

UNVIELING THE FUTURE

ROUND 2: BOONE EDC DIGITAL UPGRADE PROGRAM

2024

PROGRAM SUMMARY

THE BOONE EDC DIGITAL UPGRADE PROGRAM IS AN INNOVATIVE INITIATIVE POISED TO REVOLUTIONIZE THE WAY LOCAL ENTERPRISES ENGAGE WITH THEIR CUSTOMERS AND OPERATE BEHIND THE SCENES. IT IS AN OPPORTUNITY TO HELP THESE BUSINESSES IN A TRANSFORMATIVE JOURNEY.

EMPOWERING GROWTH: This program is designed to empower for-profit small businesses by revamping both customer-facing and internal functions.

1:1 MATCHING GRANT: Selected businesses receive a 1:1 matching grant, encouraging investment and commitment from each participant.

EXPERT PARTNERSHIP: Facilitated by the Boone EDC in collaboration with SB Code Works, experts in digital design and implementation.

TAILORED STRATEGIES: Businesses undergo a comprehensive digital audit to identify strengths, weaknesses, and actionable goals to amplify their digital presence. Strategies may include e-commerce integration, enhanced customer experience, and operational efficiency.

PROGRAM GOALS

- Conduct thorough digital audits to understand existing online footprints.
- Pinpoint 1-2 strategic goals per business, be it operational efficiency, robust marketing, e-commerce integration, or improved customer experiences.
- Empower businesses with effective digital strategies, enabling them to secure larger contracts and streamline operations.

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ROUND 1: RECAP

BOONE COUNTY WITNESSED THE EMERGENCE OF INNOVATION AS FOUR DYNAMIC LOCAL BUSINESSES TOOK THE HELM OF DIGITAL TRANSFORMATION THROUGH OUR MATCHING GRANT PROGRAM. THOSE PIONEERS WERE:

MY SUGAR PIE, ZIONSVILLE

MOODY'S BUTCHER SHOP, ZIONSVILLE

LITTLE ANGELS DAYCARE, LEBANON

ENVOY, ZIONSVILLE

The digital strategies identified by these small businesses were:

- Launching user-friendly websites to boost their brand and reach.
- Improving Square online ordering for smoother transactions.
- Incorporating delivery options to meet customer needs.
- Simplifying online documentation for seamless interaction.
- Integrating gift cards to enhance customer loyalty and revenue.

THE POWER OF THE BOONE EDC DIGITAL UPGRADE PARTNERSHIP:

Each business invested \$5,000, matched dollar-for-dollar by the Boone EDC, culminating in an impressive \$20,000 infusion of digital prowess into our local economy.



ROUND 2: AMBITIONS

THE BOONE EDC IS SEEKING \$10,000 IN SPONSORSHIPS FOR ROUND 2 TO SUPPORT FOUR ADDITIONAL BUSINESSES AND CONTINUING THE IMPACTFUL JOURNEY OF DIGITAL TRANSFORMATION FOR LOCAL ENTERPRISES.

BOONE EDC'S COMMITMENT

The significance of this program to the Boone EDC is profound. Boone County's strategic selection as one of five counties in 2021 to receive grants from the Duke Energy Foundation and the Purdue Center for Regional Development was a transformative moment. It wasn't just about starting a digital inclusion plan; it marked the inception of a comprehensive strategy.

Digital inclusion, in our vision, transcends mere broadband access. It's a holistic approach, encompassing affordability, accessibility to reliable devices, and the cultivation of digital literacy and skills within our community.

This program isn't just about enhancing small business digital storefronts; it's about building a foundation for a digitally inclusive ecosystem. It's a pivotal step toward bolstering Boone County's economic vitality and nurturing the very essence of our community. By empowering small businesses through digital transformation, we're not merely creating digital storefronts; we're building a more connected, resilient, and prosperous Boone County for generations to come. Your partnership in this endeavor isn't just an investment; it's a commitment to shaping a brighter digital future for us all.

2024 TIMELINE

