

Business Development and Retention Coalition

November 5, 2022

ARTICLE I.

Section 1 PURPOSE – To reimagine Enfield’s growth, community pride and sustainability financial possibilities, by creating strategies and systems to fulfill those objectives

Section 2. Name of Coalition - The name of this entity shall be the Enfield Business and Development Coalition, (hereinafter “BDRC”).

ARTICLE II. FUNCTION

Section 1. NCGrowth has completed its market research and analyzed our town’s current products and services to determine the necessary adjustments for increased business and customer engagement - **\$0 to 5 in 1** (Zero dollars to 5 million in one year)

The goal of the Business Development and Retention Coalition is to.

- Improve Enfield’s image and recognition, through branding and marketing to help attract new businesses and retain existing ones to boost our financial growth.
- This is an exciting opportunity to create action plans, including combined or group buying power of several like businesses for discounts and reduced supply chain costs.
- Create marketing strategies to addresses the leakage as identified in the NCGrowth Economic Opportunities Study, will help reach our growth initiatives of capturing ten percent of the \$52 million of the supply demand within the 10-mile radius of Enfield each year
- Create a “Standard Business and Facility’s Profile”, ex., name must be displayed on venues, paint and facility must be in a good state of repair, must have a web address and email, must attend business, budgeting, marketing and planning classes, must be willing to offer incentives, must display the EAC Membership emblem in the window.
- Create a new business and resident Welcome Package
- In addition, seek new businesses and customer acquisitions for growth optimization. It should be noted that it may be necessary to travel to meet potential investors on their Homefront.

Section 2. Using personal, community and Town assets and benefits identified by the Assets and Benefits Coalition (ABC), the Business Development and Retention Coalition is to,

- Conduct research and create a targeted list of business that fit the profile of Enfield assets and surrounding geographic
- Meet with current businesses to determine interest in exploring opportunities for expansion beyond Enfield’s borders., ex, offering franchises, online, international markets, adding additional products and/or services, etc.
- Determine what local products and services can be sourced

- Set up systems and methods to target potential businesses to relocate to or startup here in Enfield.
- These methods should include both outbound and inbound strategies and systems, i.e., call centers, email campaigns, social media, and other platforms.
- Create marketing collateral
- Along with the ABC and Grants Coalition (GC), Identify other small business resources, ex., SBA loans, local and federal incentives,
- Working with and proving content to the Communications and Media Relations Coalition, this helps to keep our community and the world informed that Enfield is open and ready for business.

ARTICLE III

Section 1. BRANDING

- Create an “Iconic” image, slogan and/or symbol that captures and brands Enfield’s goodness, (yesteryear, today or future), ex, a small town in the west was similar to Enfield, who struggled to identify itself, thinking outside the box they created and branded themselves as the “Home of Back to the Future 2335”. Other iconic brands and slogans, “I Love NY”, “New Jersey and You, Perfect Together”, “Tinseltown”, the Olympic rings, Hollywood Star and hillside sign,
- “We (Enfield) Started it All”,

Section 2. Create a VisitEnfield website that highlight our brand, community, and offerings

A NOTE of Interest, George Eastman had a home here in Enfield, but he also contributed funds to both Tuskegee and Howard University’s
https://en.wikipedia.org/wiki/George_Eastman

ARTICLE IV SMALL TOWN IDEAS

Section 1. BUSINESS FRANCHISES AND STARTUPS FOR SMALL TOWNS

Small Towns have a lot to offer, we have natural resources, farms, woodlands, wholesomeness, clean water, and fresh air. Many businesses are looking for what Enfield has to offer.

- Take LL Bean for instance, it was founded in Freeport Main, and is still there today, Freeports population is 7,500 people, and generates 1.8 Billion in annual business
- The Charles Machine Works, Inc, makers of Ditch Witch (Trenching machines), founded in 1940 in Perry Oklahoma, population 4484, annual reuee \$725 million. Ditch Witch was sold to Toro in 2019 for \$700 million, and is still based in Perry, Ok.
- La-Z-Boy, founded in Monroe, Michigan, and is now headquartered in Greensboro, NC, population

- Pella Window, founded in 1925, Des Moines, Iowa, then moved to Pella, Iowa in 1926. Annual revenue \$2.1 Billion, population in 1920, 126,000
- Jiffy Mix, founded in 1883 in Chelsea, MI, population today, 5,393, annual revenue \$130 million
- **Grasshopper Mower, like Enfield, 95 bypassed them**, by they keep flying people in the see them. Founded in 1969, in Moundridge Kansas, population 1974, annual revenue is \$126.7 million, employees 350 people <https://www.grasshoppermower.com/>,
- **FRANCHISES FOR SALE IN NORTH CAROLINA**
 - [Franchises for Sale in North Carolina](#)
- **WORK FROM HOME FRANCHISES**
 - [Work From Home Franchises](#)
- **6 INNOVATIVE SMALL BUSINESS MODELS IN SMALL TOWNS**
 - <https://www.communityheartandsoul.org/blog/6-innovative-small-business-models-in-small-towns/>

MEMBERS - BUSINESS DEVELOPMENT AND RETENTION COALITION

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Enfield's Branding and Marketing Coalition MERGED w Business Development