

Strategies to Boost Your Community's Business Retention

Oct 20, 2023

bludot

www.bludot.io

sophia@bludot.io

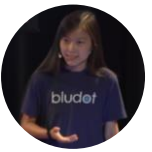


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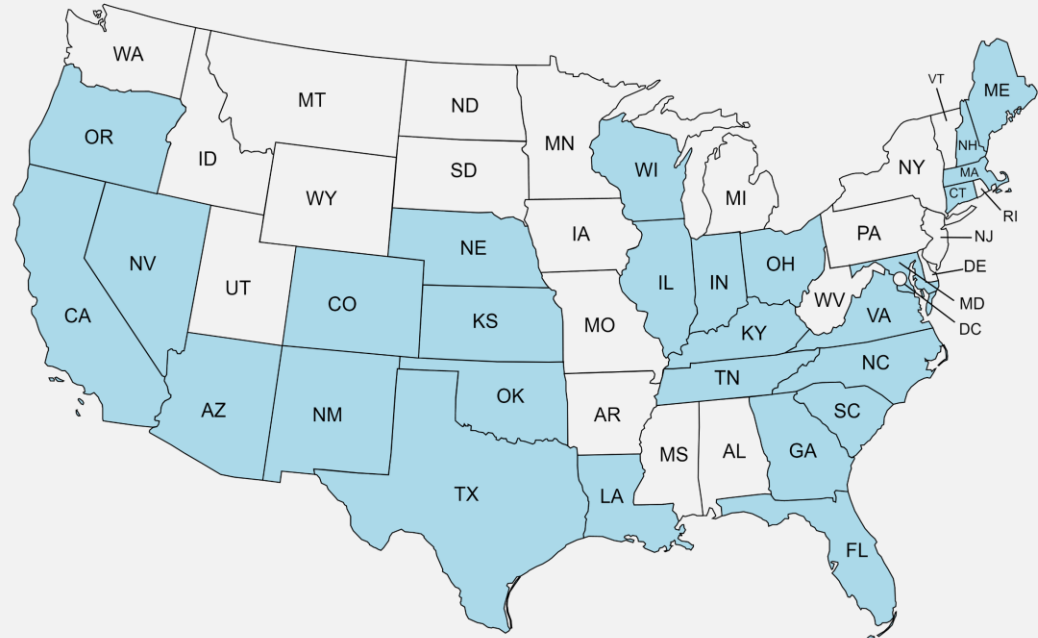
Bludot was built in 2019 from a 16-week partnership with City of Walnut Creek's Economic Development team.

Since then, our BR&E solutions have been used by communities across 29 states.

Who are we?



Sophia Zheng, Founder/CEO 🙌



Boost Your Business Retention & Expansion



Formulate your Business Retention

Using data as a foundation



Track your activities

Automation, collaboration, reporting



Promote your local businesses

Equitable, inclusive, and maximum ROI

Formulate your Business Retention

Building your local business database

Sources:

- Business license
- Local partners
- Data providers & online sources

Key elements:

- ✓ Business name and address
- ✓ SIC and NAICS industry codes
- ✓ Employee size
- ✓ Revenue size
- ✓ When did it open
- ✓ Websites
- ✓ Contacts
- ✓ Social media profiles

Formulate your Business Retention

● Form your primary targets

Examples:

- Top 50 Employers
- Target industries
- Target geographic areas
- etc

Formulate your Business Retention

Top 50
+ Add Business

Select All
 Group Email
 Log Activities
 Apply Label
 Export
 ... More

Advanced Search
 Map View

Sort By Last Activity

<input type="checkbox"/>	H	Hilton Clearwater Beach R... 400 Mandalay Avenue, Clearwater	Place Type Independent Source City Industry Hospitality-Tourism	+6
<input type="checkbox"/>	A	AmeriLife 2650 McCormick Drive #230, Clearwater	Place Type Independent Source City Industry Insurance	+8
<input type="checkbox"/>	W	Wyndham Grand Clearwater... 100 Coronado Drive, Clearwater	Source City Geographic Territory Clearwater/Incorporated	+2
<input type="checkbox"/>	C	Creative Contractors Inc 327 David Avenue, Clearwater	Place Type Independent Source City Industry Construction	+8
<input type="checkbox"/>	M	Marsh McLennan Agency (Bouchar... 101 Starcrest Drive, Clearwater	Source City Industry Insurance	+6
<input type="checkbox"/>	C	ClearEdge Title 2605 Enterprise Rd E, Clear...	Place Type Independent Source Bludot	+5
<input type="checkbox"/>	((ISC)2 Holdings, Inc. 311 Park Place Blvd, Suite 400, Clearwater	Place Type Independent Source City Industry IT/Software	+8
<input type="checkbox"/>	T	ThreatTrack Security (VIPRE) 311 Park Place Blvd, Suite 300, Clearwater	Place Type Independent Source City Industry IT/Software	+8
<input type="checkbox"/>	T	Teamwork Commerce (Retail Clo... 380 Park Place Blvd., Clearwater	Place Type Independent Source City	+7
<input type="checkbox"/>	V	Verifone 300 S. Park Place Blvd., Clearwater	Source City Industry IT/Software	+6
<input type="checkbox"/>	Y	YMCA of Suncoast, Inc.	Place Type branch Source City Industry Other	+7

“I establish relationships with our top employers and I also do what you call “cold calling”... I go to an office complex and knock on doors and introduce myself. There are times when they don't even need something city related, but I can still assist them in other ways like connecting them to resources such as the county or local colleges to help with workforce needs.”



Audra Aja

**MARKETING & COMMUNICATIONS
COORDINATOR**



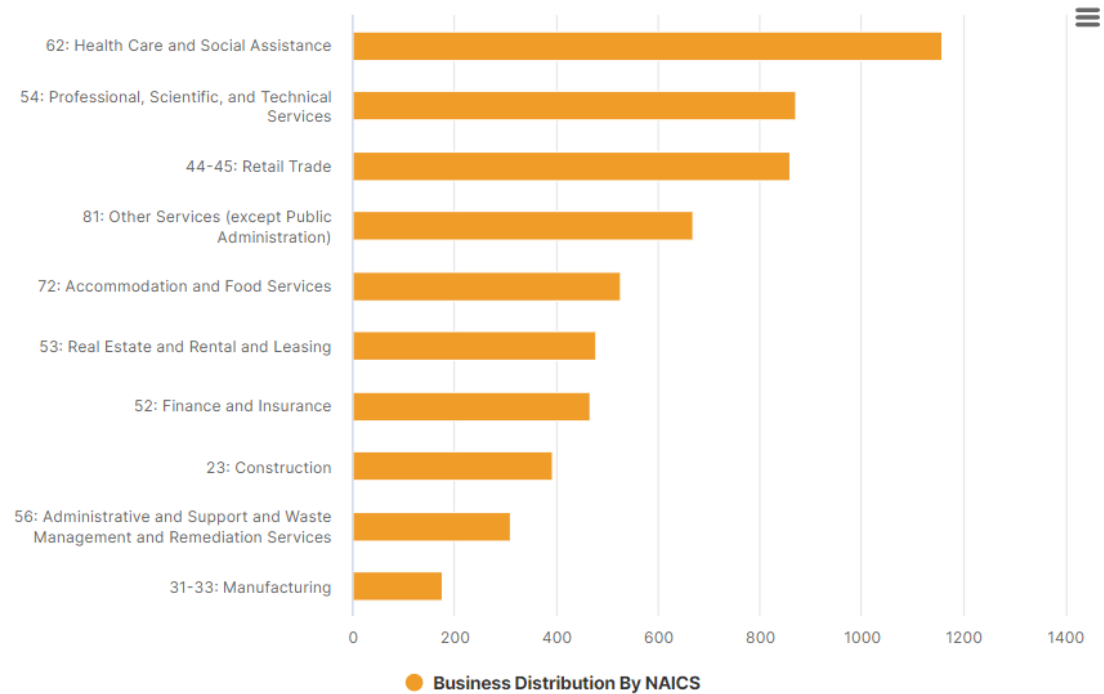
Stephanie Scalos

**BUSINESS RETENTION &
EXPANSION COORDINATOR**

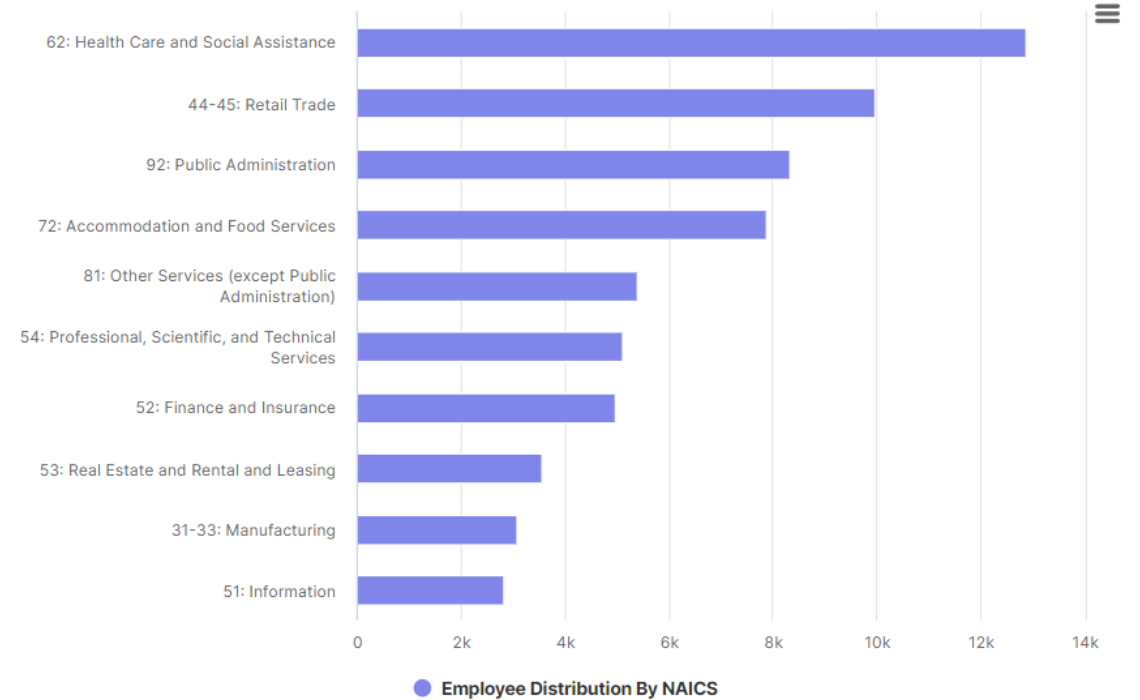


Formulate your Business Retention

Top 10 NAICS Industry Sectors by Business Count



Top 10 NAICS Industry Sectors by Employee Size



Formulate your Business Retention

Community Redevelopment Area (1151)
+ Add Business

Advanced Search Map View

Select All Group Email Log Activities Apply Label Export More
 Sort By **Last Activity** ▾

- S

Shelby Con...

600 Cleveland Street, Clearwater

+6

Source|Bludot
Geographic Territory|Community Redevelopment Area
Geographic Territory|New Market Tax Credit
- D

Dealer Solutions One

600 Cleveland Street, Clearwater

+9

Source|City
Industry|Marketing|PR
All Companies By Employee Size
- P

Precision Personnel, I...

600 Cleveland Street, Clearwater

+11

Place Type|Independent
Source|City
Industry|Employment Services
- T

The Oaks of Cl...

420 Bay Avenue, Clearwa...

+8

Place Type|Independent
Source|City
Geographic Territory|Community Redevelopment Area
- V

Victoria Equipment Sales

600 Cleveland Street, Clearwater

+10

Place Type|Independent
Source|City
Industry|Machinery
- S

Stonebridge Real Estate

33 N Garden Ave, Clearwater

+11

Place Type|Independent
Source|City
Industry|Realtor
- D

David Rodrigues, CPA

101 N Missouri Ave, Clearwater

+10

Source|City
Industry|Accountants
All Companies By Employee Size
- C

Clear Sky on Cl...

418 Cleveland Street, Cle...

+8

Place Type|Independent
Source|City
Geographic Territory|Community Redevelopment Area
- G

Gulf Beac...

6655 Gulf Blvd, Cle...

+6

Source|City
Geographic Territory|Community Redevelopment Area
Geographic Territory|New Market Tax Credit
- H

Hilton St. Peters...

950 Lake Carillon Drive, Cle...

+6

Source|City
Geographic Territory|Community Redevelopment Area
Geographic Territory|New Market Tax Credit
- St. Petersburg M...

St. Petersburg M...

+6

Source|City
Geographic Territory|Community Redevelopment Area

“When we transferred our data into Bludot and compared it against the data Bludot provides, I was able to see where businesses are located that I didn't even know existed. Now I have a clear plan when I go out on visits to meet these businesses and introduce them to the resources we provide.”

Stephanie Scalos, Business Retention & Expansion Coordinator for Clearwater, FL

Formulate your Business Retention

- Form your primary targets
- ... and for the rest of the businesses: set up an actionable and repeatable process to engage with them


Examples:

- Targeted email communication
- Resource concierge
- Business hotline
- etc

Formulate your Business Retention

Webinar: Storm Damage Recovery - Navigating the Insurance Read 36%

Posted by Stephanie Scalos, Sep 14, 2023 07:28 AM

 stephanie.scalos@myclearwater.com Sep 14, 7:49 AM
To All.

Hope everyone is doing well.

Please see attached flyer for an upcoming webinar hosted by Pinellas County Emergency Management. Topic of discussion is **Storm Damage Recovery - Navigating the Insurance Process**. Webinar will be hosted on Monday, September 18th at 6 PM.

“I often get information about a job fair from local resources and I know HR people would want to attend, especially our manufacturing industry which is constantly looking for people. I can use Bludot to send that information out quickly.”

[Stephanie Scalos, Business Retention & Expansion Coordinator for Clearwater, FL](#)

Auto saved


From newdemocity@mail.bludot.io




To **Business NAICS72: Accommodation and Food Services**

Notify Contacts All Contact Roles

Subject Enter subject

Enter email body content here...

 Format

  Email Signature Save Draft 

Boost Your Business Retention & Expansion



Formulate your Business Retention

Using data as a foundation



Track your activities

Automation, collaboration, reporting



Promote your local businesses

Equitable, inclusive, and maximum ROI

Track your activities

● Use automation to streamline your workflow

Examples:

- Automated email sync
- Process automation
- Scheduled campaigns

Track your activities

The screenshot displays a vertical activity log for a user named Sophia (Economic Development Manager). The first entry is a call on 11/09/2020 at 06:06 PM, with a 'Call with Business Owner' button. The call transcript reads: 'Was great to chat with you today! Glad to hear I was able to help answer some of your questions around the grant application. Let us know if anything else comes up. Again, thank you for being a small business in our community.' Below this is a section for an email thread titled 'Question about business resources'. The thread includes three messages: 1) Sophia Zheng asking for a list of resources on 02/24/2021 at 01:29 PM. 2) Bludot Team providing links to city and county resource websites on 02/24/2021 at 01:34 PM. 3) Sophia Zheng thanking the team on 02/24/2021 at 01:35 PM. The final entry is a meeting on 08/05/2021 at 12:32 PM, with a 'Meet with Business Owner' button. The meeting transcript reads: 'Met with the business owner to talk about their workforce needs and what they need from the city'.

Automated email sync helps track and organize emails behind the scenes

Track your activities

Survey Type ✓ Template Form ✓ **3** Review & Publish

Project Configuration

Project name prefix*

ⓘ The project name will be a combination of your prefix, the response to the associated survey question if any, and a unique project ID. For example: "YourPrefix - SurveyAnswer - PID-2021-23"

Project assignee

 ×

Project status*

Project types

 ×

Default tasks

Intake meeting and initial evaluation ⋮

LS Liv Stromme Due after 5 days

Onsite meeting ⋮

Sophia Zheng Due after 15 days

Conclusion report ⋮

Sophia Zheng Due after 30 days

Process automation examples:

- Applications
- Projects
- Business License renewals & payment
- etc

Track your activities

● Use automation to streamline your workflow

● Shared database enhances collaboration

- Transparency with the team
- Institutional knowledge
- Helps new hires onboard

“Bludot allows you to keep in touch with your businesses. There's turnover, people leave, move on to different positions, and in Bludot, you're able to capture all that new information.”

“Just yesterday, I got a call from our Police Department that they're applying for a grant and they needed to know all the different businesses—commercial and industrial—and the addresses and the phone numbers. There you go. You do it in Bludot, you export it, and it was perfect.”



Shelley Burcham

ECONOMIC DEVELOPMENT ADMINISTRATOR
CITY OF LATHROP, CA



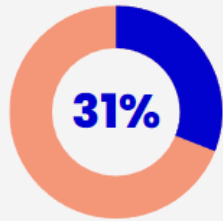
Track your activities

- Use automation to streamline your workflow
- Shared database enhances collaboration
- **Synthesize the insights and present your impact**

Track your activities

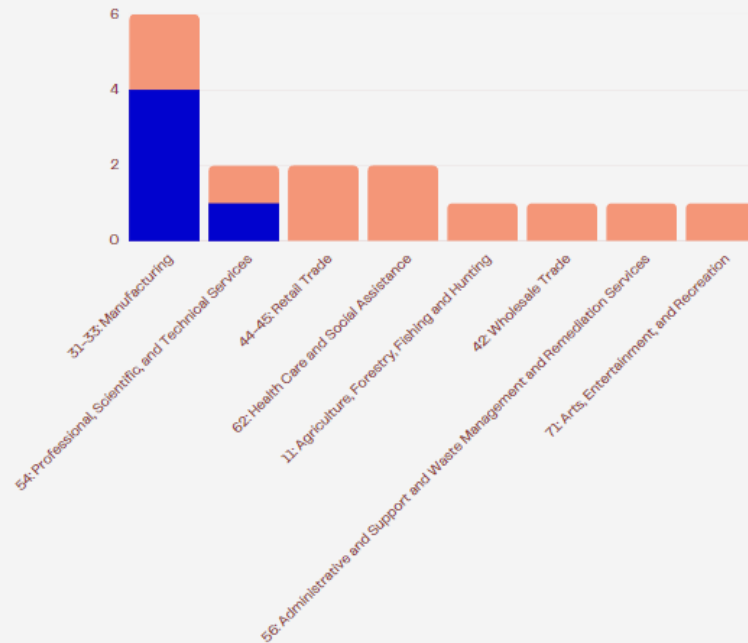
San Benito EDC

Business Retention Report

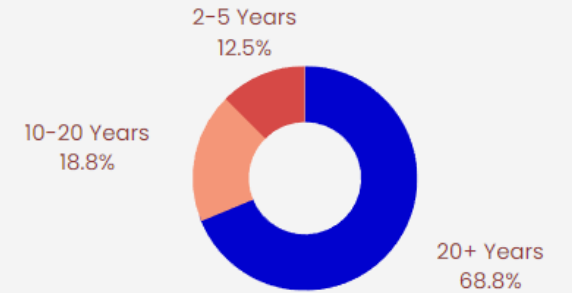


During Q2 2023, the San Benito EDC has conducted business retention visits with **5 out of the 16 employers with 100+ employees** in the county.

The visits have strategically focused on the **top 2 industries** within the top employers, engaging with 4 out of the 6 companies in sector **31-33: Manufacturing**, and 1 out of the 2 companies in sector **54: Professional, Scientific, and Technical Services**.

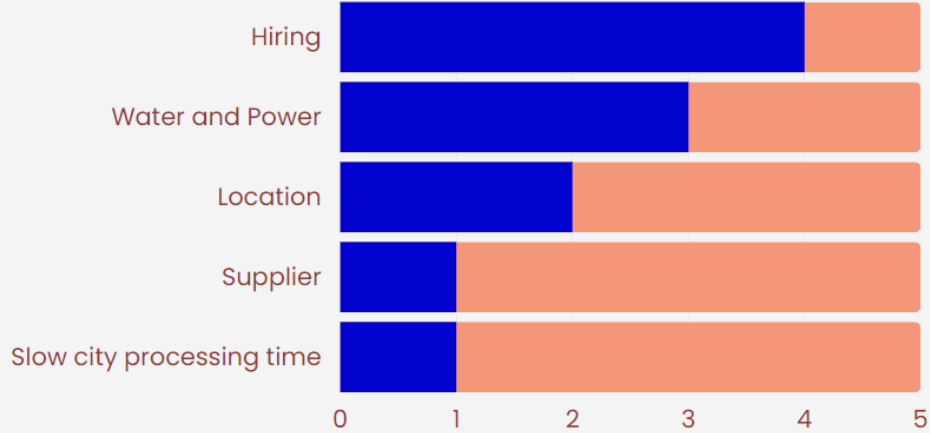


Out of the top 16 employers, 11, or 68%, have been operating in San Benito County for **over 20 years**. The EDC has visited **5 out of the 11 oldest employers**, gathering key insights on their needs and challenges to continue to thrive in San Benito.



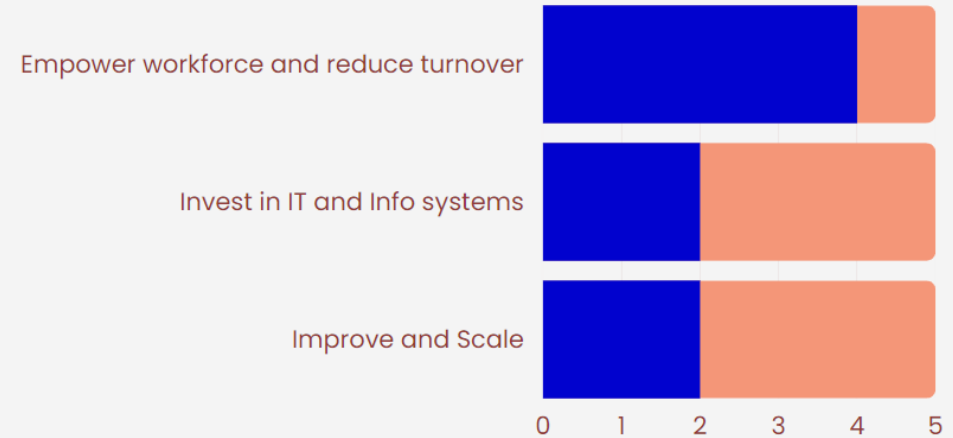
Track your activities

Top 5 Issues Reported in Business Retention Visits



- 4 out of the 5 employers reported challenges with **hiring and employee retention**, especially C-Suite and high skill workers
- 3 out of the 5 employers reported issues with **water and power**, citing PG&E outages and needs for consistent water supply
- 2 out of the 5 employers highlighted **location** as a challenge, hard to bring labor to Hollister, employees living in hotels or commuting

Top 3 Priorities of the Companies Visited



- 4 out of the 5 employers highlighted **empowering workforce and reducing turnover** as a top priority, and want to keep up on workforce training opportunities
- 2 out of the 5 employers plan to **invest in IT and information systems** to standardize operations
- 2 out of the 5 employers are focusing on **improving and scaling company operations** to increase production

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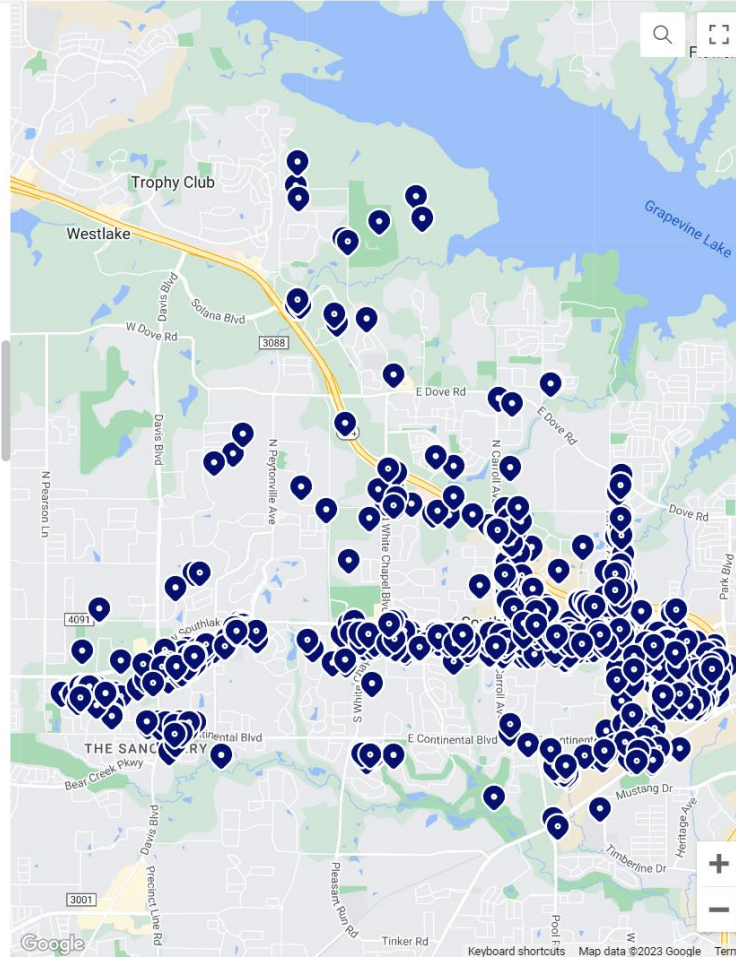
Promote your local businesses

Q Search

Filter by Area Category

Showing 1577 Results

- ABF Freight System, Inc.**
532 SILICON DR, Southlake, Texas
(817) 251-4641
(817) 416-6536
- Academy Foot & Ankle**
1940 E SH 114, Southlake, Texas
(817) 424-3668
- Accent Roofing & Construction**
351 BANK ST 103, Southlake, Texas
(817) 903-7663
- Ace Hi Oil**
2900 Knight Ct, Southlake, Texas
(817) 431-6664
- Ace Refrigeration & Appliance**
8901 DAVIS BLVD, Southlake, Texas
(817) 431-3198
- Acuative**
2830 MARKET LOOP 104, Southlake, Texas
(817) 251-1180



“As a government entity, I'm also not really promoting one business over another – I can tell them, as a user, that they can go and do it because everybody's been given the opportunity to add themselves to it if they weren't already a part of your database.”



Janet McRae
DIRECTOR OF ECONOMIC DEVELOPMENT
MIAMI COUNTY, KS



Promote your local businesses

open
rewards

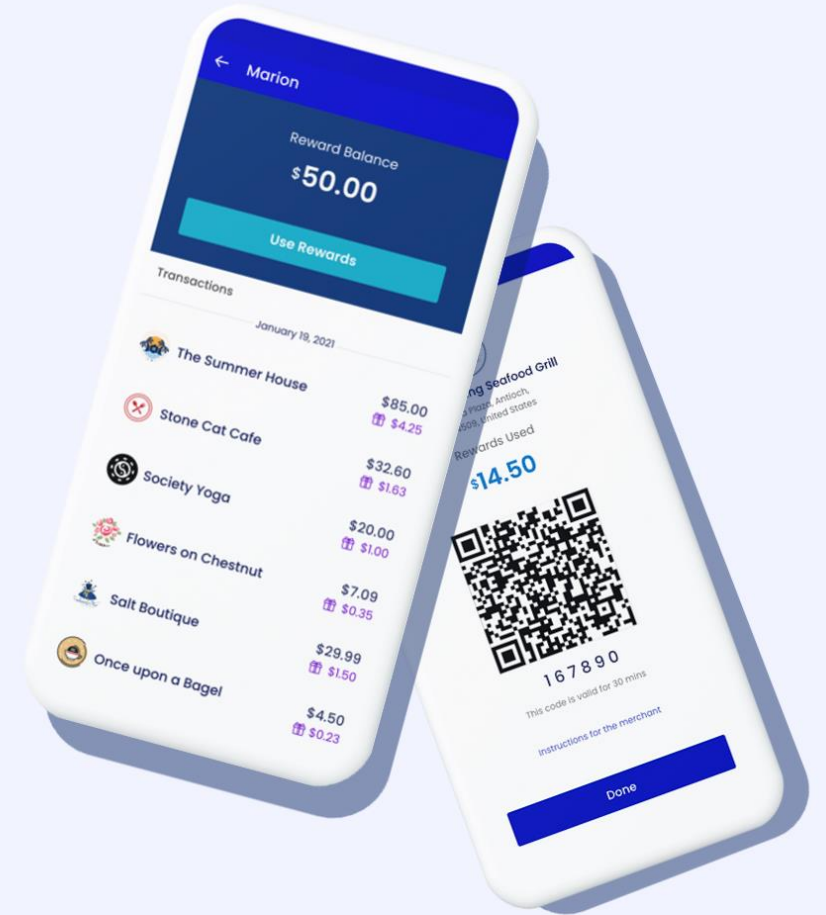
Community-wide rewards program to incentivize consumers to shop at local businesses within your jurisdiction



Get rewarded for shopping local

Shop, dine, have fun,
all while supporting your community!

Limited time only, while funds last



Promote your local businesses

Key factors to consider when launching a shop local rewards program:

- No actions required from businesses
- Integrate into consumers' regular shopping behavior
- Support all forms of payment from consumers

Promote your local businesses

Since 2022, Open Rewards has generated **28X ROI** in local economic impact in communities across the country.

More than **80%** of users indicate that Open Rewards has positively influenced their decision to shop local.

“This effort not only helps Arlington’s small businesses, but also allows the consumers to earn cash back rewards by supporting them. In today’s economy, when everyone is watching their spending, this effort is a win-win for businesses and consumers.”



Tara Palacios
DIRECTOR OF BIZLAUNCH
ARLINGTON COUNTY, VA
ECONOMIC DEVELOPMENT



Promote your local businesses

Transaction Date ⌵

Message

October 18, 2023

Yes, would have went somewhere else if it weren't for the app

Transaction Date ⌵

Message

October 01, 2023

No, this experience was amazing. 10/10 will do again!! 🥰🥰

Transaction Date ⌵

Message

September 16, 2023

Easy to used and find new placed to dine in thank you

Transaction Date ⌵

Message

October 10, 2023

I starting to go to places who offer the rewards program

Transaction Date ⌵

Message

September 29, 2023

I've started looking for businesses in the City who offer the Rewards Program

Transaction Date ⌵

Message

September 16, 2023

Now that I can make \$ back I will def. E shopping more.

Thank you!

Contact us to schedule a demo!

bludot

www.bludot.io

sophia@bludot.io