



## 2019 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 \$11,900.00 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 26 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. Longmont, 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 PM.

***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 PM 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.

THE  
**Schallert**  
GROUP

**Here's what former Community Coordinators said about the Community Reinvention Program and its impact on their community and businesses:**

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**Melinda Copp, Director for the Main Street Jonesborough Program, Town of Jonesborough, Tennessee**  
**Phone: (423) 791-3819 Email: MelindaC@jonesboroughtn.org**

*Jon Schallert's Community Reinvention Program provided our merchant community the best of both worlds! First, you are given 2 ½ days of invaluable knowledge on how to take your business to the next level while learning and growing with the other businesses in your community. Then, Jon visits your shopping district and goes inside each business to better understand their situation and make recommendations and suggestions for growth and improvement.*

*We sent 7 of our merchants to Destination Bootcamp and while their training was paid through grant funding, they were responsible for their travel expenses to show they were investing in the program as well. We have paid for several speakers, consultants, etc. to come to our community and address our merchants. Many times the majority of merchants do not show an interest in participating and we were also looking for a more in-depth program. Destination Bootcamp is an investment in the business owner's time as much as it is an investment of funds so we selected dedicated merchants who are committed to their business and our downtown and eager to grow. **This program was much more valuable to our downtown community than any speaker or other consultants we have had in the past. Jon provides you with seasoned information and continues to stay in touch after the program, which is much more valuable than a report that collects dusts from other consultants!** The funds spent for those independent business owners to attend the Bootcamp, gained our community an invest in our downtown for years to come and I am excited to see our progress continue.*

**David Dukart, Director, Quest Center for Entrepreneurs at Hutchinson Community College, Hutchinson, Kansas**  
**Phone: (620) 727-1301 Email: dukartd@hutchcc.edu**

*Reno County E-Partners and the Quest Center for Entrepreneurs sent 3 groups to Destination BootCamp. Our first group was not part of the Community Reinvention Program. Although, I saw significant improvements in the businesses it seemed that they were lacking the comradery between businesses. The second and third groups were in the Community Reinvention Program. Not only did I see improvements in the businesses to become a Destination, but it has put Reno County on the road to be a destination. The conference calls with Jon and the group kept the ideas from BootCamp fresh and the group accountable to each other. Each business was able to have an individual consultation with Jon on site at their own business. Our group continues to have accountability meetings. The community program that comes with the Community Reinvention Program generates interest for BootCamp and talks about a community destination. It's too easy to go to a great conference and put the binder on the shelf and slide into the daily demands of our business. The CRProgram keeps the ideas fresh.*

**Katelin Cook, Economic Development Director, Rio Blanco County, Colorado**  
**Phone: (970) 878-9474 Email: katelin.cook@rbc.us**

*This program brought a group of Rio Blanco County business owners facing similar problems, all taking the time for important self-reflection, and created a unified group of cohorts in business. Now, we have a "team" of Rio Blanco County businesses that are all working to further their personal business goals and the economic development goals identified by the Community.*

*Investing in and growing existing businesses is the most cost-effective way to build the business environment in your community. A minor financial investment, such as the Destination Business Bootcamp, has **the ability to provide a larger ROI for communities than other forms of economic development business attraction.***

**Anita Brown, Director of Downtown Development, City of Waxahachie, Texas****Phone: (469) 309-4111 Email: [abrown@waxahachie.com](mailto:abrown@waxahachie.com)**

*Waxahachie has a cohesive group of merchants who work together to improve our downtown. The Community Reinvention Program served to solidify that relationship further and to provide the merchants with better tools to achieve their goals. Seeing changes in and hearing from the merchants who attended has encouraged other business owners in the district to make improvements. Another completely surprising benefit is that the graduates of Destination BootCamp have taken more ownership of their programs and have a stronger sense of accountability for their success.*

*Using public funds to send private business owners to Destination BootCamp can be justified by the results. Business owners who attend this program learn absolutely EVERYTHING they need to know about every aspect of running a small business. This allows them to enhance what they are already doing right, to close the gaps on areas they are losing ground on, and to address issues they had not previously been working on. Merchants learn so many high impact/low effort tools to help them improve their business in every area that, when utilized, increased traffic and sales are a given. The ROI for the local public entity is higher profile, more successful businesses who bring new and larger sales and other tax revenues to the coffers.*

**Katie Eisenhour, Director, Scott County Development Committee, Scott City, Kansas****Phone: (620) 872-3525 Email: [scdcdirector@wbsnet.org](mailto:scdcdirector@wbsnet.org)**

*In the case of Scott City, we made traveling together mandatory. Much is shared during a nearly five-hour drive – personally, philosophically and regarding business dreams. We all knew each other, but not nearly as deeply as we do now – we are connected. There is trust to talk about way-out ideas, subconscious fear and keeping us accountable, as a Community Reinvention team. The “switch” of creative thinking has really been flipped on. We are all thinking BIGGER!*

*No doubt, there is value in utilizing public funds to provide educational opportunities to private business owners, and even some non-profits. SCDC chose to utilize Network Kansas funds already designated for Destination BootCamp. SCDC also secured another \$5,000 locally through a sales tax grant opportunity to share the costs. The REAL value was felt when these local business owners, who already chose to be away from their business and families for over three full days, expressed sincere appreciation for not expending a single penny for tuition, lodging, travel or meals, easily \$2,200 each. People say they can't afford to be away from their business....but Suzanne Griffith of Bellwether Barn event venue believes....you cannot afford NOT to take advantage of this opportunity. Having no additional costs made it possible.*

**Tom Humphrey, Community Development Director, City of Central Point, Oregon****Phone: 541-664-3321 ext. 230 Email: [Tom.Humphrey@centralpointoregon.gov](mailto:Tom.Humphrey@centralpointoregon.gov)**

*The advantage in bringing a group of business owners to the BootCamp was having them all hear the same message and then remind one another of key strategies and tactics once they returned to Central Point. There is a certain synergy in traveling together, being exposed to new ideas, discussing business applications and holding one another accountable. The monthly follow-on conference calls have led to regular monthly meetings with most of our business owners and ‘alumni’ from other BootCamps who weren't part of the Community Reinvention Program. The monthly meetings have enabled us to draw other business owners into the ‘destination fold’ and get them interested in having their own BootCamp experience. I knew something significant had happened when business owners voluntarily shared testimonials during one of Jon's seminars in our city.*

*The value of spending public funds in the form of scholarships to send business owners to the Boot Camp is three-fold. It demonstrates the desire of government officials to see their business community be competitive and become successful. It's just as much an investment in the community as physical infrastructure such as roads, water, power, etc. Finally, it conveys a commitment to, a belief in, and a philanthropy toward citizens that galvanizes the community. If businesses in Central Point become destinations, then the City also becomes a destination and that's good for everybody!*

**Angie Morelock, CEO/President, Chamber of Commerce of Sandusky County, Ohio****Phone: 419-332-1591 Email: ceo@scchamber.org**

*By attending BootCamp as a group of business owners, it allowed them ample time together which resulted in a camaraderie among them that wasn't present before. One owner said it best when she said that when they returned, they were no longer her neighbors, they were her family (referring to other attendees).*

*A paradigm shift happened when they realized that not only were they there to grow their business, but they were strengthening their community too, which would also benefit their business.*

*Economic Development happens in many different forms, and the Destination BootCamp is just one of them. Small businesses contribute to the local economies in immense ways, so spending public dollars on an initiative like this makes sense. By giving business owners opportunities to develop skills and providing them with resources and tools they need to grow, it ensures they remain a part of the economic health of a community for a long time.*

**Katy Korkos, Member Services Coordinator, Los Alamos Chamber of Commerce****Phone: 505-661-4816 Email: KatyK@losalamos.org**

*Each one of the business owners who attended has been more strategic and thoughtful in their commitment to their businesses since attending the BootCamp. Despite the recession (which was slower to hit New Mexico and has been slower to recede), each one of the businesses is growing and thriving. We returned to Los Alamos after the BootCamp to face a devastating wildfire, which caused each of the businesses to react in some way to a crisis situation. I feel that they reacted better than they would have if we had not just come from BootCamp. For example, The Hill Diner (Denise Lane), in addition to feeding firefighters and volunteers, reached out to the national media which was here for the fire and got featured on Good Morning America. Because of the relationship that had been forged, Denise partnered with the Los Alamos Co-op Market and Steve Watts to have cooler and freezer space for the large volumes of food that was required to feed firefighters and other volunteers. Don Taylor Photography began several new initiatives after attending BootCamp. He began photographing shelter animals free of charge to support the shelter and drive traffic to his services. Bennett's Jewelry and UPEX have completely remodeled and refocused their store- they've made a major investment and commitment to having a successful business.*

*Jon's visits to the businesses here in Los Alamos allowed those owners to see their premises with fresh eyes and re-evaluate. The presentation here was extremely helpful to the Chamber, because those in the audience included county officials and politicians who were unfamiliar with what it takes to create a successful business environment.*

*In our town, at least, it is often said that the County does nothing to support small business. Small business people are the ones who create the gathering spaces and the quality of life that make a community attractive to both residents and additional businesspeople. In our case, the trip was funded by Los Alamos National Bank rather than local government. I believe that sending additional businesses to BootCamp would be an excellent use of the County's economic development sustainability fund.*

**Ann Mehaffy, Former Director of Historic Baker City Inc., Baker City, Oregon****Phone: 541-519-0698 Email: annm@bakercityrealty.com**

*The advantages of bringing my community business owners to Destination BootCamp are clear! From the onset we were collectively focused on stepping up to the plate to "get the word" and deliver it back to our community. We knew a concerted effort would be required to take full advantage of the rare opportunity of sending members from the community to the BootCamp. While there at the BootCamp our little community 'tribe' soaked up as much information as possible, saw the application of this new rich information to many, many businesses, and got inspired in the "1+ 1 does not equal 2" way. WOW! Afterwards we held meetings, spread the word, and took full advantage of a shared experience, shared knowledge, and a shared mission!*

*The education of local businesses (private entrepreneurs) becomes a public event or public experience when the businesses contribute to the economic vitality of the community. The Destination BootCamp IS economic development, which is very much in the realm of public service!*

**Kristie Wert, Program Manager, Main Street Norwalk, Norwalk, Ohio****Phone: 419-660 8696 Email: [mainstreet@norwalknedc.com](mailto:mainstreet@norwalknedc.com)**

*Destination Business BootCamp has too many advantages to list in one paragraph! The best thing about attending was that our group of 8 from Norwalk had time to bond and learn about each other's businesses. This added a sense of camaraderie when we returned and still exists for many of them today. The monthly follow up meetings kept the information in the front of everyone's minds as we completed the homework and had our phone conferences with Jon. The follow up process did not allow owners to come back home, jump back into their old routine, and forget what they had learned. As a Main Street program, we were also able to take Jon's strategies and apply them to the business District. Many of the strategies were just so simple that they were immediately addressed. The impact was incredible and 3 years later, people still talk about the experience. By the time Jon came to Norwalk, the community was well aware of many changes that attendees had already made in their businesses and full of buzz about the program. We had over 100 attendees at the workshop and we saw changes in businesses right away.*

*We were fortunate that the Main Street Norwalk program was chosen as a recipient of the Croghan Colonial Bank Business Reinvention Scholarship Program. Their support funded all tuition costs for attendees, with attendees picking up all travel costs. This was a great incentive for business owners to commit to the program. In the almost 3 years since returning from BootCamp, our District has seen incredible growth with over 20 new businesses opening since 2010, including three boutique shops that have quickly become destinations! With the tough economic times facing local governments, there are not a lot of incentives for small business. For a local community to designate public funding to send business owners to BootCamp is a tremendous investment in the business community that will have long lasting impacts on the community as businesses implement Jon's strategies for becoming destinations.*

**Dave Eatwell, Executive Director, Puyallup Washington Main Street Association, Puyallup, Washington****Phone: 503-665-1128 Email: [dray831@netscape.com](mailto:dray831@netscape.com)**

*Getting the business owners out of their shops and to the BootCamp allows them to concentrate on the content of the BootCamp. There is so much content offered in three short days that any distraction means missing vital information.*

*Group dynamics! The owners of diverse unique businesses began to see themselves as affiliates to a larger corporate entity, the downtown business district. They cease being competitive, they begin to depend on and support each other. Then they share what they learned at the BootCamp with other businesses. Once that process takes hold, defining an agreed-on brand and a marketing plan follows in short time.*

*Some of what they heard at the BootCamp before, but being independent types, most small business owners are reluctant to let a magazine article or Rotary Club speaker tell them how to run their business. But Jon is so knowledgeable, passionate, and generous with his expertise and experience that he gets over the credibility threshold and earns their trust. One business owner was so changed by the experience that a few days after returning from the BootCamp, a member of his staff contacted me and asked, "Who is this guy? He is so relaxed and easy to work with. And, what did you do with our real boss?"*

*In my experience, the most common public funding of attendance at the BootCamp is going to come from Transit Lodging Tax. I cannot think of a quicker or more effective way to increase tourism and visitors to your downtown business district than taking a handful of your business owners to the Destination BootCamp. It can revitalize a business district with common-sense, coordinated, and effective marketing and signature events that involve the entire community.*

*In a State with sales tax, tax revenues from out-of-the-area visitors is another way to document the value of the Destination BootCamp to your local government, as it will turn participation retail businesses into regional attractions.*

*The total for travel, accommodations and registration fees for six business owners and a coordinator was about \$20,000. Spent with just about any marketing consultants out there, that won't get you very far.*



# 2019 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 seats 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 2019 BootCamp Your Group Would Like to Attend:

\_\_\_ January 29-31

\_\_\_ April 9-11

\_\_\_ October 1-3

\_\_\_ February 19-21

\_\_\_ May 21-23

\_\_\_ October 22-24

\_\_\_ September 10-12

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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 Reinvention 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)**