

# 2021 Community Reinvention Program

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## What's Different with the Community Reinvention Program in 2021?

As of this writing, Jon Schallert's keynotes, workshops, group meetings, and business consultations are now being conducted in-person. We will monitor the recommendations and guidelines recommended as a result of the pandemic, and if the situation changes, any in-person engagements will be done virtually or postponed until it is determined it is safe to have in-person meetings again.

1. This year, all participant who attend one of our BootCamps will pay a registration fee of \$995.00 for our online BootCamp, and the registration fee for an in-person BootCamp will be \$1,395.00. This fee is the same for an individual business owner who attends, or if an owner is part of a Community Reinvention Program group.
2. We have made significant changes to the 2021 Community Reinvention Program that are designed to allow **any size city, town, county, or downtown to participate in the Program, regardless of the population of the community, the number of businesses located there, or the number of businesses who attend a BootCamp.**

## Here are the components of the Community Reinvention Program for 2021:

### **PART 1: The Community Reinvention Program begins with your local business owners attending the Destination Business BootCamp®**

The Community Reinvention Program starts when your community sends a group of business owners from the same marketplace to our Destination Business BootCamp® where they will receive instruction on how to make their businesses Consumer Destinations, capable of pulling customers from outside their local area. Your community group must also include a designated Community Coordinator who helps organize your group during the entire Program, and who will also attend the Destination BootCamp.

The 3-day, Destination Business BootCamp® class consists of over 16 hours of online group and personal instruction, entirely led by Jon. When your business owners complete the Destination BootCamp, they will be excited, motivated, and armed with the knowledge and tools to change and market their businesses in an entirely new way.

In addition to learning an entirely new strategy to capture both local and out-of-town consumers, you will find that when your group of business owners participate in the Destination BootCamp together, most see a huge rise in camaraderie and cooperation among the owners themselves. Remember that most owners do not make time to get away from their businesses to "work on" their businesses versus "working in them", and if they do, they rarely focus on marketing and business strategies with their fellow business neighbors. The Community Reinvention Program allows this to happen.

### **OPTIONAL COMPONENTS OF THE COMMUNITY REINVENTION PROGRAM**

Once an organization has enrolled in the Community Reinvention Program, there are three (3) additional consultation services that allow a community to customize the training to their most-pressing business issues.

#### **OPTION 1: Community Destination Business Roundtables**

After your business owners have attended the Destination BootCamp, many communities want to help the business owners (who were not part of the BootCamp attendee group), to reach their potential. This is where community-wide, Destination Business Roundtables are valuable.

This private, one-hour online video conference, led by Jon, focuses on bringing Destination training to everyone in the community. The community's business owners decide on the topic for the group, and the interaction is overseen by Jon. Owners who have attended the BootCamp get to share their successes and what they've learned with their community. Community Roundtables are a great way for the local owners who have attended the BootCamp to start becoming mentors to other businesses, helping elevate other businesses and maximizing cooperation among local businesses, while creating a bigger consumer draw for the entire marketplace.

**OPTION 1: Community Destination Business Roundtables (continued)**

Communities have the option of making this a single event (1-time), or scheduling Roundtables twice a year (2-times), quarterly (4-times), or every 2 months (6-times), over a year’s time. Discounts are given as the frequency increases and exact pricing on the Roundtables can be seen on the Page 3.

**OPTION 2: 3-hour, customized Destination workshop presented to your entire community**

After completing the Community Reinvention Program, an organization can choose to have Jon conduct a 3-hour workshop that teaches the key principles of his Destination process to the entire community.

Communities have one-year from the time of completing the Community Reinvention Program to reserve a date for the workshop. This applies to booking a virtual workshop, or an in-person workshop.

**Virtual Workshop:** The 3-hour virtual workshop is conducted using Zoom videoconferencing. A Community can book Jon to conduct this virtual 3-hour workshop for a discounted fee of \$3,500.00 (\$1,000.00 discount). This discounted fee is for any Community who participates in the Community Reinvention Program with at least three (3) or more business owners sent to the same BootCamp.

**In-Person Workshop:** The investment for a community to have Jon present an in-person 3-hour workshop is \$8,000 plus expenses. When your organization participates in the Community Reinvention Program, your group receives a discount on Jon’s speaking fee based on the number of attendees your organization sends. A community’s investment to reserve a workshop date is seen in the pricing schedule below.

- Send 3-5 business owners to a BootCamp: .....\$6,500 expenses included (\$1,500 discount)
- Send 6-9 business owners to a BootCamp: .....\$5,500 expenses included (\$2,500 discount)
- Send 10+ business owners to a BootCamp: .....\$4,500 expenses included (\$3,500 discount)

**OPTION 3: Jon conducts 1-on-1 business consultations with BootCamp Graduate owners**

Business owners who have participated fully in the Community Reinvention Program can request a 1-hour, 1-on-1 consultation with Jon. The cost for this on-site consultation is \$500.00 per business.

As of this writing, this consultation is only available virtually via Zoom videoconferencing, but as the Covid-19 situation improves and group gatherings becomes safe, this consultation could be done in person if coordinated with a 3-hour live workshop in a community (Option #2 above).

The Schallert Group will schedule the time and date of the consultation directly with the business owner. We recommend that the business owner be responsible for the payment, which is due prior to Jon’s consultation. Some communities in the past have reimbursed business owners for all or part of the consultation costs, but this is up to the sponsoring community.

**If you would like to participate in our Community Reinvention Program, please email [Info@JonSchallert.com](mailto:Info@JonSchallert.com) to request the Community Reinvention Program Application.**

If you have any questions about the 2021 Community Reinvention Program, please email or call us at 970-281-2923.

We hope to see your business owners at an upcoming 2021 Destination BootCamp.

## Community Reinvention Program Options and Pricing

### COMMUNITY DESTINATION BUSINESS ROUNDTABLES:

- SINGLE EVENT – 1 TIME ..... \$ 3,000.00
- TWICE A YEAR – 2 TIMES ..... \$ 5,000.00     \$2,500 each
- QUARTERLY – 4 TIMES ..... \$ 8,000.00     \$2,000 each
- EVERY OTHER MONTH – 6 TIMES ..... \$ 9,000.00     \$1,500 each

### 3-HOUR DESTINATION WORKSHOP TO YOUR ENTIRE COMMUNITY:

#### VIRTUAL BROADCAST:

- VIRTUAL BROADCAST WITH Q&A SESSION. .... \$ 3,500.00     normal cost \$4,500.00

#### IN-PERSON WORKSHOP:

- IN-PERSON WORKSHOP WITH Q&A SESSION: Price based on # of BootCamp attendees
  - o 3-5 Business Owners..... \$ 6,500.00     expenses included in price
  - o 6-9 Business Owners..... \$ 5,500.00     expenses included in price
  - o 10 and Up Business Owners ..... \$ 4,500.00     expenses included in price

### 1-ON-1 CONSULTATIONS WITH BUSINESS OWNERS WHO ATTENDED THE BOOTCAMP:

- 1-HOUR ZOOM VIDEOCONFERENCE WITH BUSINESS OWNER ..... \$ 500.00  
 Business owners will book a time with Jon directly. They will be responsible for payment to The Schallert Group at the time of booking. It is up to the individual community if they will reimburse the Business Owner and how much.

If you bring Jon to your community to conduct the 3-hour workshop, Business consultations can be conducted in their place of business while Jon is in your community