-one customer service experience



DPL/OED PARTNERSHIP Implementation



Brand and align
departments



Reposition existing
assets



Create new
processes to realize
partnership
potential

See Appendix B for organization and funding.



IMPLEMENTATION STEP 1: Brand and Align Departments

PURPOSE

Individual potential and community improvement through entrepreneurship.

MISSION

Entrepreneurship literacy and local business development.

CLIENT PROMISE

Help identify the best next step in entrepreneurship and recommend needed resources to take that step.

PARTNER PROMISE

Understand your mission, programs and ideal client to promote you and make value-added referrals and connections.



IMPLEMENTATION STEP 2: Reposition Existing Assets

DPL + OED Staff

Co-locate staff
Joint work-plan and
calendar

Sammons Business Center

Introduce partners
Establish the venue
Facilitate partner events

Website

Mobile-responsive
Workshop / Events
Calendar
Checklists
Community blog
Resource matching

See Appendix C for example events.



IMPLEMENTATION STEP 3:

Creating New Processes

IN-PERSON INTAKE, ASSESSMENT AND REFERRAL

Action coaching | Articulate next step | Resource referral | Follow up

INBOUND MARKETING AND SOCIAL STRATEGY

Social media and e-newsletter | Community blog | National partners

NEIGHBORHOOD BRANCH ENGAGEMENT

Citywide platform | Discovery and outreach | Tailored resources



NEW PROCESSES:

Neighborhood Branch Engagement

PILOT PROGRAMS:

Highland Hills, Prairie Creek, Audelia Road
Library staff training (system-wide) beginning January



Learn needs and opportunities



Locate and recruit custom resources



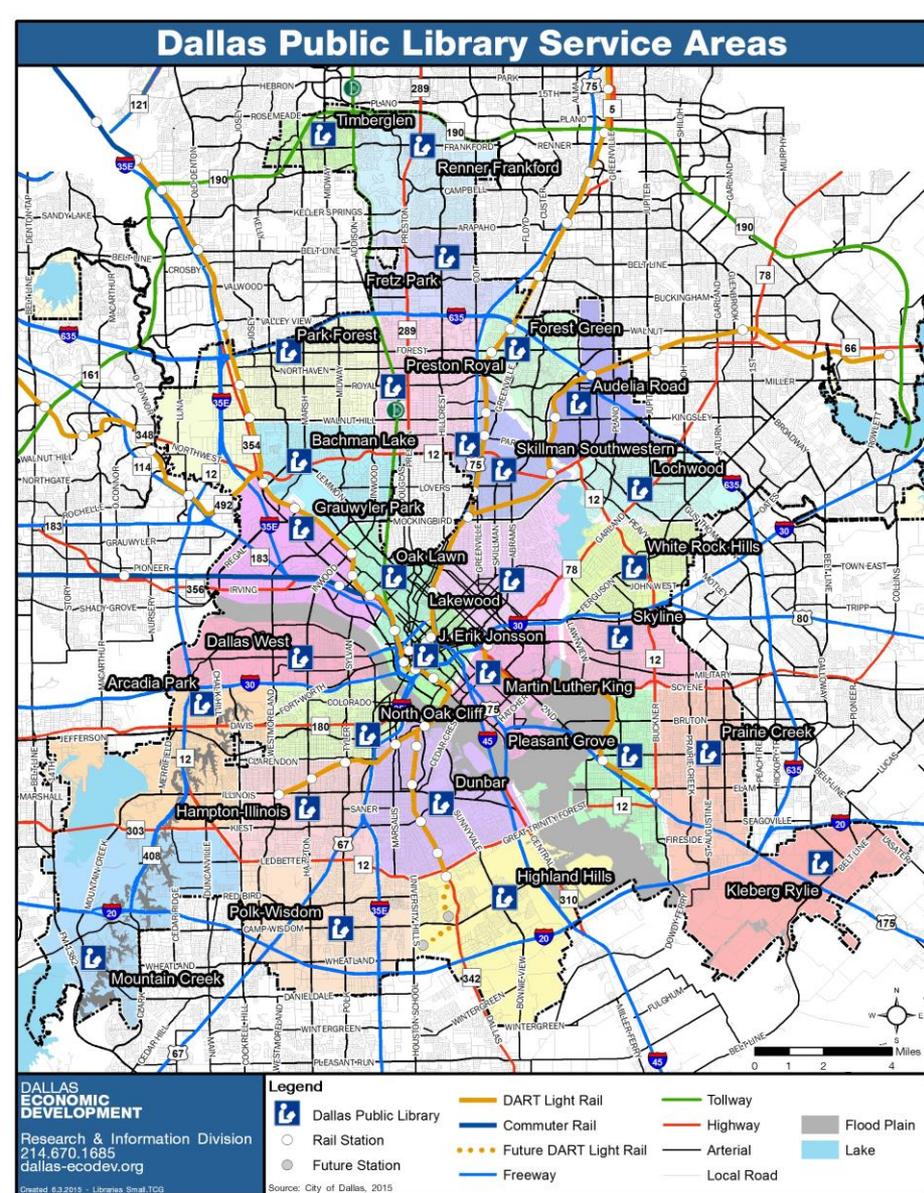
Run programs, ongoing adjustment



DELIVERING FOR NEIGHBORHOOD PLUS IN YEAR ONE

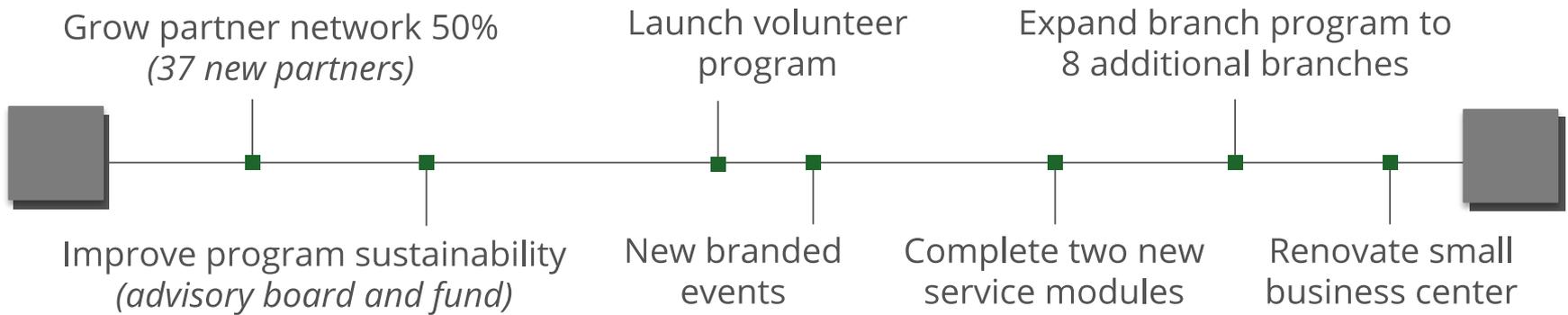
Well-positioned branches | Distinct communities | Expandable Infrastructure

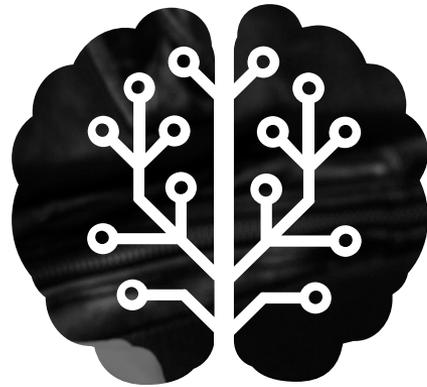
Financial literacy
Workforce Development



DALLAS B.R.A.I.N.

2015-2016 PRIORITIES





DALLAS B.R.A.I.N.

BUSINESS RESOURCE AND INFORMATION NETWORK

APPENDIX A: ORGANIZATION AND FUNDING

OED Staff Assigned Full Time

Business Ecosystem Manager | Economic Development Analyst

DPL Staff Providing Part-Time Support

Business and Technology Manager | Library Associates (2) | Periodic
Branch Staff Support

OED operational funds from Public/Private Partnership Fund
Marketing funding from Citi Community Development grant



APPENDIX B: PARTNER NETWORK

- A Billion Entrepreneurs
- Accion Texas
- BCL of Texas
- Brookhaven College
- Business Assistance Center 1 (BAC 1)
- Business Assistance Center 2 (BAC 2)
- Business Assistance Center 3 (BAC 3)
- Business Assistance Center 4 (BAC 4)
- Business Assistance Center 5 (BAC 5)
- Business Assistance Center 6 (BAC 6)
- Business Assistance Center 7 (BAC 7)
- Business Assistance Center 8 (BAC 8)
- Business Development & Procurement Services
- Business Finishing School
- Caruth Institute for Entrepreneurship (SMU)
- Cedar Valley College
- Certified Development Corp of the SW
- Collin Small Business Development Center
- Dallas Black Chamber of Commerce
- Dallas Business Finance Corporation
- Dallas Metropolitan Small Business Development Center (SBDC)
- Dallas Public Library
- Dallas SCORE
- Dallas/Fort Worth Minority Supplier Development Council
- Eastfield College Office of Continuing Ed. and Workforce Development
- El Centro College Corporate Solutions
- Entrepreneurs For North Texas
- Executives in Action
- Federal Reserve Bank of Dallas
- Grayson SBDC
- Greater Dallas Asian American Chamber of Commerce
- Greater Dallas Hispanic Chamber of Commerce
- Greater Dallas Indo American Chamber of Commerce
- Greater Dallas Korean American Chamber of Commerce
- Greater East Dallas Chamber of Commerce
- Inncity Community Development Corporation (ICDC)
- International SBDC
- Kilgore Small Business Development Center (SBDC)
- MBDA Center Dallas
- McLennan Small Business Development Center (SBDC)
- Mountain View College Economic and Workforce Development
- Navarro Small Business Development Center (SBDC)
- North Central Texas Small Business Development Center
- North Dallas Chamber of Commerce
- Northeast Texas Small Business Development Center
- Oak Cliff Chamber of Commerce
- Paris Small Business Development Center



APPENDIX B: PARTNER NETWORK (Continued)

- PeopleFund
- South Dallas Fair Park Trust Fund
- Southeast Dallas Chamber of Commerce
- Southeast Dallas Hispanic Chamber of Commerce
- Southern Dallas Development Corporation
- Startup Weekend Dallas
- Stemmons Corridor Business Association
- Tarrant Small Business Development Center (SBDC)
- The Center for Government Contracting SBDC
- The Institute for Innovation & Entrepreneurship at UT Dallas
- The Murphy Center for Entrepreneurship
- Trinity Valley Small Business Development Center (SBDC)
- Tyler Small Business Development Center (SBDC)
- U.S. Small Business Administration (Business Opportunities Team)
- U.S. Small Business Administration (Funding Relations Team)
- University of Texas at Dallas - Technology Commercialization
- UNT Discovery Park
- West Dallas Chamber of Commerce
- Dallas Economic Development
- Dallas Sustainable Development & Construction
- Dallas Code Compliance
- Dallas Community Prosecutors
- DPL Sammons Small Business Center
- Internal Revenue Service
- Texas Comptroller
- DCAD



APPENDIX C: EXAMPLE DALLAS B.R.A.I.N. EVENTS TO DATE

Over 1,200 participants in office hours, workshops and events:

- Access to capital
- Crowdfunding
- How to write a business plan
- Social media marketing for small business
- Local entrepreneurs tell their real world experiences
- Small business resources for veterans
- Location analysis using ReferenceUSA
- Starting a food business
- Getting started with podcasting for small business
- Patents, trademarks and copyright
- Technology for business one-on-one sessions
- Estimating project costs
- Procurement training
- Etsy Craft Entrepreneurship
- Dallas NewTech
- Dallas B.R.A.I.N. office hours



