



## COMMUNITY REINVENTION PROGRAM APPLICATION PACKET

### A Message from Jon Schallert on the “Community Reinvention Program”

Congratulations! You've taken the first step in helping small business owners in your city by learning about my *Community Reinvention Program*. Organizations, communities, and business owners entering into this program should understand that changing the marketplace of a community and the creation of a Destination Business takes an organized effort, and will involve a series of incremental changes. The program allows for ongoing follow-up with Jon Schallert for a period of six (6) months immediately after attendance to the Destination Business BootCamp, in order for a community to achieve its goals of becoming a more powerful Destination marketplace.

The Community Reinvention Program begins by your community sending a group of business owners from the same marketplace to our Destination Business BootCamp, where they receive over 20+ hours of instruction on making their businesses Consumer Destinations, capable of pulling customers from outside their immediate marketplace. When these owners return to their businesses, they are excited, motivated, and armed with the knowledge and tools to change and market their businesses in an entirely new way. We also see a huge rise in camaraderie and cooperation when these owners return home because they have had time to discuss business issues with fellow owners at the BootCamp. When owners return to their communities, as part of this group, they are asked to spread their knowledge to their fellow business owners.

When your community decides to participate in the Community Reinvention Program, you are providing the business owners in your community a powerful training experience that can change their businesses and your consumer marketplace. We believe our program is the best way for a small organization or community to maximize their limited dollars and receive the most instruction from Jon on his Destination Business teachings.

### BENEFITS OF THE COMMUNITY REINVENTION PROGRAM

- This Program requires that the owners who attend the BootCamp return to their communities and share the information they have learned during a series of meetings beginning the month following their attendance at the BootCamp.
- Approximately 60 days following the BootCamp, Jon will travel to your community to present a 90-minute workshop and the entire community is invited to attend. This workshop is free to your organization (with the exception of Jon's expenses). Jon's workshop is designed to focus attention on the businesses who attended the BootCamp and to get other business owners interested in learning about his Destination teachings through the group's monthly meetings. It is recommended that your organization charge for attendance and all income goes to your group.

- As part of this follow-up visit to your community, Jon will conduct a 45-minute on-site consultation with each business owner who attended the BootCamp at their place of business.
- Each Community Reinvention Program participant will receive training materials designed to help them improve their business after they leave the BootCamp.
- As a benefit to the sponsoring organization, there will be monthly trainings that will consist of either a community-broadcast webinar, a group conference call, and/or a Coordinator conference call. Each month during the Program, trainings will be conducted to reinforce the strategies and tactics taught at the BootCamp, and refocus the community and the owner group on their ongoing destination development goals. Jon's workshop in your city is the training activity for Month #2.

## HOW TO APPLY FOR THE COMMUNITY REINVENTION PROGRAM

In order for an organization to be eligible for the Community Reinvention Program, the following criteria must be met:

- The Community Coordinator must complete the Application Form with a list of business owners who are applying for participation in the Program. Every business owner who wishes to attend the Destination Business BootCamp as part of this Program will be reviewed and approved by Jon Schallert.
- The Sponsoring group or community must send a minimum of six (6) different business owners from six (6) different storefront businesses in the same marketplace (downtown, shopping center, or retail market area), plus one (1) Community Coordinator to the 2½ day Destination Business BootCamp.
- The Community Coordinator will be responsible for coordinating the application process for each of the businesses, overseeing the implementation of the Program and Jon's Destination Principles.
- Businesses you choose should be ones that will be able to generate consumer traffic in your marketplace, versus sending professional practice-type businesses (like a lawyer or a doctor), where minimal consumer traffic will be increased. We also suggest you send businesses that have at least one (1) year of experience.
- Do not send managers of businesses to attend the BootCamp as part of your Community Reinvention group. Their application will not be approved. It is critical that your core group be made up of owners who are decision-makers.
- We limit the number of Community Reinvention groups at each BootCamp. Every year, we turn away communities who have not sent their Community Reinvention Program Application into us in a timely manner.
- Please do not assume that your group can automatically participate in this Program without completing the necessary paperwork and receiving approval of each of your business owners to attend.

## **COST TO PARTICIPATE IN THE “COMMUNITY REINVENTION PROGRAM”**

Each business owner and the Community Coordinator must pay an investment of \$1,500 per attendee. Therefore, the cost for a group of 6 business owners, plus 1 Community Coordinator, to participate in the Program and attend the BootCamp is seven (7) X \$1,500 = \$10,500. A community can send additional business owners above the required six as part of their group. Any additional attendee(s) will be charged \$1,500 per attendee.

- Total investment to send 6 business owners, plus 1 Community Coordinator: **\$10,500.00**
- Total Value of BootCamp and six months of the follow-up Consulting Program: **\$27,065.00**
- Total Added Services and Savings for Sponsoring Community: **\$16,565.00**

### **Additional expenses for BootCamp attendees not included the \$1,500 per person investment:**

1. Travel expenses from your location to the Longmont, Colorado BootCamp venue. Attendees should plan to arrive on the day before the BootCamp begins, and depart the last day of the BootCamp no earlier than 12:00 noon when the BootCamp ends.
2. Three (3) nights hotel lodging: We receive a group rate for BootCamp attendees at the hotel where the BootCamp is held. The hotel rate may vary for each BootCamp and is posted on the BootCamp website. Go to [www.DestinationBootCamp.com](http://www.DestinationBootCamp.com) and click on “Dates and Locations” to see specific room rates for each BootCamp.
3. Airport transportation roundtrip from the airport or rental car to the BootCamp hotel.
4. Each attendee is responsible for their dinners each evening and their lunch on the third day. Every attendee receives breakfast on all three days of the BootCamp, and lunch and afternoon snacks on the first two days as part of their Registration Fee.

Thank you for your interest in this exciting program. If you have any questions, please feel free to call our office at (303) 774-6522. I hope to see your group at one of my upcoming BootCamps.



## FREQUENTLY ASKED QUESTIONS ABOUT THE “COMMUNITY REINVENTION PROGRAM”

### ***Can owners stay in another hotel besides the BootCamp site hotel?***

They can, but they lose a lot of networking time with other owners, and those owners who aren't in our host hotel learn less. We encourage everyone to stay at the hotel we've chosen. We've negotiated a good discounted rate for all attendees at the hotel where the BootCamp is being held.

### ***Can the owners share hotel rooms with each other to minimize costs?***

Yes, but we now strongly discourage it. As owners work on and think about their businesses during their time at the BootCamp, they will have a tendency to have “Eureka” revelations about their businesses at different times. It's beneficial for them to have their own hotel room, where if they need to, they can wake up in the middle of the night and not disturb anyone else. We also have had attendees who have roomed together who have snored, coughed at night, and created disruptions to each other's sleep patterns. We believe it is worth the small extra cost to have a private room for each of your owners.

### ***What have other cities and organizations done to raise money to send their business owners to the BootCamp and participate in the “Community Reinvention Program”?***

Every organization has approached the funding of the “Community Reinvention Program” differently.

- Some cities and organizations have paid nothing, but have acted as liaisons to publicize the BootCamp and encourage owners to attend.
- Some communities have paid a portion of the fees, in order to make limited funds available for more owners to attend the BootCamp.
- Some cities and organizations have funded the entire amount for their business owners, and ask that the owners pay for their own travel, lodging, and miscellaneous expenses.
- One group of business owners didn't have any support from their community and instead, raised the money on their own to send themselves, all because they wanted to learn the principles of becoming a Destination Business, and thought it was important for their community.

### ***If one of our businesses who wants to attend is not a retailer, will the BootCamp still help them?***

Please call us to discuss the specific business owner you are considering for attendance in your group. Retailers obviously benefit greatly, and we encourage cities to send businesses who will generate consumer traffic that can feed off of other consumer-oriented businesses. While we do have entrepreneurs attend the BootCamp who own service-related businesses and professional practices, these types of businesses are not the best ones for your Community Reinvention group.

### ***Will this Program help a business owner who has a franchise business?***

Yes. We have had several franchisees attend the BootCamp and they learn an entirely different marketing strategy from the one that their franchise has taught them.

### ***What if an owner wants to send their manager, instead of him or her attending?***

The BootCamp is geared for the decision maker(s) of the business, and your group should be comprised of owners. Managers are not appropriate for the Community Reinvention Program, and will not be approved as a qualifying member of your group.

### ***What happens if someone from our group cancels and we send less than 7 attendees?***

If a community is accepted into the Community Reinvention Program, but the number of required attendees to the Destination BootCamp falls below the required minimum seven (7) pre-registered applicants (in the event of cancellation or failure of a business owner or Community Coordinator to attend), registration costs of the cancelled applicant(s) will be refunded per the terms of our cancellation policy (see Application), and the 60-day follow-up workshop and visit, along with the tele-coaching, webinars, and group consultations will not be conducted.

### ***Can we send more than 6 Business Owners?***

Of course. We have had communities send as many as eleven (11) business owners from the same community. The added number of individual owners creates more learning and greater impact when those owners return to their cities.

***How large is each BootCamp class?***

Each BootCamp has limited seats available to ensure a personal learning experience. Past BootCamp classes have averaged between 25-48 attendees. Our smaller BootCamp size makes it important for you to get your applications in as early as possible.

***Why is the BootCamp conducted so few times a year?***

The rest of the year Jon is consulting with individual clients, writing the Destination Business newsletter, coaching clients in his Destination Success Network, and speaking in front of audiences.

***Is Jon the only one teaching the BootCamp for 2½ days?***

Yes. We allow one advertising expert to speak to the group for about 30 minutes at the end of Day 1, but otherwise, it's Jon, covering the 14-steps of his Destination Strategy.

***Can we have Jon conduct a BootCamp in our area, instead of traveling to your location?***

No, sorry. Colorado is the only location where we conduct our BootCamps. You will find the owners in your city will interact more with each other when they are outside of their immediate city, away from their businesses. There is a huge bonding-effect that happens to groups who attend together as part of this program. Jon does conduct other Destination workshops all around the country, and if your community wants Jon to conduct a workshop in your city, please call us, and we can plan it. But it will not be his 2½ day BootCamp.

***When should our group plan to arrive?***

Plan to arrive the afternoon or evening before the first day of the BootCamp. There is an optional Open House the evening before the BootCamp begins from 5:00 – 7:00 p.m.

***Do we have to come to the Open House?***

You don't have to, but those that do attend, like it. It allows you to meet Jon and his staff, and to get to know the group. The learning seems to start earlier for those who attend that first evening.

***What is the schedule for the 2½ days?***

The BootCamp begins at 8:00 a.m. sharp. The first day will go late and you'll have homework to do that evening. Restaurants are within walking distance for dinner. Then get a good night's rest, as the second day begins once again at 8:00 a.m. sharp. The third day begins at 8:00 a.m. and will end around noon, so you can plan a flight to depart 3:00 p.m. or later on the last day.

***What kind of clothes should I bring?***

The dress for the BootCamp is casual. The main priority is that you are dressed comfortably. Be sure to bring a lightweight jacket or sweater to the meeting room, because Jon likes the room set cooler.

***Will our group need a car?***

No, not unless your group wants one. You can get a shuttle from the Denver International Airport to bring you to the hotel. For meals, there are restaurants within walking distance. With that being said, some groups have in the past shared a rental car or van, and that makes it easier for the group to travel together.

***Do you have a list of people who I can call, to find out their experiences of the BootCamp?***

Sure. Read the testimonials on our website, [www.DestinationBootCamp.com](http://www.DestinationBootCamp.com), and feel free to call any of them. There's over 100 listed to choose from and we can give you more contact names, if you need them. If you would like the names and numbers of other Community Coordinators, just call us, and we can provide them also.

***What if we have more questions?***

Jon is available to answer all of your questions about this "Community Reinvention Program". Feel free to call our office at (303) 774-6522 to arrange a time to talk to Jon.

# “Community Reinvention Program” Application

To participate in the “Community Reinvention Program”, an organization must send a minimum of six different business owners from six different storefront businesses in the same marketplace (downtown, shopping center, or retail market area), to the Destination Business BootCamp, **plus** one Community Coordinator to oversee the implementation of the Program.

Every business owner who applies for attendance to the Destination Business BootCamp must be approved by Jon Schallert before confirmation of attendance is given. Please complete the information on this Application and submit to our office for review.

Yes! Our organization wants to participate in the “Community Reinvention Program”. We have read the Program requirements and are submitting the following businesses for approval to attend.

Which 2010 BootCamp Would Your Group Like to Attend?     March 16-18                       June 15-17                       Sept. 21-23

Name of Organization / Community: \_\_\_\_\_

Contact Person Name: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_                      Email: \_\_\_\_\_

## Our Cancellation Policy:

Once you have reached the minimum 6 businesses and 1 Coordinator to qualify for the “Community Reinvention Program”, any cancellation(s) impacts your ability to qualify for this Program. Please read the terms below:

- Substitutions: If a business cancels and decides not to attend the Destination BootCamp after they have been accepted in to the Program, another business owner may be substituted in their place, subject to approval by Jon Schallert.
- Cancellations: If any business of the “Community Reinvention Program” group is unable to attend our BootCamp for any reason, the Community Coordinator is responsible for notifying The Schallert Group. If the cancellation is received 60-days before the first day of the BootCamp, the amount paid will be refunded. If the cancellation is received between 45-60 days prior to the first day of the BootCamp, the amount paid will be refunded, less a non-refundable deposit of \$500 per attendee. If the cancellation is received less than 45 days before the first day of the BootCamp, the amount you have paid, less a non-refundable deposit of \$500 per attendee, will be credited to another Schallert Group, Inc. product, consulting service, or future BootCamp.
- If a community is accepted into the “Send 6+1” program and the number of required attendees falls below the required minimum seven (7) pre-registered applicants, the 60-day follow-up visit with the free 90-minute session, the on-site consultations, and the scheduled monthly sessions will not be conducted and the organization will not qualify for any of the “Community Reinvention Program” benefits.
- No Show: If a business owner who has been accepted into the “Community Reinvention Program” does not attend and does not cancel, payment in full will be required and no refund will be issued or credits given to future programs. Any cancellations received within 48 hours of Day 1 of the BootCamp will be considered a “No Show”.

Coordinator Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_                      Email: \_\_\_\_\_

I have read the details of the Community Reinvention Program and understand my role as the Group Coordinator.

Signature of Coordinator: \_\_\_\_\_

**Business Name #1 (Required):** \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Business has been open \_\_\_ Months \_\_\_ Years. Is business located in main business district?  Yes  No

If no, how far is business located from main business district? \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

**Business Name #2 (Required):** \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Business has been open \_\_\_ Months \_\_\_ Years. Is business located in main business district?  Yes  No

If no, how far is business located from main business district? \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

**Business Name #3 (Required):** \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Business has been open \_\_\_ Months \_\_\_ Years. Is business located in main business district?  Yes  No

If no, how far is business located from main business district? \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

**Business Name #4 (Required):** \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Business has been open \_\_\_ Months \_\_\_ Years. Is business located in main business district?  Yes  No

If no, how far is business located from main business district? \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

**Business Name #5 (Required):** \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Business has been open \_\_\_ Months \_\_\_ Years. Is business located in main business district?  Yes  No

If no, how far is business located from main business district? \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

**Business Name #6 (Required):** \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Business has been open \_\_\_ Months \_\_\_ Years. Is business located in main business district?  Yes  No

If no, how far is business located from main business district? \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

**Business Name #7:** \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Business has been open \_\_\_ Months \_\_\_ Years. Is business located in main business district?  Yes  No

If no, how far is business located from main business district? \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

**Business Name #8:** \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Business has been open \_\_\_ Months \_\_\_ Years. Is business located in main business district?  Yes  No

If no, how far is business located from main business district? \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

**Business Name #9:** \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Business has been open \_\_\_ Months \_\_\_ Years. Is business located in main business district?  Yes  No

If no, how far is business located from main business district? \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

**If there are more businesses wanting to attend, please attach another sheet.  
 Fax to: (866) 653-1336**

# (SAMPLE SCHOLARSHIP FORM)

Some cities and towns assist owners with the cost to attend the Destination BootCamp. Here is a sample Scholarship form communities have used.

## Scholarships Available for (name of sponsoring organization/city) Business Owners

(Name of sponsoring organization/city) is offering scholarships to business owners to attend Jon Schallert's "Destination Business BootCamp" to be held on (dates of upcoming BootCamp) in Longmont, Colorado, and to be part of his "Community Reinvention Program".

Jon Schallert's BootCamp is an intensive workshop to train small business owners how to transform their business into a Destination. Jon Schallert is the only nationally-recognized marketing consultant who teaches this 2½ day workshop. We believe the BootCamp is the next step in the process of making (name of sponsoring organization/city) a strong Destination marketplace.

Those chosen to receive a scholarship will have \$\_\_\_\_\_ of the \$1,500 cost paid by (name of sponsoring organization/city). BootCamp attendees will be responsible for paying their transportation to the BootCamp location, lodging, and dinners (three breakfasts and two lunches are included in the price of the registration fee).

To be eligible, you must be a business owner who has had their business in (name of sponsoring organization/city) for at least (# of years) year(s). If you are chosen to attend, you must be willing to share your knowledge with other downtown businesses and attend follow-up meetings with the other participants. Scholarships will be awarded to at least six individuals.

This application can be faxed to (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_, or mailed or delivered to the (name of sponsoring organization/city) at (address).

### Application to Participate in the "Community Reinvention Program" (name of sponsoring organization/city)

Business Name: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Owner's Name: \_\_\_\_\_

Phone #: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_

#### **ABOUT YOUR BUSINESS:**

Years in Community: \_\_\_\_\_ Elsewhere (years & location): \_\_\_\_\_

Briefly Describe your Business: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Current Lease Expiration Date: \_\_\_\_\_

**DEADLINE: (date)**