

Business Resilience Part 1
Increase Customer Engagement

July 28, 2022

- Kim Jansen, Effingham Performance Center
- Susan Guinnip, Gaslight Art Colony
- Kristin Chittick, Paris Center of Fine Arts
- Dawn Mushill, Customer Service and Beyond

www.ILBusinessNavigators.com



1

Business Navigator Alliance of Southcentral and Southeastern Illinois

- Regional collaboration for the Community Navigator Program
- Purpose: provide professional outreach and technical assistance for local, state, and federal economic relief programs
- Mission: to ensure that small businesses in our region are competitive in applying for necessary resources
- Goal: position local businesses for success by acceleration business recovery and growth




2

BUSINESS NAVIGATOR ALLIANCE
OF SOUTH CENTRAL & SOUTHEASTERN ILLINOIS

Webinars
Outreach Events
Virtual Office Hours
Offer 1-on-1 Technical Assistance

www.ILBusinessNavigators.com



3



Kim Jansen

Executive Director

Arts Connection of Central Illinois

4

TIMELINE:

- March 11, 2020 = REO Speedwagon Sold Out Show
- March 12, 2020 = Less than 1,000 people
- March 13, 2020 = Less than 50 people/50% Building Occupancy
- March 14, 2020 = The Coasters concert postponed
- March 21, 2020 = Shelter In Place Order Goes Into Effect



5

CREATING STABILITY/BUILDING CONFIDENCE:

- Children's Art Show on Marquee
- Movies in the Parking Lot
- "Fan Pod" Shows
- Online Auction
- Grants, grants, and more grants!!!
- AMAZING CUSTOMER SERVICE



6

EXCELLENT CUSTOMER SERVICE:

- Posted on Website/Social Media
- Targeted E-mails to Ticket Holders
- Bulk Text Messaging
- Telephone calls to Ticket Holders

When???

- Postponed A Show
- Set a New Date for A Show
- Original Show Date
- Show Week
- Day of Show



7

MOVING FORWARD:

- Season 10 – All 10 Shows Presented
- Season 11 – 9/12 Completed
- Season 12 – All 39 Shows Completed

58 SHOWS IN 11 MONTHS!!!

8



NEW SEASON: JULY 27
PUBLIC SALE: AUGUST 20

(217) 540-2788 | www.TheEPC.org
www.ticketmaster.com/epc

9



10

Gaslight Art Colony History

- Gaslight Art Colony opened its doors on Saturday, October 17th, 2009.
- The gallery openings showcase local and international artists.
- The Gaslight does not receive public money. Sources of income include:
 - Fundraisers
 - Membership dues
 - Grants
 - Art classes and workshops
 - The sale of member art work
- The Gaslight Art Colony is dedicated in promoting awareness, participation and understanding of the arts.



11

Promotion of the Arts

- Regular shows throughout the year
 - Yearly Children's Art Show
 - Twice yearly Members Show
 - Fiber Art Show
 - Side by Side Show
 - Bicentennial Show
- Web page gaslightartcolony.com
- Facebook Presence but also newspapers, letters, etc.
- Work with the community and local organizations
 - Painted almost 40 lions placed throughout the community, sponsored by Chamber of Commerce
 - Painted wall mural for new city pool and the local library



12

Story through the Pandemic

- Last major fundraiser was just days before everything shut down in March 2020.
- Monthly shows were cancelled.
- Classes and workshops were cancelled.
- The Gaslight was closed.
- Day to day operations were done by volunteers.
- As things let up, the fall of 2020, virtual shows were developed.
 - There were 8 shows in 2021 and limited classes.
 - Holiday Premiere was introduced. Everything on display was for sale.
 - In 2022, the Gaslight had an online auction that went well.



13

Customer Service-how we stay engaged



14

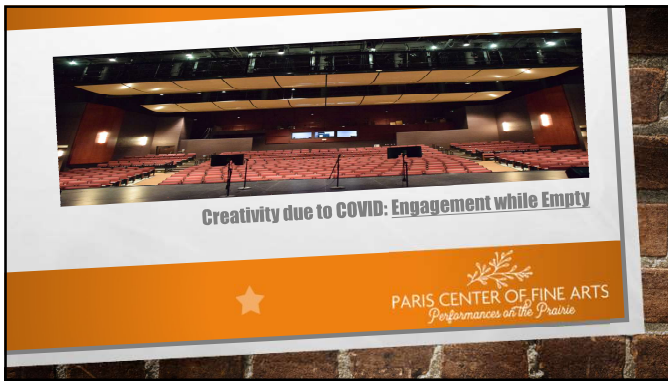


516 Archer Ave.
Marshall, Illinois 62441

For more information about classes, workshops or membership, please contact the Art Colony at 217.293.1050 or gaslightartcolony@gmail.com

Gallery Hours
Tuesday 10:00-1:00
Thursday-10:00-4:30
Saturday 10:00-1:00

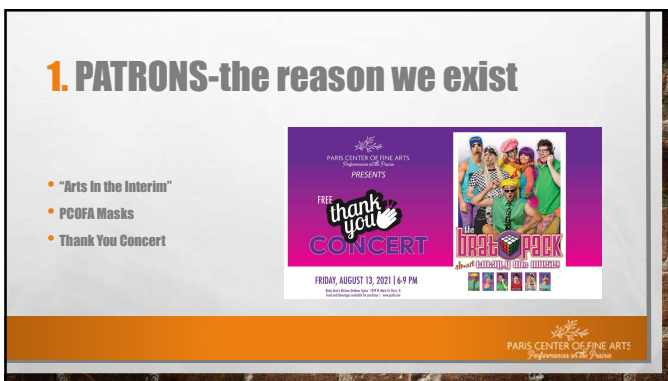
15



16




17



18

2. ARTISTS- what the Patrons want

- PCOFA Mantra= "I take suggestions"
- Communicate personally to Artists & Agents
- Reschedule not Cancel




PARIS CENTER OF FINE ARTS
Performances at the Palace

19

3. BOARD-how Patrons are served

- Board bios on FB
- Logistics
- Beetlegger's Ball to Donor deliveries
- Theater maintenance




PARIS CENTER OF FINE ARTS
Performances at the Palace

20

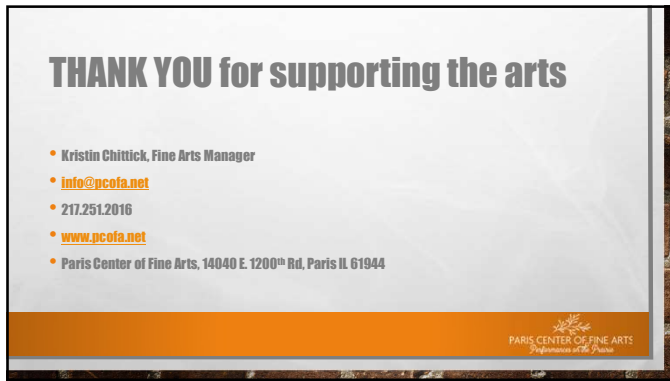
4. MANAGER-pivot point to all three (patrons, artists, board)

- Grants
- Phone calls (at all hours)
- Replace extension cords, paint the stage, e.g.
- Wall of Honor



PARIS CENTER OF FINE ARTS
Performances at the Palace

21



22



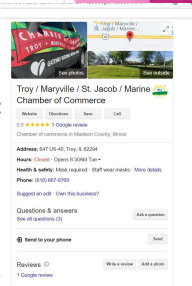
23



24

MANAGE ONLINE PRESENCE

- ▶ Set up/update “Google My Business”
 - ▶ GOOGLE MY BUSINESS
- ▶ Important information to keep updated:
 - ▶ Business hours
 - ▶ Phone number
 - ▶ E-mail address
 - ▶ FB page link



25

ACTION PLAN FOR MANAGING ONLINE PRESENCE

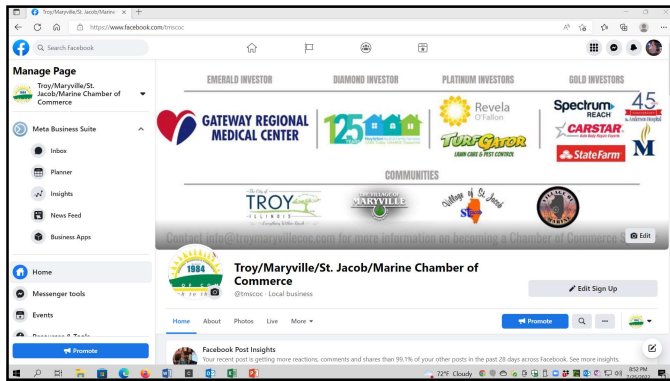
- ▶ Set up/update “Google My Business”
- ▶ Add to monthly marketing checklist

26

SOCIAL MEDIA PLATFORMS

- ▶ Decide which social media platforms best represent your business:
- ▶ FACEBOOK (and Instagram)
 - ▶ Scheduling posts is a game changer!
- ▶ TWITTER
- ▶ SNAPCHAT
- ▶ TIKTOK
- ▶ YOU TUBE
- ▶ SOCIAL PILOT (manage platforms)
- ▶ www.techsoup.com (non-profit discounted software)

27



28

ACTION PLAN FOR SOCIAL MEDIA PLATFORMS

- ▶ Set up any additional platforms that are needed
- ▶ Look into the free version of Social Pilot
- ▶ Hire someone to handle social media - or look into a college intern
- ▶ Add to weekly marketing checklist

29

WEBSITE

- ▶ Your website is one of the first impressions for your customers
 - ▶ Calendar of events
 - ▶ Testimonials from staff and customers
 - ▶ Pictures/videos of product
 - ▶ Links to resources
 - ▶ Contact information

30

ACTION PLAN FOR WEBSITE

- ▶ Make sure the website is easy to read and navigate
- ▶ Keep calendar updated
- ▶ Consider video testimonials with your customers
- ▶ Add all to monthly marketing checklist

31

FOLLOW YOUR REVIEWS

- ▶ Make sure you know what your customers are saying
- ▶ Some platforms to consider:
 - ▶ Google reviews
 - ▶ Yelp
 - ▶ Social media platforms
 - ▶ Company business website

32

ACTION PLAN FOR FOLLOW YOUR REVIEWS

- ▶ Respond to reviews
- ▶ Add to monthly marketing checklist

33

HUMAN RESOURCES

34

STAFF ONBOARDING

- ▶ Develop an employee orientation checklist for training
 - ▶ Paperwork (i.e. payroll, application, policy sign-off sheets, etc.)
 - ▶ Job description
 - ▶ Day-to-day operations
 - ▶ Policies and procedures
 - ▶ Customer service standards

35

ACTION PLAN FOR STAFF ONBOARDING

- ▶ Create/update staff onboarding process

36

HIRING THE RIGHT PEOPLE

- ▶ There are an array of resources to find potential employees:
 - ▶ Illinois WorkNET
 - ▶ (Local) Employment and Training
 - ▶ Popular local job boards
 - ▶ Community social media platforms
 - ▶ Referral from current employees (provide incentive)
 - ▶ Local high school and college job boards (band students and athletes)

37

ACTION PLAN FOR HIRING THE RIGHT PEOPLE

- ▶ Have your pulse on the industry standards
- ▶ Keep good connections with resources

38

MAINTAINING GREAT STAFF

- ▶ Look into educational funding
 - ▶ Look into daycare funding
- ▶ Treat employees well
- ▶ Offer competitive pay (know what your competitors are paying)
- ▶ Ask employees what they love about their job and where they see their need for improvement and assist them

39

INVOLVE STAFF IN BRAINSTORMING

- ▶ Ask new employees to write down frequently asked questions from customers. Then, employees can brainstorm a solution
 - ▶ Where are the restrooms?
 - ▶ What time do you open on Tuesdays?
 - ▶ What type of payment do you accept?

40

ACTION PLAN FOR MAINTAINING GREAT STAFF

- ▶ Provide resources
 - ▶ Seek educational funding
 - ▶ Seek daycare funding
 - ▶ Schedule frequent individual and team meetings to discuss employee's satisfaction with the job and any new ideas they might have

41

YOU - AS THE BUSINESS OWNER

- ▶ It is important to understand, as a business owner, that YOU set the example for your staff.
- ▶ Suggested items to consider:
 - ▶ Be the example for your staff
 - ▶ Arrive to work early
 - ▶ Go above and beyond
 - ▶ Refrain from being negative
 - ▶ Show excellent customer services
 - ▶ Spend time in each position within your business
 - ▶ Be open to new ideas

42

ACTION PLAN FOR YOU - AS THE BUSINESS OWNER!

- ▶ Action plan:
 - ▶ Ask for constructive feedback from staff and other business owners

43

QUESTIONS?

- ▶ Contact information:
- ▶ Dawn Mushill, CEO
- ▶ Customer Service and Beyond
- ▶ www.Dawnmushill.com
- ▶ dawn@Dawnmushill.com
- ▶ Dawn Mushill, Executive Director
- ▶ Troy/Maryville/St. Jacob/Marine Chamber of Commerce
- ▶ www.troymaryvillecoc.com
- ▶ dawn@troymaryvillecoc.com

44

Thank you!

**BUSINESS NAVIGATOR
ALLIANCE**

www.ILBusinessNavigators.com

COLES Together

SULLIVAN ILLINOIS
CHAMBER & ECONOMIC DEVELOPMENT

CCDA
Crawford County
Development Association

CHAMBER OF COMMERCE

PEDCO

The Alliance
Illinois Regional Growth Alliance

Coles County Contact:
Angela Griffin
217-258-5627
angela@colesstogether.com

Moultrie County Contact:
Laurie Minor
217-728-4223
director@sullivanchamber.com

Crawford County Contact:
Reza Shaner
618-546-1412
rshaner@crawfordcountyll.com

Clark County Contact:
Nora Swalls
217-826-2034
nswalls@marshall-il.com

Edgar County Contact:
Bob Colvin
217-465-5306

Effingham County Contact:
Courtney Yockey
217-342-4214
cyyockey@groweffinghamcountyll.com

45
