

CITY OF WACO

“We All Win” Communication Plan

WORK SESSION

SEPTEMBER 20, 2022 | 3:00 PM

COMMUNITY SERVICES DEPARTMENT



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Overview

- Background
- Collaborations
- Communication Plan
- Questions

Background

“We All Win” Small Business Support Program was created to provide:

- Grants that provide an economic development incentive up to \$180,000 to small businesses impacted by COVID-19, construction, and long-term blight
- Encourage the increase and retention of quality jobs
- Encourage the maintenance and creation of revenue streams from a diverse small business community

Collaborations

- Marketing Assistance and Administration
 - Contracts totaling \$210,000
- Centex African American Chamber of Commerce (CTAACC)
- Centex Hispanic Chamber of Commerce (CTHCC)
- City Center Waco
- Start-Up Waco
- Grassroots Waco

Communication Plan

Advertising to date:



- City website and social media outlets – Aug. 30th



- Radio stations (Community programming) – Sept. 3rd

- Flyers – Sept. 6th



- NERNA Neighborhood Association meeting – Sept. 8th



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Communication Plan

Future events:



- BOSS Conference (presented by CTACC) – Sept. 27th



- Escalando (presented by CTHCC) – Oct. 25th

- Future Neighborhood Meetings



- Technical Assistance Workshops



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Questions



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