



## 2018 COMMUNITY REINVENTION PROGRAM DETAILS

Would you like to help your local businesses drive more sales and customer traffic to their businesses, while at the same time, turning your city or town into a Destination for consumers, bringing more revenue to your area? If so, our Community Reinvention Program can help.

Changing the marketplace of a community takes an organized effort that involves a series of incremental changes. By participating 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.

The Community Reinvention Program begins by your community sending a group of business owners from the same marketplace to our Destination Business BootCamp® in Longmont, Colorado where they receive instruction on how to make 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.

Our Community Reinvention Program works like this: A community sends a group of business owners to Jon Schallert's Destination Business BootCamp where they receive over 20 hours of instruction during this two and one-half day workshop on the principles of becoming a Destination Business. Your business owners then return to your community, implementing what they've learned in their businesses and helping their fellow business owners.

This Program is an ongoing month-to-month program that provides ongoing follow-up with Jon Schallert for a period of four (4) months immediately after attending the Destination Business BootCamp, in order for a community to achieve its goals of becoming a more powerful Destination marketplace. For four (4) months following the BootCamp, your community's businesses will receive ongoing consulting assistance, plus Jon will come to your city to present a 90-minute workshop (you only pay his expenses). Your community receives over \$16,000 of no-cost consulting services, plus your business owners learn what it takes to grow their businesses in today's economy!

In order for a community to be eligible for the Community Reinvention Program, there are certain criteria that must be met. These requirements create the needed synergy of multiple business owners critical to Jon's Destination teachings having an impact on a community and is designed to reward those communities with committed business owners who want to create proactive change in their businesses. It is a partnership with your community and The Schallert Group, Inc. in implementing Jon's Destination Business principles. It is not a "quick-fix" solution that will happen overnight.

The Community Reinvention Program allows for that necessary ongoing follow-up in order for a community to achieve its goals of becoming a more powerful Destination 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

When a community sends a minimum of six (6) business owners from different businesses plus one (1) Community Coordinator to attend the Destination BootCamp together, they pay a tuition fee of \$1,700.00 per attendee and receive the following benefits:

- Approximately 60 days following the BootCamp, Jon will travel to your community to present a 90-minute workshop and the entire community and surrounding areas are invited to attend. This workshop is free to your organization and you only pay Jon's expenses. Jon's workshop gives an overview of his Destination principles to the audience and is designed to focus attention on the businesses who attended the BootCamp to get other business owners interested in learning about his Destination teachings through the group's monthly meetings. We recommended your organization charge for attendance and all income goes to your group.
- During the 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.
- During the 4-Month Program, trainings are conducted in a group conference call setting with the business owners who attended the BootCamp, the Group Coordinator, and Jon. These conference calls are conducted to reinforce the strategies and tactics taught at the BootCamp, and refocus group on their ongoing destination development goals. Each month, participants will listen to an audio Business Expert interview, complete a worksheet, and then participate in the group conference call to discuss the interview, and how it applies to their businesses. These interviews and worksheets are designed to help them improve their business after they leave the BootCamp.
- 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.

## 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, and oversee the implementation of the Program.
- Businesses chosen to attend 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.
- It is critical that your core group be made up of owners who are decision-makers. We do not recommend that managers of a business attend the BootCamp as part of your Community Reinvention group unless they can make decisions and implement changes to the business when they return.

For more information on this exciting program, go to [www.DestinationBootCamp.com](http://www.DestinationBootCamp.com) or [www.CommunityReinventionProgram.com](http://www.CommunityReinventionProgram.com). 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”**

### ***What is the cost to participate in the Community Reinvention Program?***

\$1,700.00 per person. A minimum of six (6) business owners plus a Community Coordinator is required to qualify for the CRP, for a total cost of \$11,600.00 to send a group of seven (7). Additional business owners can attend with the group at a cost of \$1,700.00 per person. Additional people from the same business can attend and be part of the CRP at a cost of \$1,500.00 per person (a \$200.00 discount).

### ***When is payment required?***

Once a group has been approved into the Community Reinvention Program, a deposit of \$5,000.00 is due with acceptance into the Program to hold seven (7) spaces at the BootCamp. If additional business owners above the seven have been approved to attend, a deposit of \$850.00 per person will be required to reserve their space. The balance of the registration fee is due 30-days prior to Day 1 of the BootCamp.

### ***Where do attendees stay?***

There are many hotels in the Longmont area where you can stay. The DestinationBootCamp.com website has a list of hotels in the area under the Location and Hotel Information tab.

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

Yes, but we now 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 believe it is worth the 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.

1. Some cities and organizations have paid nothing, but have acted as liaisons to publicize the BootCamp and encourage owners to attend.
2. Some communities have paid a portion of the fees, in order to make limited funds available for more owners to attend the BootCamp.
3. 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.
4. 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 or a restaurant, will the BootCamp still help them?***

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. Please call us to discuss the specific business owner you are considering for attendance in your 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 the owner himself/herself attending?***

The BootCamp is geared for the decision maker(s) of the business, and your group should be comprised of owners. If you would like to send someone like a Manager to the BootCamp as part of the Group, please call to discuss with Jon.

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

Please read the Cancellation Policy on Page 5 of the CRP Application for details on what happens when someone from your group cannot attend.

***Can we send more than 6 business owners?***

Of course. We have had communities send as many as fourteen (14) 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 a maximum of 24 seats available to ensure a personal learning experience.

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

Yes. We allow one advertising expert to speak to the group for about 60 minutes on 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 to discuss the various workshop options available. But it will not be his 2½ day BootCamp.

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

Plan to arrive Monday afternoon or evening before the first day of the BootCamp on Tuesday. There is an optional Open House on Monday evening before the BootCamp from 4:00 – 6:00 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 meet others who will be attending the BootCamp with you. The learning seems to start earlier for those who attend that first evening.

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

Each day of the BootCamp begins at 8:00 AM sharp and typically ends around 5:30 PM on Tuesday and Wednesday. Dinners are on your own. Restaurants are within walking distance for dinner. Thursday begins at 8:00 a.m. and will end at 12:00 noon, so plan a return flight departing 4:00 p.m. or later on the last day if possible so you won't miss anything.

***What additional costs will there be at the BootCamp for attendees?***

The following are expenses attendees will need to plan on paying that are not included in the BootCamp Fee:

- Transportation to Longmont, and transportation to our downtown location for the BootCamp
- Hotel stay while in Longmont
- Dinners. We provide lunch and snacks and drinks throughout the day, but dinners will be on your own.

***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?***

Most groups rent a car or van which makes it easier for the group to travel together. The BootCamp is held in our historic building location at 321 Main Street in Downtown Longmont. Whatever hotel you choose to stay at will be 1-2 miles from the BootCamp location. Your evenings for dinner will be on your own, so most BootCamp attendees enjoy going to restaurants in Downtown Longmont in the evening and visiting our many breweries that Longmont has become famous for.

***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?***

We are available to answer all of your questions about this Community Reinvention Program. Feel free to call our office at (303) 774-6522 if you would like to arrange a time to talk to Jon.

# 2018 COMMUNITY REINVENTION PROGRAM APPLICATION

To participate in the Community Reinvention Program, a community or organization 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), to the Destination Business BootCamp®, **plus** one Community Coordinator to oversee the implementation of the Program, for a minimum of seven (7) participants.

Every participant who applies to attend the Destination Business BootCamp® and participate in the Community Reinvention Program (CRP) must be approved by Jon Schallert before confirmation is received. When your application has been approved, the total cost to send a group of seven (7) is \$11,900.00. A deposit of \$5,000 is required to reserve space for seven (7) participants at the BootCamp. The balance of \$6,900.00 will be due 30-days prior to the first day of the BootCamp. Participants in your group above the required seven (7) can be added at a cost of \$1,700.00 per participant. If an additional person from an approved business would like to attend and be part of the group, their cost to attend is \$1,500.00 per person (a \$200 discount). Any additional person from the same business will not be counted as one of the required six (6) businesses. A deposit of ½ the registration fee per person over the required minimum seven (7) will be invoiced and due to reserve additional seats.

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## Check the 2018 BootCamp Your Group Would Like to Attend:

\_\_\_ January 23-25

\_\_\_ April 17-19

\_\_\_ October 2-4

\_\_\_ March 13-15

\_\_\_ May 22-24

\_\_\_ October 23-25

\_\_\_ September 11-13

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

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

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

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

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

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

Organization /Business Name: \_\_\_\_\_

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

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

**Payments: All Community Reinvention Program Registration Fees are the responsibility of the Sponsoring Organization.**

**I have read the details of the Community Reinvention Program and the CRP Cancellation Policy on Page 5, and I understand my role as the Community Coordinator.**

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

**COMPLETED COMMUNITY REINVENTION PROGRAM APPLICATION SHOULD BE  
FAXED TO 866-653-1336 OR EMAILED TO INFO@JONSCHALLERT.COM**

Complete the following information for the businesses applying to participate in the Community Reinvntion Program. The first six Business Information blocks are required to qualify for the CRP. Please list any additional businesses to be considered as part of your group in the remaining blocks. Please note, you can add additional participants to your group at any time before the BootCamp after your initial group has been approved and accepted into the CRP.

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

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

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

How long has this business been open?    \_\_\_New    \_\_\_Less than 1-year    \_\_\_1-3 years    \_\_\_3+ years

Is business located in the primary 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: \_\_\_\_\_

How long has this business been open?    \_\_\_New    \_\_\_Less than 1-year    \_\_\_1-3 years    \_\_\_3+ years

Is business located in the primary 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: \_\_\_\_\_

How long has this business been open?    \_\_\_New    \_\_\_Less than 1-year    \_\_\_1-3 years    \_\_\_3+ years

Is business located in the primary 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: \_\_\_\_\_

How long has this business been open?    \_\_\_New    \_\_\_Less than 1-year    \_\_\_1-3 years    \_\_\_3+ years

Is business located in the primary 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: \_\_\_\_\_

How long has this business been open?    \_\_\_New    \_\_\_Less than 1-year    \_\_\_1-3 years    \_\_\_3+ years

Is business located in the primary 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: \_\_\_\_\_

How long has this business been open?    \_\_\_New    \_\_\_Less than 1-year    \_\_\_1-3 years    \_\_\_3+ years

Is business located in the primary 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: \_\_\_\_\_

How long has this business been open?    \_\_\_New    \_\_\_Less than 1-year    \_\_\_1-3 years    \_\_\_3+ years

Is business located in the primary 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: \_\_\_\_\_

How long has this business been open?    \_\_\_New    \_\_\_Less than 1-year    \_\_\_1-3 years    \_\_\_3+ years

Is business located in the primary 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: \_\_\_\_\_

How long has this business been open?    \_\_\_New    \_\_\_Less than 1-year    \_\_\_1-3 years    \_\_\_3+ years

Is business located in the primary business district?    \_\_\_Yes    \_\_\_No

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

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

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

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

**For additional businesses, please attach another sheet.**

## Community Reinvention Program Cancellation Policy

Once your minimum 6 different businesses and your Community Coordinator have been approved and qualify to attend a BootCamp as part of the Community Reinvention Program (CRP), any cancellation impacts your organization's ability to qualify. Consequently, it's important to understand the CRP terms below:

1. If a community is accepted into the CRP 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 workshop, 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 until the required minimum number of businesses and a Community Coordinator attend a Destination BootCamp.
2. If any approved participant of the CRP group is unable to attend, the Community Coordinator should immediately notify The Schallert Group via email at [Info@JonSchallert.com](mailto:Info@JonSchallert.com) of the cancellation.
3. The Community Coordinator may substitute another business owner in place of the approved business owner to attend with the CRP group in order to meet the minimum requirement of 6 different businesses, subject to approval by Jon Schallert. This substitution can be done up until 1 week prior to the beginning of the BootCamp.
4. If an approved participant cancels or has a scheduling conflict, the Community Coordinator can send that participant to attend a future Destination BootCamp and still fulfill the requirements of the CRP if that participant attends a future Destination BootCamp within 6 months of their original CRP group's attendance.
5. If notice of a cancellation of an approved participant is received more than 30 days before the start of the BootCamp, this participant or a replacement participant can register for a future BootCamp for no additional cost. If the cancellation notice is received less than 30 days before the start of the BootCamp and no substitute participant is sent to the upcoming BootCamp, a cancellation fee of \$495.00 per attendee will be charged when that participant or a substitute participant attends a future Destination BootCamp.
6. Once a community reaches the participant minimum of 6 different businesses and one (1) Community Coordinator, they will qualify for all the CRP benefits including the follow-up visit with Jon's free 90-minute workshop, 1-on-1 on-site consultations, and the scheduled CRP monthly training sessions.
7. If the community is not able to send the required minimum number of businesses to qualify for the Program within the 6-month period, any monies received (less any applicable cancellation fees), can be used for another Schallert Group workshop, consultation, or service. No refunds will be issued.

# ( 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 business owners on 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 \$1,700 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)**