Beyond the Program Box: Creative Ways to Connect with the Business Community

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IN TODAY’S SESSION
What You Will Be Learning?
Why Is It Important?

Specialized Materials & Content
Curate business kits

Specialized Content
Newsletters
Blogs
Radio & cable shows
Business book talks @ local bookstores
Newspaper columns
**Content Ideas**

- Best of business books, podcasts, ebooks etc
- Business book reviews
- Welcome new businesses
- Highlight business databases
- Promote library events
- Promote library services
- Interviews with local business people
- Business tips & advice
- Promote non-profit business support organizations

**Business Center or Co-Working Space?**

- Business books
- Business magazines
- Photocopiers
- Fax machines
- Scanners
- Private meeting space
- Computer workstation
- Charging station
- Projector screens
- Whiteboards

**Promote What You Have That Businesses Crave**

*Short on time/staff/resources?*

Look around - small business owners are ALREADY in your library.

Create a flyer/brochure and web page:
- Free WiFi
- Fax/Scan/Copy services
- Databases and periodicals (saves them $$)
- Charging stations
- Non-traditional lending
  - Laptops, tablets, WiFi hotspots, etc.
- Cafes or patron-friendly food/drink policy
- Teleconference capabilities
- Meeting room space
- Whatever else you have, think creatively!

**Private Meeting Rooms**

*What’s your library’s policy?*
- Free or fee-based?
- Any restrictions?
- Can you offer discounts for partnerships?
- Is it on your [website](https://example.com)?

*Work with what you have!*

**Take 5min (or more) at start of any meeting to pitch the library’s resources**
What Else Can the Library Do?

Meet & Greets - early morning

Serve as a host
- Chamber of Commerce
- Business Network International
- Mentoring sessions & Trainings
  - SCORE
  - UCEDC
  - Small Business Administration (SBA)
  - ReferenceUSA (they’ll come to you)

Connect with local business groups - ask THEM what they want!

What Else Can the Library Do?

- Set up a Google Alert for new local businesses
  - Boilerplate letter/email to send them
- Create a Community Fact Sheet
  - Good for new residents, too
- Use Meetup.com
  - Example - Love Yourself, Love Your Business
- In-library and social media - Displays & Posts
- Post Business Cards for Local Businesses
- Book a Librarian
- Foster a teen entrepreneurial club
- Create & host B2B support group in-person or online

Pop-Up Shop for Small Businesses

Pop-Up Shop Rental Space Details
- Rental Space - former gift shop, located in the Library lobby. The space was already set up with shelving and slatwall panels.
- Availability - Saturdays only, 10 a.m. – 4 p.m. (6 hours) with a $50 rental rate.
- Rental Process - application, credit card form to hold the space and meet with an administrative staff person before rental space will be granted.
Pop-Up Shop for Small Businesses

Pop-Up Shop - Renter Marketing

- The Library is not responsible for marketing the Pop-Up Shop. (No solicitation or flyers in the Library is allowed).
- Reminder for Renter: Remember to do your own marketing (email, social media, word of mouth) to draw people from the outside in to the Library for your sale. The space should be used as a store front for you to advertise that you will be there. The location just happens to be the Library where you may or may not have a few extra people walk by.
- Signage - During rental time they may put out up to two lawn signs. (One near the library sign along the highway and one in front of the building.)

Pop-Up Shop - Library Benefits

- $50 daily Saturday rental rate - Possible $200 a month
- Plasma Screen Advertising Upcharge - 1 week - $25

Share What Your Library is Doing

What’s On Your Wish List?

Questions?

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