



Downtown Inc Ambassador Program

Ambassador's Role & Expectations

Overview: The role of a Downtown Inc Ambassador is an important one and integral to Downtown Inc's goals for increased business attraction and retention, as well as driving foot traffic and overall investment in Downtown.

There are two levels of volunteer participation in the program – Connector level and Mentor level. Connectors act as general advocates for Downtown Inc. and Downtown community and economic development. In addition, Mentors will be paired with a specific business compatible with the Mentor's interest, expertise and experience to provide peer-to-peer support. See more detail in the description below.

Ambassadors are expected to perform the following:

Connector Level -

- Support the events and initiatives of Downtown Inc and the Downtown business community.
 - Attend three ribbon cuttings per year (you will be added to the DI mailing list so you know when new businesses open and scheduled ribbon cuttings).
 - Attend three other Downtown Inc events such as First Fridays, Downtown First Awards, Downtown Update (semi-annual) and more.
- Make the downtown businesses feel engaged, connected and supported.
 - Select three downtown businesses and check in with them periodically (minimum 3x/year)
 - Act as an advocate for Downtown development, including the success and growth of their business and neighboring businesses
 - Connect businesses with key resources through Downtown Inc and the YCEA such as YoCo Bloom Downtown grants, Bloom Small Business Development courses, Business Series workshops and more (Ambassadors will be provided support materials for relevant resources.)

Mentor Level –

- In addition to the Connector level expectations above, Mentor level Ambassadors will be paired with a Downtown business seeking peer-to-peer mentorship and Mentor compatible experience/expertise. Mentors should meet with the business owner on a regular basis (at least 3x/year) to identify business needs, challenges, opportunities for growth/development and

provide relevant expertise, experience and resources to assist the business owner in achieving goals.

- Connect businesses with additional resources through Downtown Inc and the YCEA, such as SCORE, for advanced assistance.
- The mentorship is intended for one year; however, it can be extended based on compatibility and needs of the business and Mentor interest.

IMPORTANT NOTES -

- Ambassadors are selected for their ability to be professional, positive, encouraging, engaged, and proud representatives of Downtown and Downtown, Inc.
- Downtown Ambassadors are expected to act as an advocate, not in a sales capacity. You are not expected to solicit donations on behalf of Downtown Inc, and we ask that you not engage in personal sales or business development activities when interacting with Downtown businesses as an Ambassador.
- Mentor level Ambassadors are not expected to perform any work for or on behalf of the business you are mentoring. Your role is advisory only. Should you need assistance connecting a business to professional services, the Downtown Inc staff is always available to help identify resources.