GET Connected
IT Ambassadors

2015 Summer Update

Prepared by the IT Ambassadors

GET Connected – IT Ambassadors

Mission

IT Ambassadors mission is to cultivate vibrant communities by connecting business owners with the tools to increase their Access, Technology and Marketing.

Background

The IT Ambassadors program was piloted in 2013 with the goal in mind to incorporate youth expertise in technology with entrepreneur's business savvy. The IT Ambassadors are trained at-risk Chicago Youth (16-24 years of age) who are focused on establishing an effective online presence for existing businesses in Chicago.

Since 2013, CBA has trained a total of 34 youth to become IT Ambassadors.

Photograph taken at Google's Chicago Headquarters. The IT Ambassadors are invited annually to take a tour and get a glimpse of the daily activities at Google.

Overview

The GET Connected - IT Ambassador program has proven to be invaluable to Chatham. Chatham commercial corridors lacked online presence, a formal marketing plan, and virtual visibility required to be vibrant. Prior to the IT Ambassador grassroots approach preliminary data necessary for research and development was not available in this community. The GET Connected team adopted a campaign to catalogue and promote the businesses in Chatham. What began as simple data collection, now heavily influences CBA's decision to support or oppose various proposed broadband policy and legislation. Further, IT Ambassadors are able to glean and communicate real time needs and concerns versus preconceived notions directly from the businesses. That information enables Chatham Business Association, SBDI (CBA) to create and recommend suggestions and start the process of putting them in contact with the necessary resources, setting a foundation for a solid relationship between CBA and the business members it serve. The IT Ambassadors stand ready to expand the GET Connected program to other organizations and communities to solidify their existing relationships.

Research and Development

GET Connected IT Ambassadors are uniquely positioned to enter into a community and extract data that should be available on the web. The IT Ambassadors informed us that due to Chatham's location within a broadband desert, it is difficult to find accurate data for economic development and marketing studies. Many businesses do not have adequate Internet access, which deters them from promoting their business online. Since 2012, CBA has made it their mission to address the lack of Access, Technology and Marketing in Chatham and the surrounding communities.

With the creation of the GET Connected – IT Ambassadors, CBA has been able to provide the appropriate research to develop programs that directly address the concerns of the community. As a result of the relationships and direct contacts developed by the IT Ambassadors, CBA has been able to provide assistance with certification, business licensing issues, security enhancement, façade improvements, Access to Capital, and Technology and Marketing training.

OUT OF 200 BUSINESSES SURVEYED IN CHATHAM:

- 44% had No Email
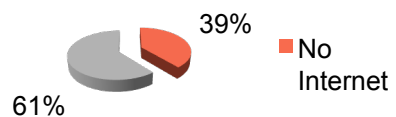- 80% had No Website
- 39% had No Internet

Email

44%

No Email

56%

Website

20%

No Website

80%

Internet

39%

No Internet

61%
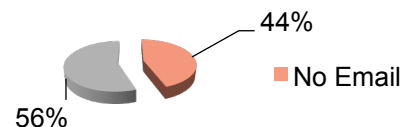
"LET'S PUT CHATHAM ON THE MAP" WITH GOOGLE

## 1. Google Maps Background and Description

In the summer of 2015, Chatham Business Association, SBDI through the GET Connected – IT Ambassador program, has partnered with Google to put Chatham on the map. The IT Ambassadors have been going out to the local businesses in Chatham to sign up and/or update their Google Business page. All that is required from the business owners is a Google account to get started. Businesses can then create an online listing and verify their business for free through Google My Business. Google Maps is an essential tool that can help businesses promote their services, products, reviews and more.

2. Project Scope

Local businesses are vital to America's economic future. In fact, small businesses comprise half of the U.S. GDP and create two-thirds of all new jobs. Although nearly all consumers look online for products and services, many small businesses do not have any web presence at all. We believe every small business should have an online presence and through "Let's Put Chatham on the Map", the IT Ambassadors are able to offer valuable products for free through Google.

Customers want to find updated information about local businesses on their smartphones. "Let's Put Chatham on the Map" using Google is designed to help strengthen our communities by connecting local customers to small businesses.

3. Google Maps- Data
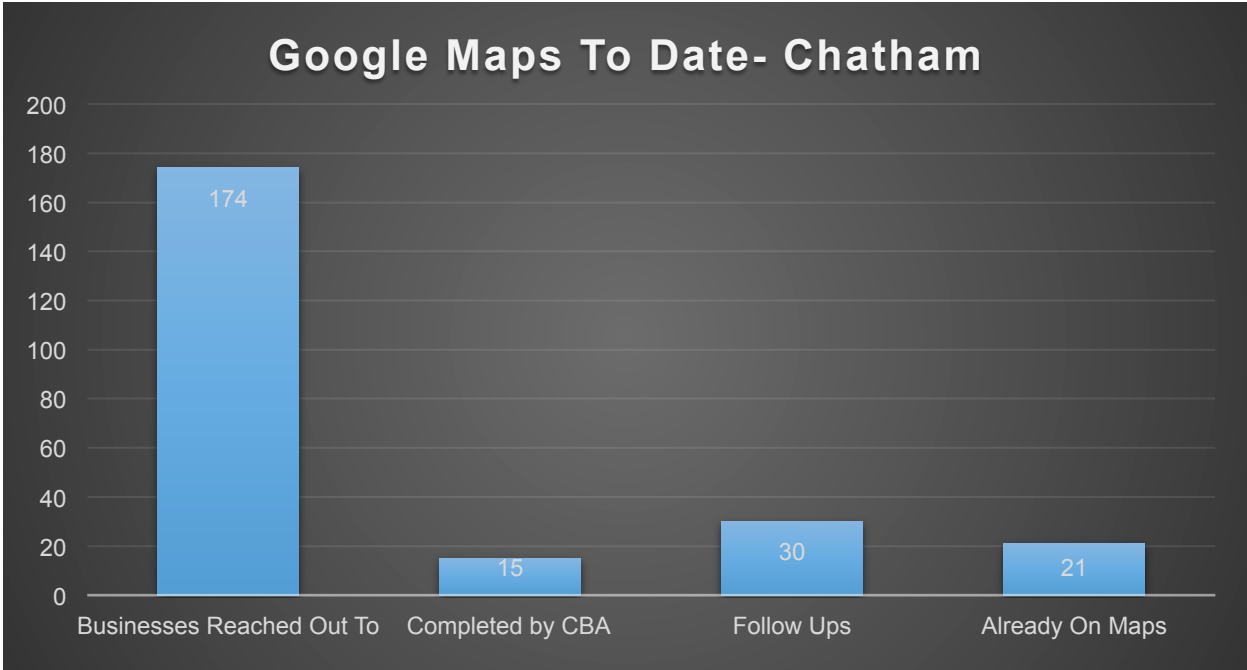
For Businesses completed see Appendix A. For Business Follow ups see Appendix B

To date, the IT Ambassadors have presented Google Places for Business to 174 businesses in Chatham. Of the 174, 21 of the businesses (12%) were already on Google Maps. 15 (9%) were assisted by the IT Ambassadors to sign up on Google Maps. 30 businesses (18%) have requested that the IT Ambassadors assist them with the sign up process. Once the IT Ambassadors complete the follow-ups, nearly 30% of the businesses will be on Google Maps. Combine that with the existing businesses on Google Maps, and Chatham will have a total of 50% of the businesses on Google Maps.

4. Incentive

As a partner with Google Chicago, CBA has been able to give all business owners signing up on Google Places for business a Free gift bag which includes a "Let's Put Chatham on the Map" T-shirt, post it notes, pens, markers, and stickers. The IT Ambassadors also offer a Free Marketing and Technology assessment that evaluates the business owner's current usage of Internet, Email branding, Social Media Marketing, and Website Development. If additional services are needed the IT Ambassadors can create a custom plan for the business owners.

5. Tools and Software

The IT Ambassadors are dedicated to providing small businesses with the most efficient and cost effective business tools. A key partner in bringing these tools to the small businesses is Google. The IT Ambassadors have been trained on all the Google tools including: Google Apps for Business, Google Places for Business, Google Drive, Docs, Forms, Google Analytics, and Google Voice. Google's tools have allowed the IT Ambassadors to provide direct service to the businesses. They are able to complete surveys through Google Forms directly on their tablets and are able to sign up and confirm businesses on Google Map through the Google My Business App. Having access to free and effective tools makes it easier to promote technology to the small businesses.

SITE MAPPING CHATHAM

6. Site Mapping Chatham- Background and Description

Vacant and abandoned properties are burning a hole in the pockets of local governments, businesses, and individuals. With abandoned buildings comes social fragmentation. Individuals who live in communities with an increasing number of vacant buildings begin to feel isolated, weakening the community as a whole.

A large number of vacant buildings in a neighborhood symbolize deterioration, increasing the likelihood that property values will continue to decline and that further abandonment will set in. Improving the aesthetic impact of abandoned properties, while not easily quantified in dollars, is another cost.

To find a solution and gain a better understanding of the outlying issues, the IT Ambassadors are documenting the total number of vacant properties and lots in the Chatham Cottage Grove Business district. The IT Ambassadors have taken note of all the vacant lots, storefronts, and buildings in the community.

7. Site Mapping Chatham- Project Scope

- Many communities don't have accurate documentation or software to track the number of vacant properties that exist within their borders.
- Much of the data available about the costs of vacant properties is found from a variety of sources and is difficult to obtain and sometimes inaccurate.
- CBA is equipped with surveyors, software and relationships to obtain accurate data and management of vacant lots and properties.

8. Site Mapping Data
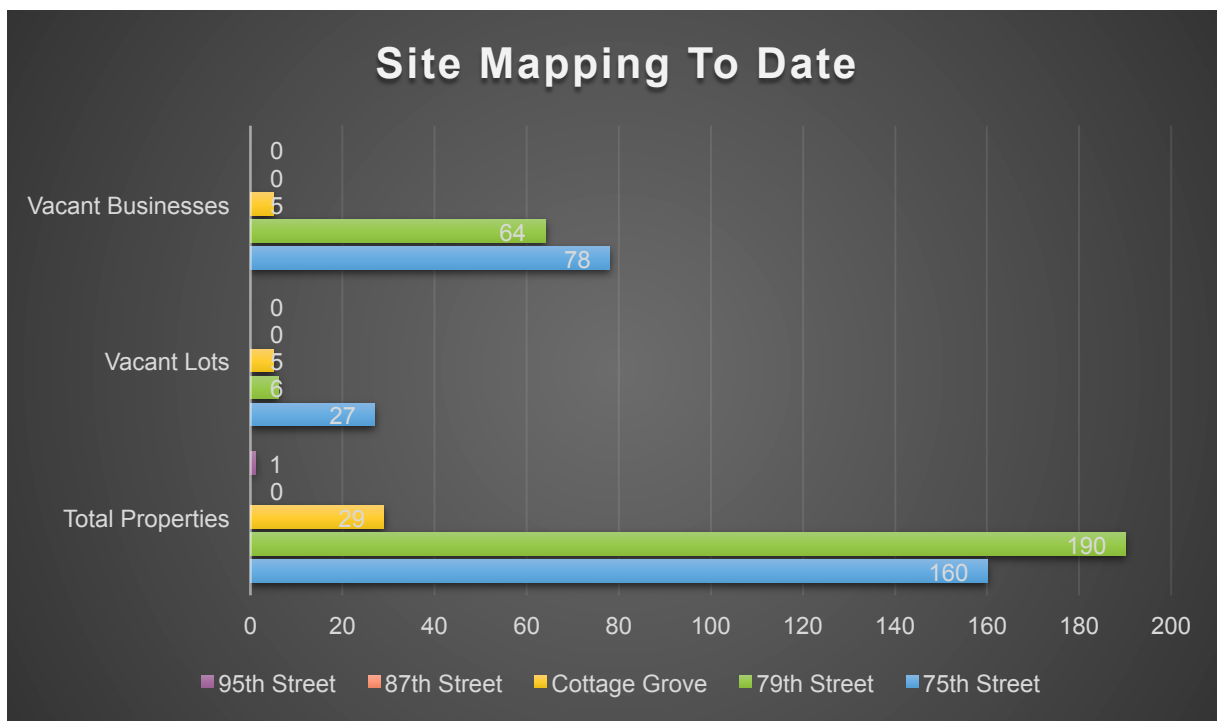
79th **(Between Drexel and Indiana)** - According to the Data we have so far, 79th Street has a total of 190 properties, including storefronts, lots, and residential. There are a total of 6 vacant lots and 64 vacant storefronts. 40% of the total properties on 79th Street are vacant (including lots and storefronts).

75th **(Between Greenwood and Indiana)** - According to the data we have so far, 75th Street has a total of 160 properties. Of the 160 total properties, 27 are vacant lots, and 78 are vacant storefront. 70% of the total properties on 75th Street are vacant (including lots and storefronts).

9. Next Steps

Continue signing up businesses on Google Maps

- The goal is to sign up, at a minimum, 50% of the businesses in the Chatham Cottage Grove business district.
- Submit a Final Report at end of program

Complete mapping of Cottage Grove (Between 75th and 95th Street)

- According to the data thus far, we have surveyed 30 properties. Of the 30 properties, 5 are vacant lots, and 5 are vacant storefronts. Of the 30 properties 30% of them were vacant.
- **87th-** The data of 87th street is still in the process of being accumulated and analyzed.
- **95th-** The data of 95th street is still in the process of being accumulated and analyzed.
- Submit a Final Report at the end of program

TECHNOLOGY AND MARKETING ASSESSMENT

## 10. Technology and Marketing Assessment- Background and Description

The IT Ambassadors have offered FREE technology and marketing assessments to CBA Members and SSA #51 businesses. After completing the assessments, the IT Ambassadors present the business owners with an evaluation. This evaluation grades and explains the areas that the small businesses need to improve upon. IT also includes feedback from the IT Ambassadors with their top recommendations and areas to focus their 1-hour of free training.

11. Project Scope

The Marketing and Technology Assessment evaluates how proficient the business owners are at Computer Basics, Internet Basics, Email Basics, Social Media

Marketing, and Website Development. Suggestions are given on how to improve in each category.

12. Technological Assessment Data
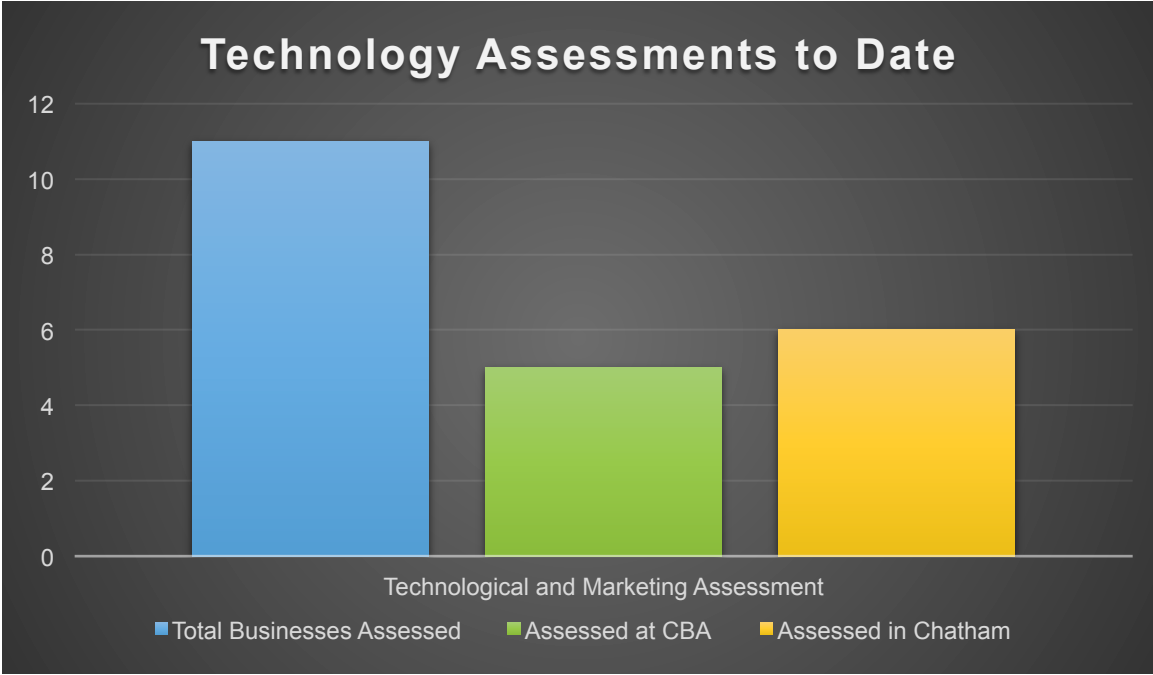
The graph above shows the total amount of businesses assessed to date in blue (11). In green, the number of CBA Members that have completed the assessment to date (5) and in yellow, the number of SSA #51 businesses that completed the assessment to date (6).

13. Security Assessment

The IT Ambassadors have also revisited the SSA #51 businesses to update the security assessments. Questions include, "Is there loitering outside your business?" Out of the six businesses surveyed, 3 businesses to date have answered yes. When asked, "Are there any specific times for loitering?" Many of the businesses answered between 6:00am to 7:00pm. When asked if they could get additional security, 5 of small businesses want to have additional security from 12:00 pm - 7:00 pm. One business requested 7:00 am to 12:00 pm.

APPENDIX

APPENDIX A

CBA List of Businesses Signed Up on Google Maps

1. **All About Kids Learning Academy** - 504-518 E 75th St, 773-892-2800

2. **Baron Tire Shop** - 7557 S Cottage Grove, 773-499-1979

3. **Bubble City Laundromat** - 860 E 79th St, 773-487-8711

4. **Cannon's T Shirts** - 347 E 75th St, 872-303-3644

5. **Change** - 7520 S Cottage Grove, 773-952-8995

6. **Chatham Meat Market** - 8329 S Cottage Grove, 773- 651-3888

7. **Copy n Cat Center** - 400 E 79th St, 773-783-8988

8. **Daddy-O's Jerk Pit** - 7518 S Cottage Grove, 773-651-7355

9. **ET Auto Repair** - 540 E 75th St, 773-783-7779

10. **Flowers First by Erskine** - 511 E 75th St, 773-783-5300

11. **Marquita Hair Salon** - 905 E 75th St, 773-363-1530

12. **Pink Passion** - 855 E 79th St, 773-993-6699

13. **Randy's Lounge** - 7512-7514 S Cottage Grove, 773-952-6992

14. **Top Collection** - 741-743 E 79th St, 773-892-1925

15. **Valley Jerk Spot** - 936 E 79th St, 773-964-9544

APPENDIX B

Business Follow ups for Google Maps

1. **7 Day Supermarket**- 955 E 79th, 773-966-4042

2. **Altimate Look**- 734 E 79th, 773-487-2009

3. **Ashlaurs Construction**- 509 E 75th

4. **Baron Tire Service**- 7557 S Cottage Grove, 773-499-1979

5. **Best Gyro**- 7643 S Cottage Grove, 773-723-9720

6. **Big City**- 7456 E 75th, 773-651-3400

7. **Bubble City Laundromat**- 860 E 79th

8. **Cannon's Jerk and fresh juice bar**- 442 E 75th

9. **Cannon's T Shirts**- 347 E 75th, 872-303-3644

10. **Change**- 7520 S Cottage Grove, 773-952-8995

11. **Cutz to Perfection**- 648 E 79th, 773-488-6988

12. **Daddy Mart Food and Liquor**- 833 E 79th, 773-483-9400

13. **Ellana Boutique**- 7511 S Cottage Grove, 773-846-8221

14. **ET Auto Repair Inc.**- 540 E 75th, 773-783-7779

15. **Final Touch Hair and Beauty Salon**- 820 E 79th, 773-661-2993

16. **Flowers First by Erskine**- 511 E 75th, 773-783-5300

17. **Food Town Supermarket**- 935 E 79th

18. **Frances' Cocktail Lounge**- 307 E 75th,

19. **Happy Liquor and Foods**- 7901 S Cottage Grove, 773-873-4300

20. **Hunter Towing**- 949 E 75th, 773-488-7484

21. **J Real Estate Management & Construction**- 620 E 79th, 773-994-9801

22. **Jojo Food Market**- 558 E 75th, 773-723-8500

23. **Laundromat**- 440 E 75th, 773-483-1995

24. **M & H Market**- 330 E 75th, 773-723-5390

25. **Magic Beauty Supply**- 796 E 79th, 773-483-1426

26. **Mam Produce and Meat**- 658 E 75th, 773-488-1800

27. **Marquita Hair Salon**- 905 E 75th, 773-363-1530

28. **MVP Beauty Salon and Barber**- 954 E 79th, 773-994-4460

29. **Nene Hair Braiding**- 755 E 79th

30. **Papa's Philly**- 7500 E 75th, 708-802-4537

31. **Paris Cleaners**- 301 E 75th, 773-873-0528

32. **Park Chatham Medical center KMT health**- 233 E 75th, 773-224-7509

33. **Pink Passion**- 855 E 79th, 773-993-6699

34. **Security Agency**- 7625 S Cottage Grove, 773-483-0233

35. **State Detective**- 813 E 75th, 773-874-1900

36. **Style Lounge**- 750-22 E 75th, 773-488-0809

37. **Tailors Row**- 349 E 75th, 773-994-4016

38. **Ten35**- 1035 E 75th, 773-746-7017

39. **Top Collection**- 741-43 E 79th, 773-892-1925

40. **Valley Jerk Spot**- 936 E 79th, 773-964-9544

IT AMBASSADOR DIRECT SERVICES

OUTREACH	• Market events, meetings, programs to specific businesses, clients or boundaries (Agency/business to provide meetings and program information)
DATA COLLECTION	• Collect Contact Information (Contact Name, Phone Number, Address, Email, Website etc.) • Intake Surveys (Agency/business to provide boundary)
REPORTS	• Compile data into reports with graphics and charts • Reports include: Annual or Program Reports, Technology Assessment Report, Vacant Property Report, NBDC Report, and/or SSA Reports
TECHNOLOGY ASSESSMENT	• Technology and marketing assessment (includes assessment of email, internet, SEO, website, and social media, smart business technology) • Compile 1-3 page Assessment Reports
COLD CALLS	• Call contacts to inform about upcoming events, meetings and/or promotions (Agency/business must supply phone numbers)
VACANCY LOG	• Collect information on vacant properties, storefronts and lots (information includes contact name, address, zoning, PIN) • Photos of Vacant Property • Vacancy Mapping (Figure Ground Map)
TECHNOLOGY TRAINING	• Includes training on Email Branding, Social Media Marketing, Smart Business Technology, and Website Development (See attached GET Connected Checklist)
TECHNOLOGY DEVELOPMENT	• Includes Development of Email Management System, Social Media, and Website
TECHNOLOGY MANAGEMENT	• Includes Management of Social Media, Website Development and E-Newsletters