

# 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

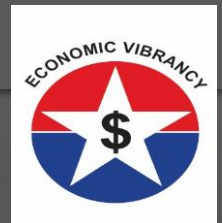


# DALLAS B.R.A.I.N.

BUSINESS RESOURCE AND INFORMATION NETWORK

**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

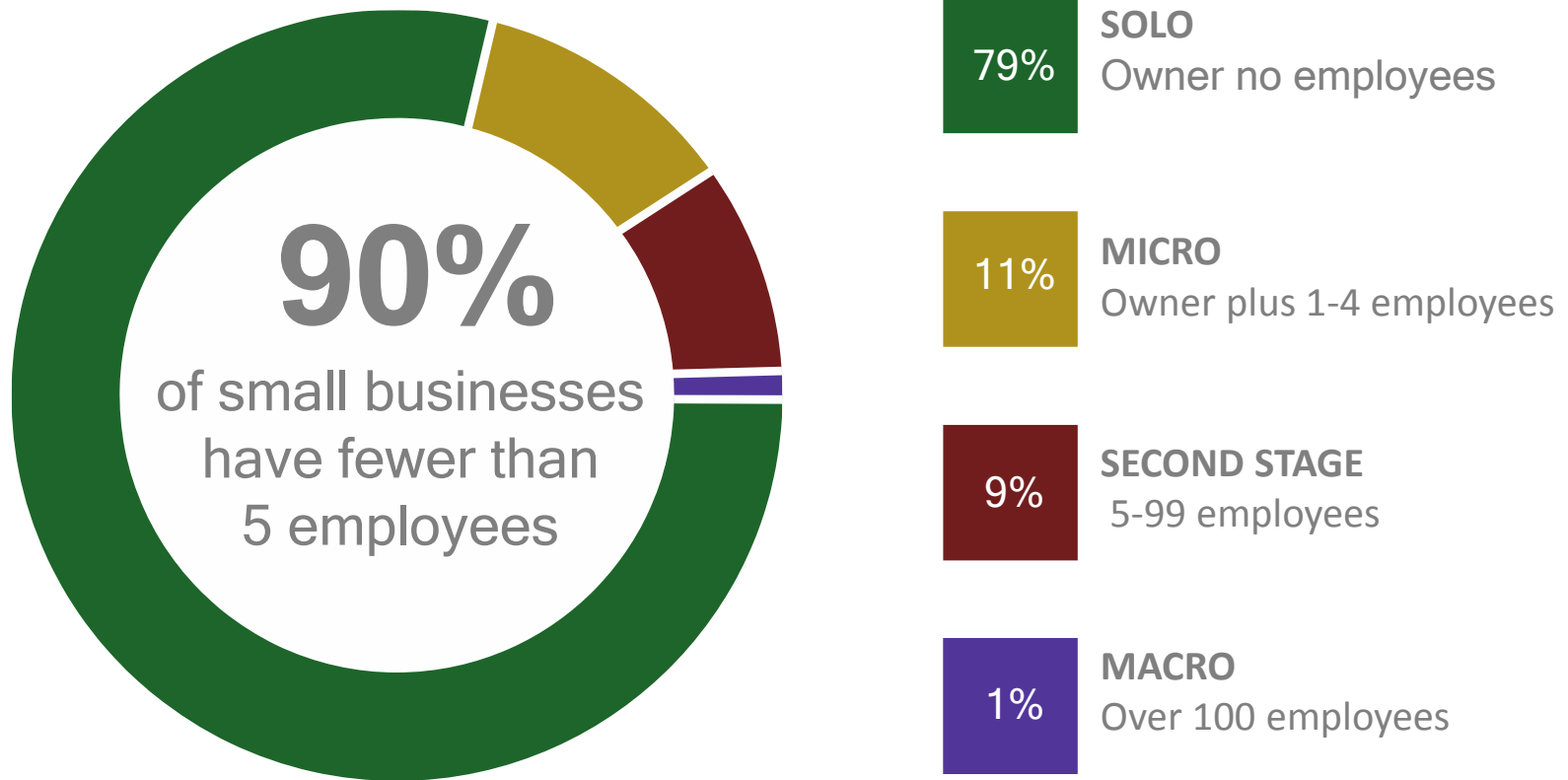
The result of a collaboration between Dallas Public Library  
and Office of Economic Development

## THE IMPACT

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



# WHAT ARE SMALL BUSINESSES?



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

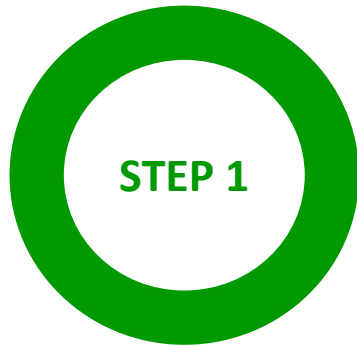


# NEW PROCESSES:

## 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



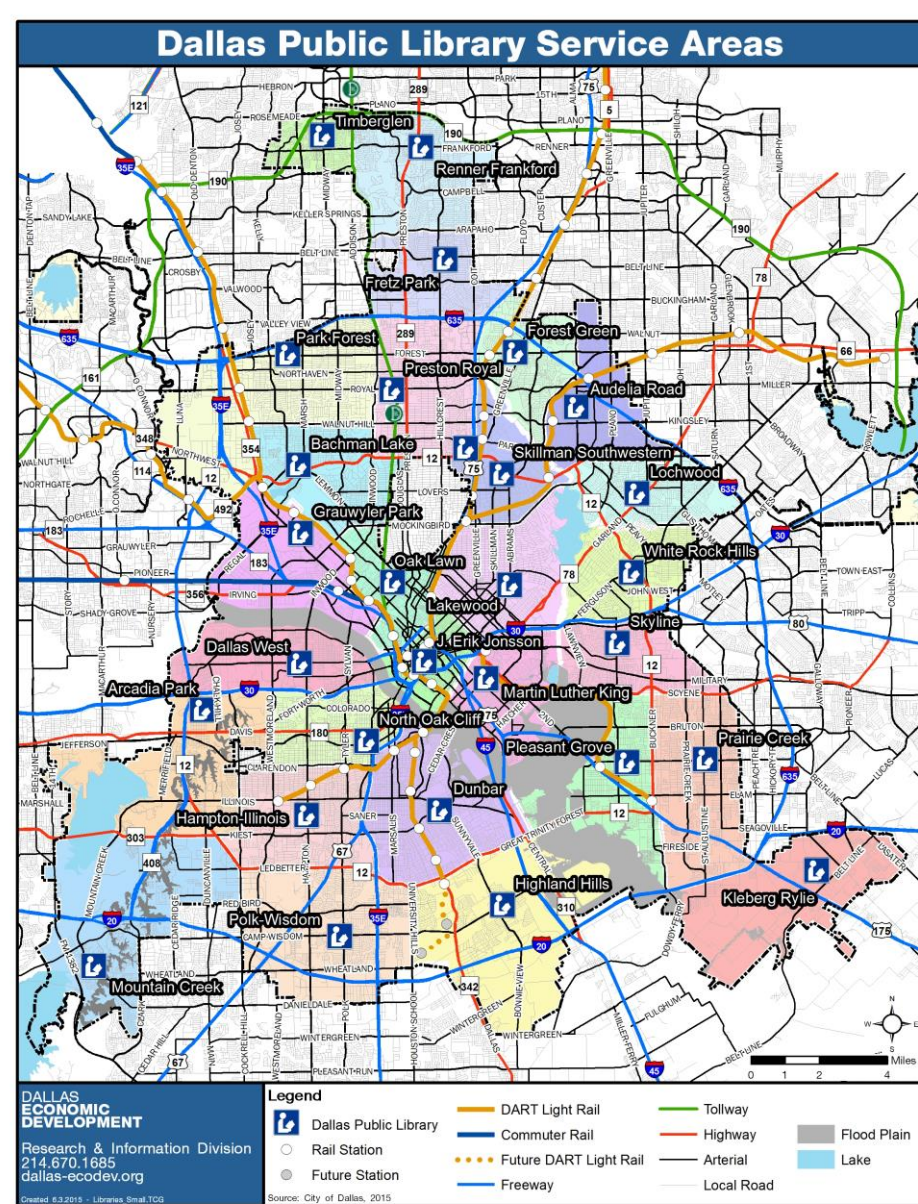
Run programs,  
ongoing adjustment



# DELIVERING FOR NEIGHBORHOOD PLUS IN YEAR ONE

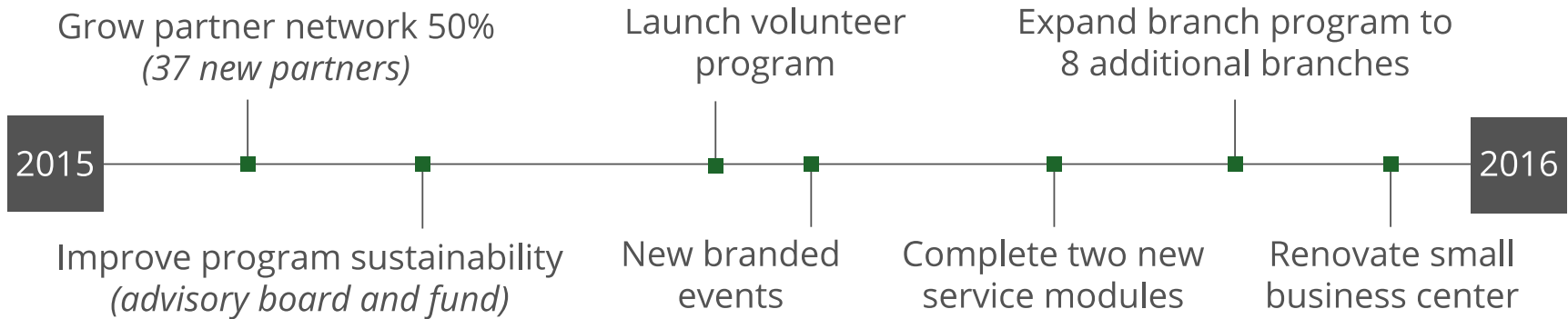
Well-positioned branches | Distinct communities | Expandable Infrastructure

Financial literacy  
Workforce Development

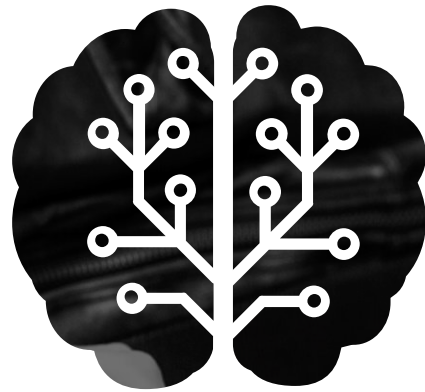


DALLAS B.R.A.I.N.

## 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





