

KIC: Bloomington Chamber of Commerce

B is for belonging.



Meet our Team: Spades Consulting



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Our *B is for Belonging* campaign focuses
on creating sustainable change
by incentivizing and adding accountability
to your current DEI initiatives.

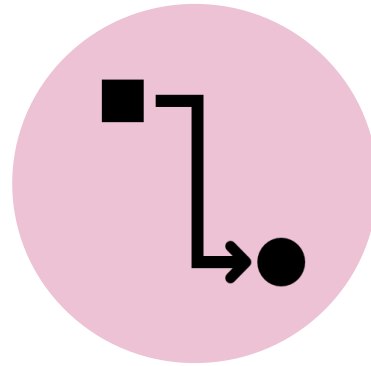
Agenda



Solution



Support



Implementation



Budget &
Timeline



Q&A

B is for Belonging sustainably targets your needs

DEI Board

WHO

Affinity groups nominate members for the board who are then confirmed by the DEI consultant

RESPONSIBILITIES

1. Trained in DEI
2. Manage Bloomington Belonging certification program
3. Work to implement community fundraising materials

INCENTIVE

Community leadership
Business promotion on social media and website

Bloomington Belonging Certification

ACCOUNTABILITY

Encourage chamber business owners to demonstrate DEI commitment

Diversity training, DEI plan, and DEI impact report submitted every year to ensure progress is being made

Coupon Books and Merchandise

REVENUE GENERATION

B is for Belonging Merchandise

A coupon book composed of deals from Bloomington Chamber of Commerce members, highlighting minority-owned businesses

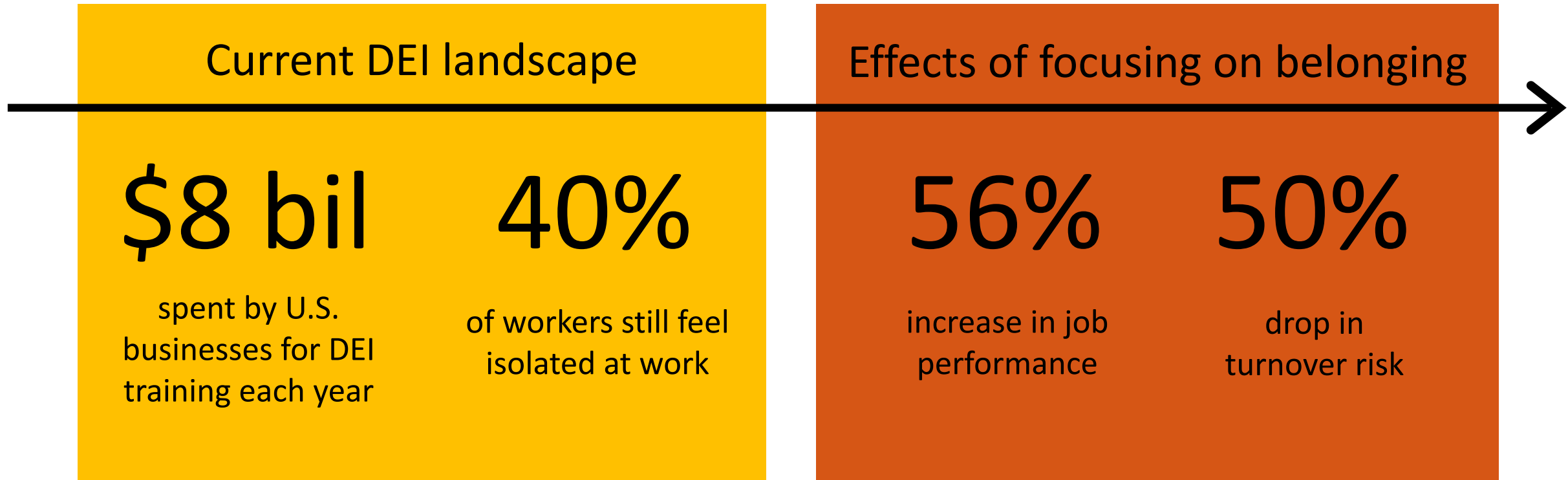


Belonging

the feeling of security and support
when there is a sense of
acceptance, *inclusion*, and *identity*
for a member of a certain group.



Belonging is the **intersection** between DEI and engagement



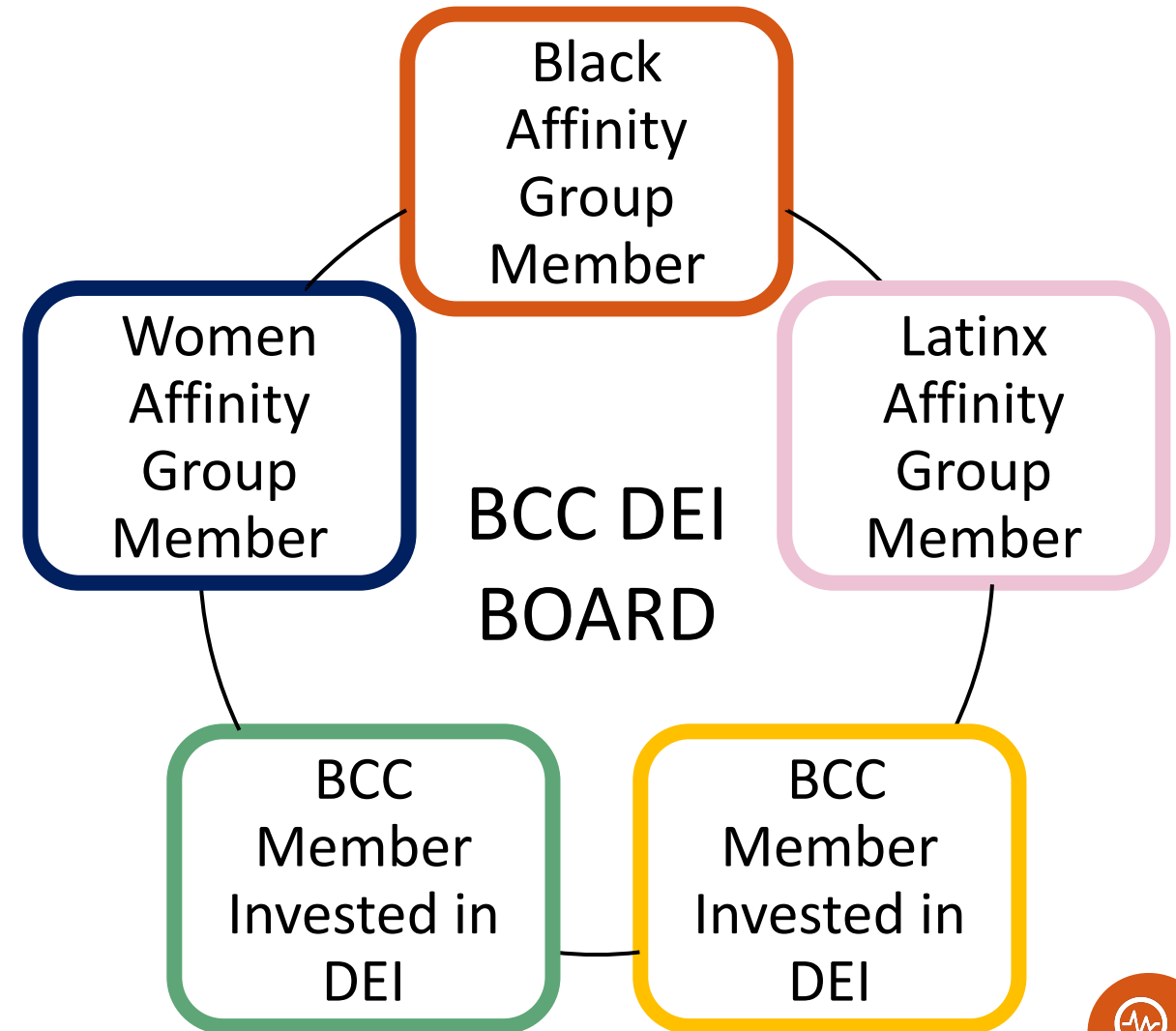
R is for representation.



DEI board will provide structure as a governing body

PURPOSE

- Represent the diversity of members of BCC and Bloomington as a whole
- Spread DEI responsibility beyond one DEI consultant
- Sustain *B is for Belonging* initiative and certification for future years
- Unite affinity groups



“e is for everyone” serves as a **proof of concept** on how to increase conversations about diversity

- Evansville, Indiana’s E-REP works alongside “e is for everyone” campaign
- Created a diversity board and a DEI toolkit
- Community leaders have seen increased engagement with DEI materials among businesses



A is for accountability.



Provide resources to chamber members to **bridge the gap** between DEI training and impact

- Only **42%** of DEI-focused organizations report having **a multi-year strategy**
- Diversity training is most effective when it:
 - Is a part of an enterprise-wide strategic approach
 - Includes both skills development and awareness
 - Conducted **over time**



Bloomington Belonging certification will prove **commitment to DEI** throughout the community

- DEI Board will award certifications to businesses that show a sustained commitment to DEI
 - Year-long DEI plan with **quantifiable** and **attainable** goals
 - Expectations of an **end-of-year report** to show growth and impact
 - Information may be used in a future “BCC Impact Report”



S is for sustainability.



Coupon books are a **proven revenue generation method** for other Chambers of Commerce



2019 Discover WMAZ Coupon Book

\$20.00

The 2019 Discover WMAZ Coupon Book will contain about 200 coupons from businesses across the White Mountain region. Coupon books have been around for many years and are now enjoying a renewed interest due to a desire to save money. We are confident our coupon book will not only bring savings to locals and visitors, it will attract more visitors to the White Mountain.

Available on backorder

– 1 + **Add to cart**

SKU: DWMAZC-002 Category: **Books** Tags: Arizona coupon book coupons
Pinetop-Lakeside Chamber of Commerce savings White Mountain

Share    



Bloomington businesses are excited to provide discounts and deals to the community



\$10 Gift Certificate

India Garden

Bloomington, IN

Retail Value: \$10.00

Your Price: \$7.00

Sold Out



Style Encore \$30 gift certificate

Style Encore

Bloomington, IN

Retail Value: \$30.00

Your Price: \$18.00

Sold Out



\$40 Gift Certificate for Two Personal Lessons

Bloomington Arthur Murray Dance Studio

Bloomington, IN

Retail Value: \$40.00

Your Price: \$28.00

In Stock



Coupon books will **drive traffic** to chamber members' businesses

CHAMBER-WIDE COUPON BOOK

- Promotes a mutually beneficial relationship with the community
- Highlight minority-owned businesses
- Drives awareness of Chamber
- Source of funding for DEI initiatives



SURVEY TO STUDENTS

96% of freshmen would consider buying a coupon book

83% prefer a **digital** coupon book

69% are at least somewhat more likely to buy if the book supports local **DEI initiatives**



Merchandise sales promote a **positive brand image** and generate revenue

COMMUNITY BRANDING

- Create a more inclusive community
- Strengthen Bloomington Chamber of Commerce's brand identity
- Increase awareness of diversity
- Make *B is for Belonging* a source of pride in the Bloomington community

FUNDRAISING

- Source of funding for DEI initiatives
- Attract outside donations or sponsorships



I is for implementation.



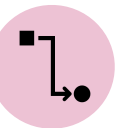
Our solution uses a **structured approach** to implement the certification and DEI board

DEI BOARD CURRICULUM – LED BY DEI CONSULTANT

- Similar content and structure to current training through BCC
 - Foundational Bias & Micro-Aggressions Workshop, Culturally-sensitive communication, Imposter Syndrome, Exploring Anti-Racism, Inclusive Excellence
- Trained for one month, 4 weekly meetings

BLOOMINGTON BELONGING CERTIFICATION

- Structure
 - **Plan**: Board meets with company to outline how to make a curated one-year DEI plan for their business
 - **Check-In**: Board checks in with business to make sure they are on track with their plan and provide guidance
 - **Review**: Board reviews the 25 businesses in the first Round of the process and confirms their Bloomington Belonging Certification
- Sustained Accountability
 - Renew certification annually and create impact report every year



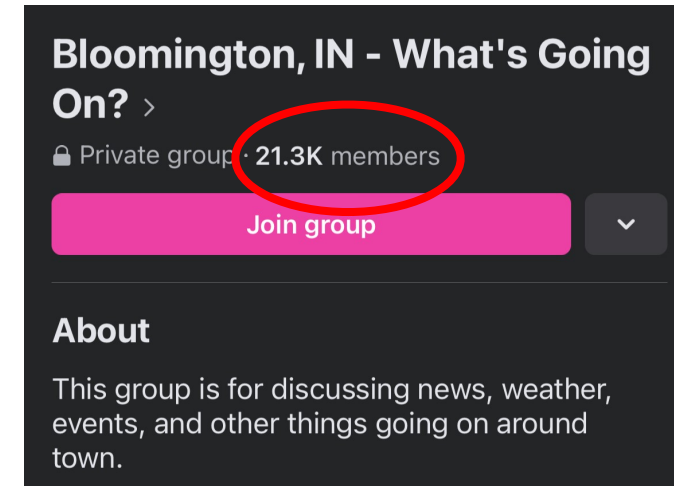
Take advantage of **existing channels** to distribute coupon books and t-shirts

COUPON BOOKS

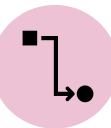
- Digital book - sell on website portal, during events, in newsletters, and during Welcome Week
- Physical books - sell at events and at the chamber itself
- Promote in Facebook groups such as “What’s Going on Bloomington” and Chamber social media

T-SHIRTS

- Sell at events and online on the website
- Designed by Spades Consulting

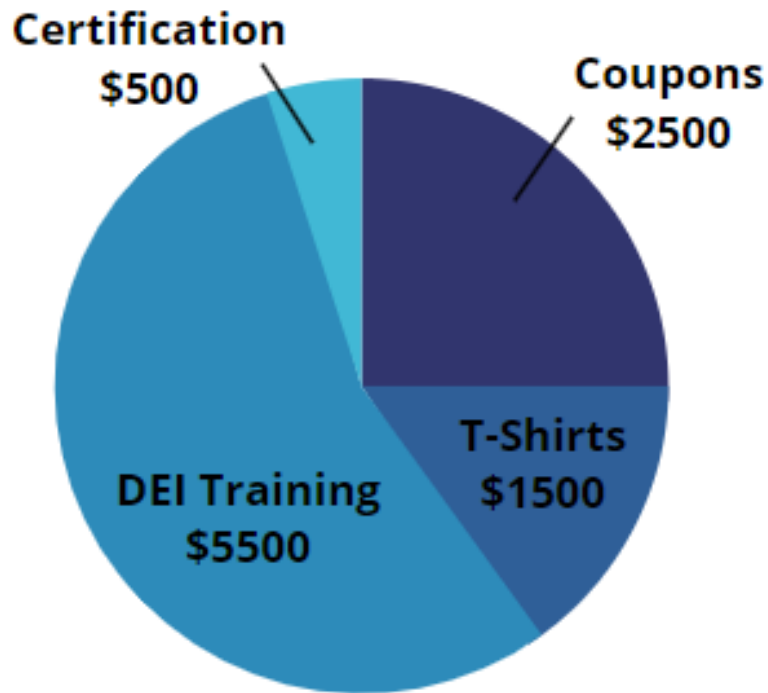


21,300
Group
Members

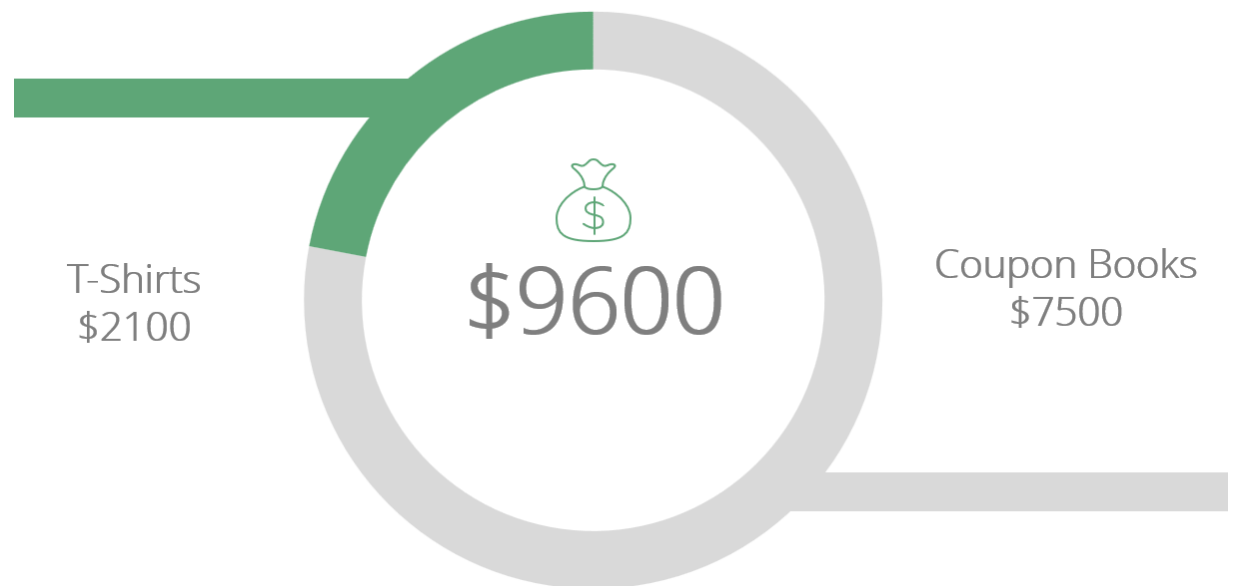


Our solution effectively allocates budget to create self-sustaining revenue

\$10,000 BUDGET ALLOCATION



ROI ANALYSIS



B is for Belonging

Timeline

DEI Board

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Board formation: Nomination, interviews, selection confirmation													
Board Training – 4 sessions w/ DEI Consultant													
General Meetings													

B is for B

Administrative set up – outlining certification and programming													
Create rounds of companies (25 per qtr)													
Certification process rounds													

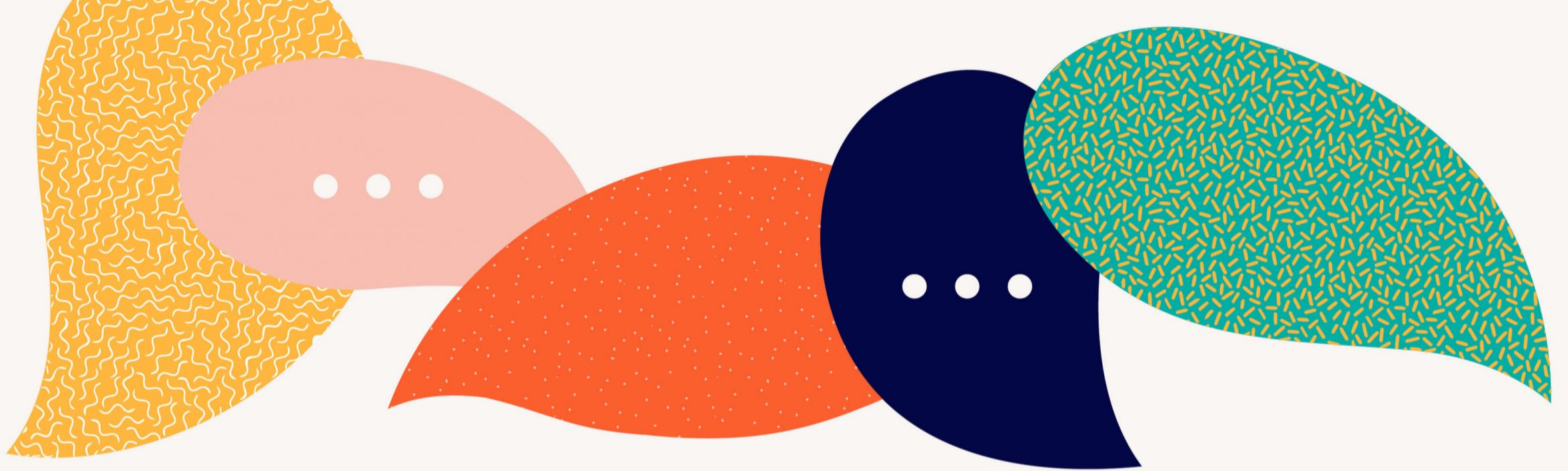
Merchandise

T-shirt design (Spades)													
Coupon: contacting businesses, design (Spades)													
Coupon Launch													



B is for belonging.





Thank you!

B is for Belonging



Appendix

DEI Board

RESPONSIBILITIES

1. Trained in DEI
2. Manage Bloomington Belonging certification program
3. Work to implement community fundraising materials

Bloomington Belonging Certification

ACCOUNTABILITY

Encourage chamber business owners to demonstrate DEI commitment

Coupon Books and Merchandise

REVENUE GENERATION

B is for Belonging Merchandise

A coupon book composed of deals from Bloomington Chamber of Commerce members, highlighting minority-owned businesses

<u>Bloomington Belonging Certification</u>	<u>DEI Board Details</u>
<u>Timeline</u>	<u>Budget</u>
<u>B is for Belonging Outline</u>	<u>Coupon Book Survey Data</u>



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DEI Board

- **DEI BOARD CURRICULUM**

- Similar to current training programs
- DEI consultant led
- Training lasts one month, with 4 weekly meetings total
- After training meet once or twice a month

- **INCENTIVES**

- Separate tab on website highlighting business leaders
- Bloomington Chamber of Commerce social media features
- Business promotions when possible
- Potential to reduce a percentage of fees

Bloomington Belonging Certification

- **CERTIFICATION PROCESS**

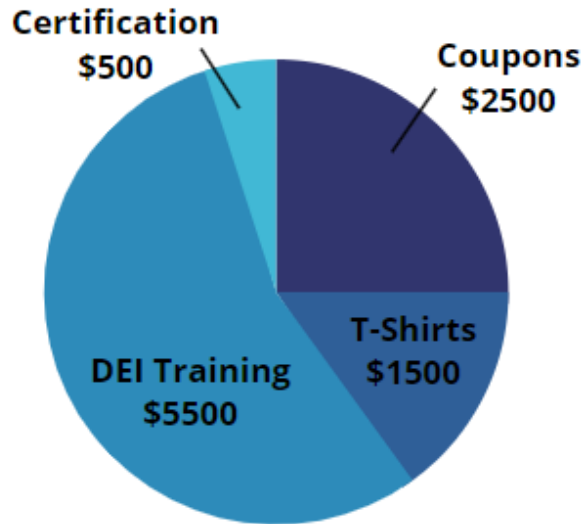
- 25 businesses certified every quarter
- 3 months to be certified (includes a one-month review)
- Need to have report at the end of the year
- Show plans to others, making resources for all chamber members

- **ADVERTISING**

- Publicize and sign-up through newsletters
- Document and sticker displayed in the window of businesses

Budget

\$10,000 BUDGET ALLOCATION



RETURN ON INVESTMENT (ROI) ANALYSIS

Coupon Books Sales

- Based on 500 books with 50 coupons each, your printing (and binding) costs will likely run about \$5.00 per book, which should get you a glossy full-color (4/C) cover with 2-color interior tear away coupons for a cost of \$2500.
- If you price each book at \$20.00 and sell 500 books, your net profit would be \$10,000 revenue less \$2500 cost = \$7500.

T-Shirt Sales

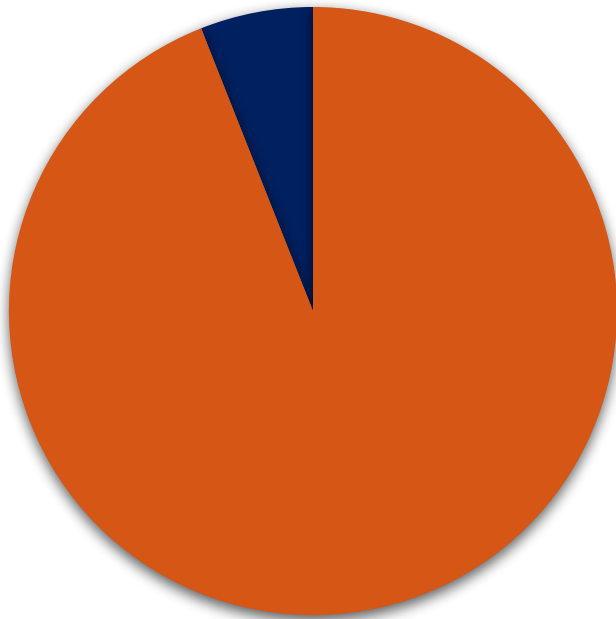
- Target a selling price for each t-shirt at \$12, resulting in \$3600 in revenue for 300 shirts.
- A bulk order of 300 shirts cost \$5 each, resulting in a total cost of \$1500.
- Revenue=\$3600-\$1500=\$2100

Total ROI

- $\$7500 + \$2100 = \$9600$
- Intangible ROI=Sense of community that is established through promotion of belonging.

Digital Coupon Books and T-Shirts

94% of Consumers Used a Coupon for Shopping in 2019

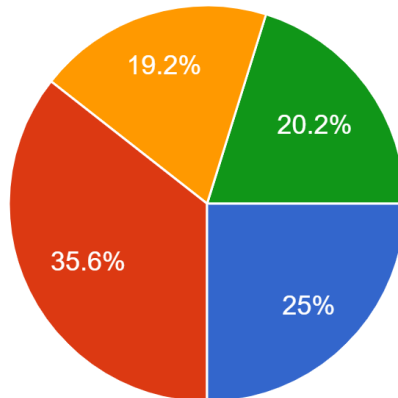


Coupon Book Survey Data

- The purpose of this survey is to gauge interest in coupon books for a Kelley project. This coupon book would contain discounts at 20-30 popular Bloomington businesses (restaurants, boutiques, entertainment, etc.)

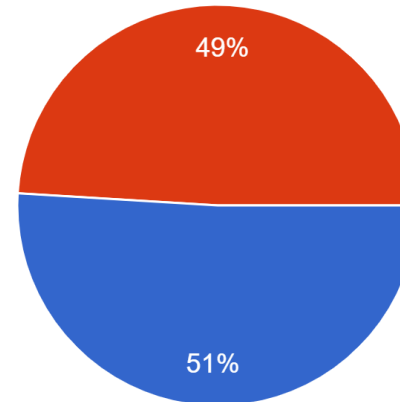
What year are you?

104 responses



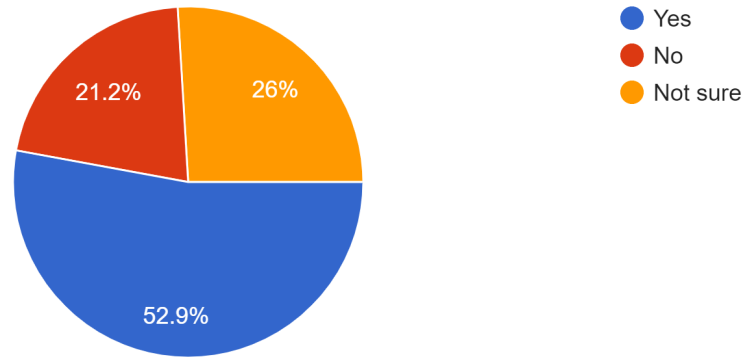
Have you ever used a coupon book?

104 responses



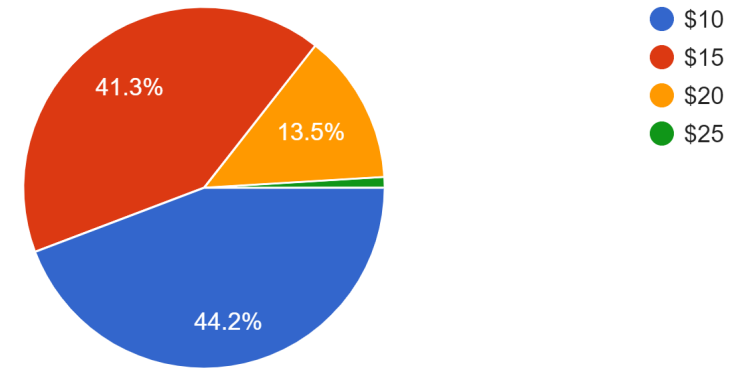
Would you consider buying a coupon book for Bloomington businesses as described above?

104 responses



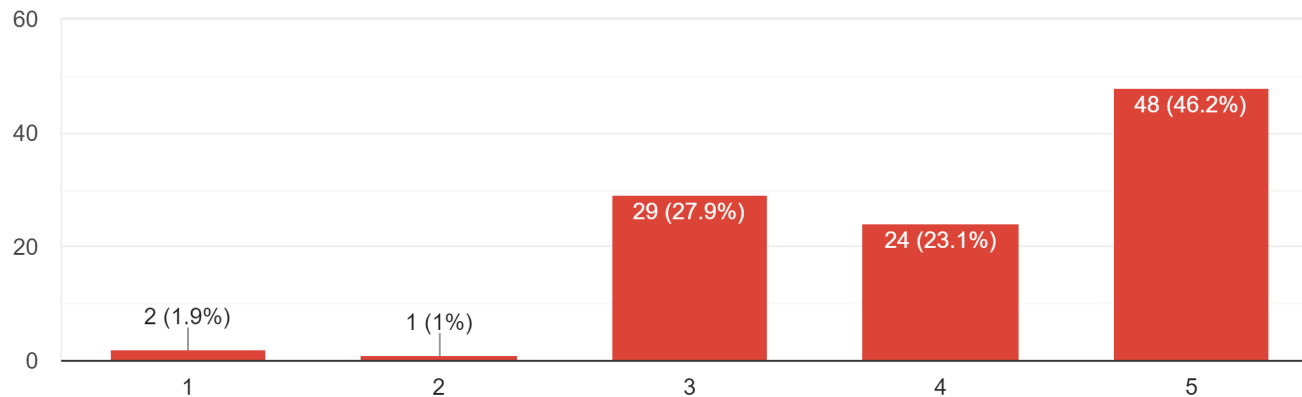
How much would you be willing to pay for a coupon book as described above?

104 responses



Would you be more or less likely to buy a coupon book if you knew it supported local Diversity, Equity, and Inclusion initiatives?

104 responses



Would you prefer a physical or digital coupon book?

104 responses

