



Scott Skodnek Business
Development Center

PROPOSAL:

**Downtown Business Program for the Village of Great Neck Plaza presented by the
Scott Skodnek Business Development Center**

The Hofstra University Scott Skodnek Business Development Center (BDC) is delighted at the opportunity to help support the growth of businesses in the Village of Great Neck Plaza, including the Village leadership’s efforts to connect business owners with resources to strengthen their digital and traditional marketing strategies and provide other business development skills to acquire new customers and retain connections with existing ones. We believe this joint program can help in supporting the resiliency of businesses navigating the challenges presented by COVID-19.

The BDC has many years of experience developing and implementing programs for entrepreneurs as well as partnering with municipalities and local government to develop customized programs. Some of the BDC's current programs include the [Hofstra Entrepreneurship Assistance Center](#), which has been funded since 1991 through a grant from Empire State Development and has assisted over 1,400 entrepreneurs; MWBE Certification Assistance; and training in digital marketing and financial management. It is also a partner in the [Ascend Long Island](#) program with the National Center for Suburban Studies at Hofstra (NCSS), which supports the scaling of diverse businesses and assists them in securing regional contracts.

This proposal outlines customized offerings for the Village of Great Neck Plaza which includes a data collection effort, Business Development Workshop Series, and a business owner survey to gain knowledge and insight of the businesses current needs and how together we can best support their growth. We look forward to an ongoing relationship with the Village of Great Neck Plaza to support its neighborhood businesses and establish a model initiative for other local governments, or a pilot Downtown Business Initiative. We believe there is room for future expansion of this program, including collaboration with other nearby municipalities, expansion of program offerings, an expanded survey, and individual mentorship as continuing assistance for the business owners.

Please see the below options for the collaboration between the Village of Great Neck Plaza and Hofstra University. We will send a contract for consideration prior to implementation.

Task	Cost
<p>Data Collection/Database Development: A Hofstra student academic intern will be retained to help develop an email contact list and develop a database of primarily downtown/retail ("Main Street") businesses to provide to the Village of Great Neck Plaza. The list will be used to market and</p>	<p>\$1,000</p>

<p>promote the Workshop Series and can also be used to administer a future survey. The intern will utilize online research, phone calls and existing information from the Village to develop the list.</p>	
<p>Business Development Workshop Series: In 2021 the Hofstra BDC will host a monthly series for business owners in the Village of Great Neck Plaza focusing on different social media channels and other business development topics to strengthen a businesses’ marketing presence and help increase their visibility. The six topics will be chosen by the Village from the menu of options below.</p> <p>Resident marketing expert Mitch Tobol, partner at CGT Marketing, will lead the workshops and guide the businesses through the latest social media platforms, providing information and tips the businesses can implement immediately for results. Mitch is also an anchor instructor in the EAC who has been successfully running his own marketing firm for the past 30 years. Please see his full bio at the end of this proposal. Other experienced instructors/consultants may be utilized dependent upon the selection of topics.</p> <p>Each workshop will allow for Q&A after the presentation where businesses can receive individualized feedback. Workshops will be scheduled and hosted by Hofstra, conducted virtually via Zoom until further notice. Transitioning to in-person workshops will be discussed at a future date, which may be held on site in the Village of Great Neck Plaza, dependent upon space and technical capabilities.</p> <p>The BDC will also develop a promotional marketing flyer for the Village of Great Neck Plaza. Please note there is no marketing budget (ads in local newspapers, etc.), so the Village and Hofstra would have to distribute it through no-cost channels.</p> <p>A Hofstra student academic intern will support program logistics.</p> <p>Participant evaluations will be distributed after each workshop and results will be shared with the Village. Participants who complete the six-part series will be issued a Certificate of Completion by Hofstra University.</p> <p>Possible Workshop Topics* (6 to be chosen) - Dates TBD (6:30 pm – 8:30 pm):</p> <ul style="list-style-type: none"> • What is Your Digital Footprint? • Search Engine Optimization 	<p>\$7,800 for all 6 workshops/\$1,300 for each</p> <p>Please note this is approximately a 40% discount on the per-participant cost for all six workshops.</p>

<ul style="list-style-type: none"> • Email Marketing • Facebook • Twitter • LinkedIn and Instagram • Customer Service • Financial Management • General Marketing • Business Organization • COVID 19 Assistance: Loans <p><i>*subject to change</i></p> <p>We recommend limiting participation to 15 business owners for maximum participation and allowing a first-come, first-serve sign-up system. Hofstra University will also create the registration form.</p>	
<p>Business Owner Survey: After completion of the Business Development Workshop Series, we recommend a business owner survey to gain a better understanding of their future needs.</p> <p>The National Center for Suburban Studies will also engage in this project and assist in survey implementation. The survey questions, to be developed by Hofstra along with the Village's input, will identify the baseline capabilities of the businesses, how to best support their growth and learn what their current needs are.</p> <p>The BDC and NCSS will design and assist in implementing the survey, monitor metrics to gauge the program's success and offer data-driven ideas on how it best can be modified for future growth.</p> <p>Survey outreach will occur over a set period of time, to be determined by the Village and Hofstra. The goal will be to achieve at least 50 completed surveys, subject to change based on the number of reachable businesses.</p> <p>Tasks to be performed by the BDC and NCSS include:</p> <ul style="list-style-type: none"> • Development of survey questions • Development of survey instrument (such as Survey Monkey) • Assist in distribution and implementation of survey (see below for suggestions) • Tabulation of survey results 	<p>\$7,900</p>

<ul style="list-style-type: none"> • Issue a Report of Findings issued to the Village, which will highlight key findings and make recommendations for future actions and programs based on survey results <p>Survey distribution methods can be discussed in greater detail, but suggestions are:</p> <ul style="list-style-type: none"> • Directly via Survey Monkey, the online survey software that will be utilized as the survey instrument • Link to survey provided in the Village's e-newsletter • Email via Constant Contact or Mailchimp (sent by the Village) promoting the survey with a link 	
<p>Future phases: We look forward to a continued collaboration, which could include:</p> <ul style="list-style-type: none"> - A second, expanded workshop series for businesses - Ongoing mentorship - Expansion of the Downtown Business Initiative to include other areas near the Village of Great Neck Plaza - Consulting services: The BDC and NCSS look forward to a collaborative relationship with the Village of Great Neck Plaza, developing surveys, supporting community outreach, working on a long-term plan, discussing other customized programs, and exploring grant opportunities. 	<p>Cost to be determined</p>

We look forward to your feedback and any questions you might have regarding this proposal. Please contact us to discuss this opportunity.

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MITCH TOBOL

Mitch Tobol is a partner at CGT Marketing, LLC, an innovative marketing agency focused on helping companies achieve their goals by using intelligent strategies and creative tactics. He has assisted many large and small businesses in developing and improving their marketing strategies over the past 30 years. Mr. Tobol is an expert in traditional and social media marketing and presents Social Media Workshop Series and Digital Marketing Workshop small business seminars each spring and fall. He is the Marketing instructor for eleven EAC workshops for two sessions annually and has been teaching at Hofstra for more than twenty years. Mitch earned a Bachelor of Science in Graphic Design from SUNY College at Buffalo