Memorandum

DATE January 15, 2016

TO Honorable members of the Arts, Culture and Libraries Committee: Mayor Pro Tem Monica R. Alonzo (Chair), Mark Clayton (Vice Chair), Carolyn King Arnold, Jennifer S. Gates, Scott Griggs, Deputy Mayor Pro Tem Erik Wilson

SUBJECT Dallas B.R.A.I.N.: Partnership for Entrepreneurs

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

The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.

Joey Zapata, Assistant City Manager

Attachment

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
   Ryan S. Evans, First Assistant City Manager
   Eric Campbell, Assistant City Manager
   Jill A. Jordan, P.E., Assistant City Manager
   Mark McDaniel, Assistant City Manager
   Jeanne Chipperfield, Chief Financial Officer
   Sana Syed, Public Information Officer
   Elsa Cantu, Assistant to the City Manager – Mayor & Council

Dallas – Together, we do it better
A PARTNERSHIP FOR ENTREPRENEURIAL LITERACY AND LOCAL BUSINESS DEVELOPMENT
Arts, Culture & Libraries Committee | 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?

90% of small businesses have fewer than 5 employees

- **SOLO** 79% Owner no employees
- **MICRO** 11% Owner plus 1-4 employees
- **SECOND STAGE** 9% 5-99 employees
- **MACRO** 1% Over 100 employees

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

1 IN 6 SELF-EMPLOYED

EMPLOY 30% OF WORKERS

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

**STEP 1**
Brand and align departments

**STEP 2**
Reposition existing assets

**STEP 3**
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

STEP 1
Learn needs and opportunities

STEP 2
Locate and recruit custom resources

STEP 3
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

2015
- Grow partner network 50% (37 new partners)
- Improve program sustainability (advisory board and fund)

2016
- Launch volunteer program
- New branded events
- Expand branch program to 8 additional branches
- Complete two new service modules
- Renovate small business center
DALLAS B.R.A.I.N.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
- Innercity 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