

Purcellville Portal by GLASS

Meeting with the Town of
Purcellville's Economic Development
Advisory Committee (EDAC)

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Overview

The **Purcellville Portal** is an online platform designed to simplify how the Town of Purcellville's government and the local community discover and buy from their local businesses **first**.

The Portal can be accessed at www.commerce.glass/purcellville.

Purcellville Portal

Locally-sourced products & services.

 What do you need today?



Objectives

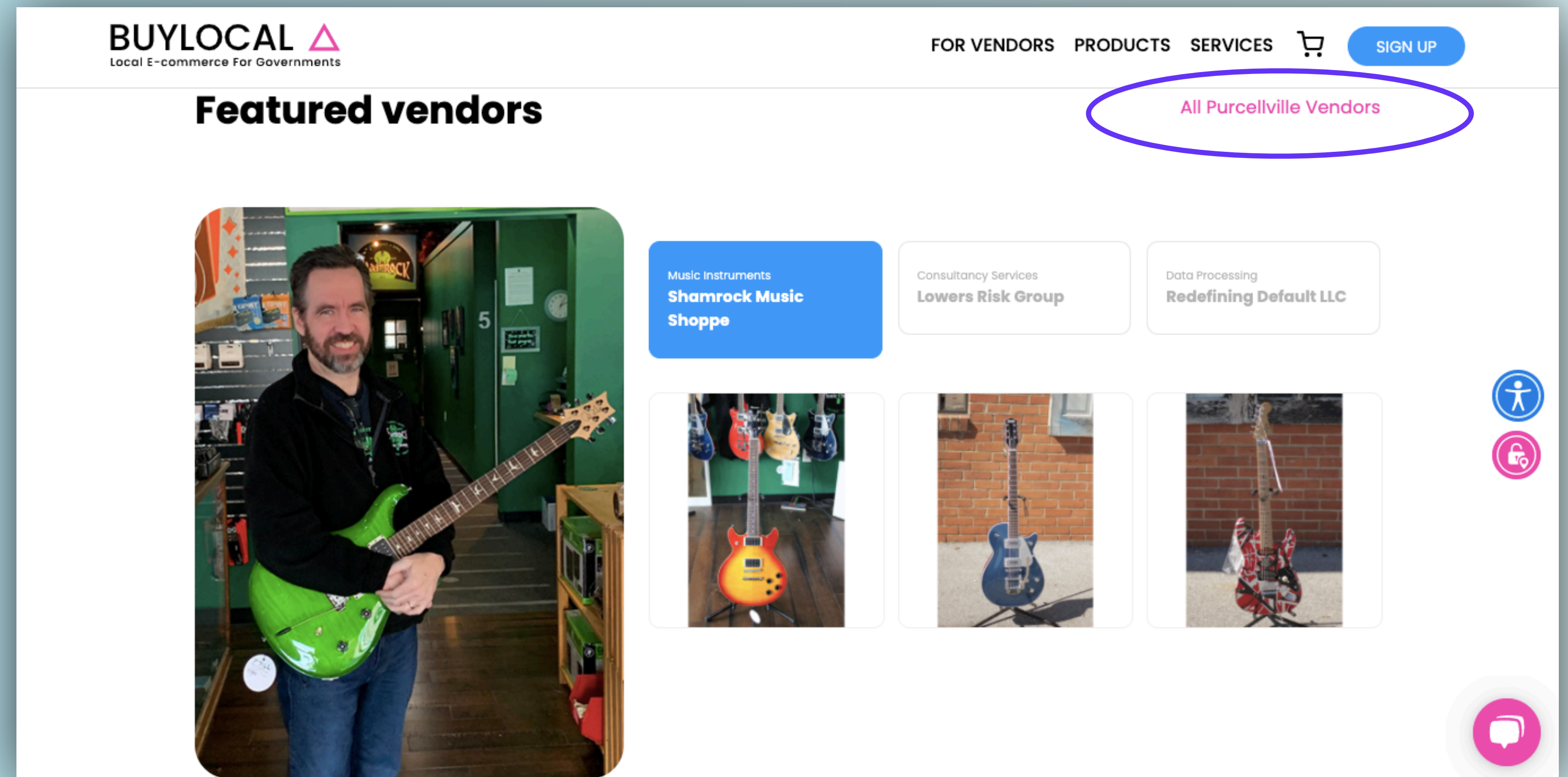
- ▶ **Complement the Town's economic recovery efforts,** helping local businesses embrace digital transformation and engage with potential customers eager to buy locally.
- ▶ **Upgrade the Town's business directory** into a dynamic and always-updated database.
- ▶ **Make it easy for the community** to buy locally online.
- ▶ **Make it easy for the town staff** to identify new vendors, request fast quotes, and conduct more sustainable purchases.

Key benefits for Purcellville businesses

- ▶ **Increase** their online presence and outreach.
- ▶ **Digitize** their catalogs of products and services.
- ▶ **Receive** orders and digital payments in a streamlined and fully compliant fashion.

Progress to date

- ▶ **16 local vendors listed as of Jan 30th, 2022.** The updated dynamic list is available at www.commerce.glass/purcellville/vendors



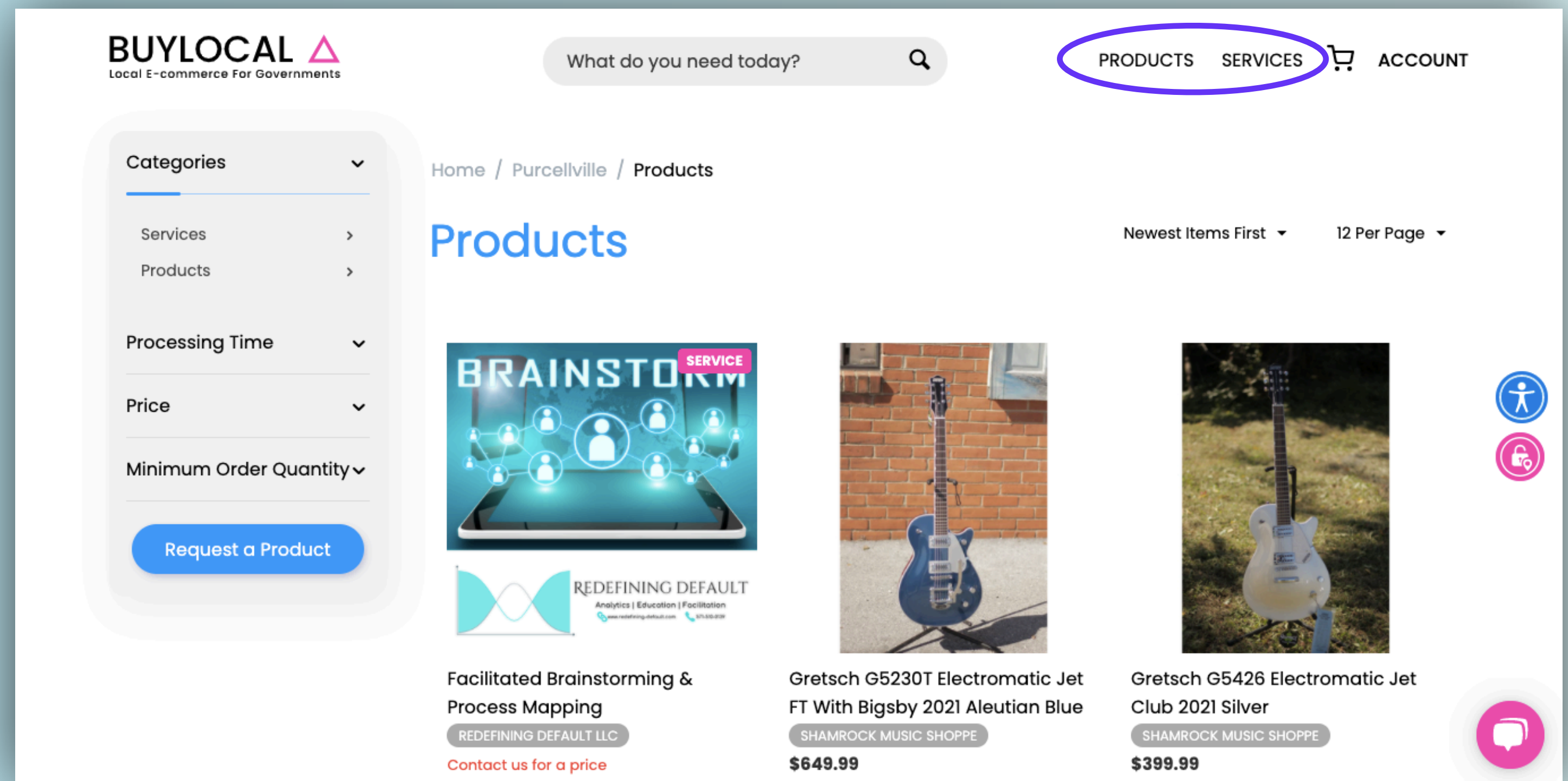
Business Name	Address
1. A Bane Solutions	17364 Hilltop Drive
2. All About Pavements, Inc.	904 Strawberry Court
3. Anytime Fitness Purcellville	609 E. Main Street # K3
4. Artist Circle Photography Studio	260 Shepherdstown Ct Suite B
5. Best Friends Pet Service LLC	401 South 9th St.
6. DYMA Taekwondo	310 N. 21st St
7. Fuog/InterBuild, Inc.	510 E Main St, Purcellville
8. Gruto's Soft Serve	141 W. Main Street
9. Lowers Risk Group	125 E Hirst Rd
10. Old Sterlinger, LLC	140 Hatcher Ave
11. Purcellville Motors Inc.	145 n 21st Street
12. Redefining Default LLC	148 E Main St
13. Sarah Huntington Photography	102 N. 21st Street
14. Shamrock Music Shoppe	160 West Main Street
15. Sign Design, Inc.	142 East Main Garage
16. Tree of Life Ministries	210 N. 21st Street

Progress to date

► 20 local products and services listed as of Jan 30th, 2022.

The updated dynamic list is available at

www.commerce.glasgow.gov.uk/purcellville/products/



Progress to date

- ▶ **50, 90 and 62 unique Portal visits** in October, November and December respectively.
- ▶ **3 webinars organized** for government staffers, vendors and the community.



Progress to date

- ▶ **Weekly outreach to local businesses via email campaigns and direct calls,** so they can learn about the Portal and get onboarded.

1. When and why did you start your business?

I opened Shamrock Music Shoppe in June 2010. I wanted to create a one-stop-shop where our customers can purchase and rent music instruments in a welcoming, friendly atmosphere.

I also wanted to provide quality music instruction for people of all abilities.

"In Your Heart, a Song" is our slogan. We believe everyone has a song in their heart, and it is our job to help people discover the music within themselves, especially for those who think they have no music ability. We can teach anyone to make music. If

2. Why is it important for businesses to have an online presence?

More and more people are shopping online, especially over the last two years. While the in-store shopping experience is always the best when selecting music instruments, for many people shopping online is a very convenient alternative to visiting our store, especially when they can only get their shopping done after hours.

Having a local shopping portal such as GLASS offers our local customers an excellent alternative to shopping in our actual shop. We look forward to building our online shopping

This month, we wanted to give a special thanks to the amazing Purcellville business owner, **Scott Kinney from Shamrock Music Shoppe**. We had the pleasure to interview him and get to know his incredible journey as a business owner throughout the years.

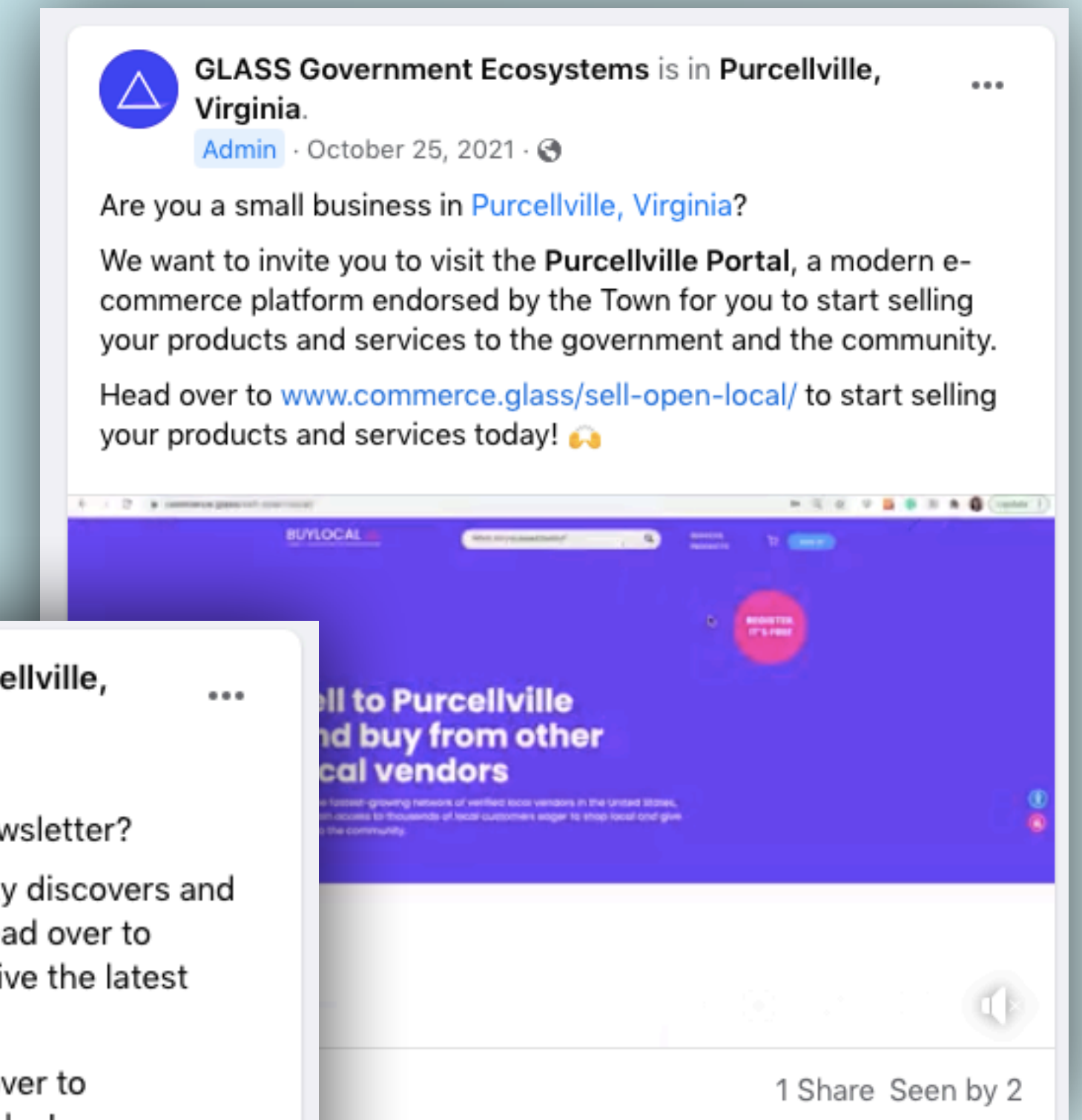
**SHAMROCK
MUSIC
SHOPPE**



[Shop Shamrock Music Shoppe Online](#)

Progress to date

- ▶ **Weekly outreach to the local community via social media channels**, so they can learn about the Portal and start buying locally.
- ▶ **500 physical flyers sent** to 500 homes in Purcellville.



Progress to date

- ▶ **Organization of bi-weekly deals** highlighting local vendors' latest discounts for the community.
- ▶ **In Oct–Nov 2021: Weekly outreach to government staffers via email and direct calls,** so they can learn about the Portal, and start procuring goods and services from local Purcellville businesses.

Did you miss the Purcellville Portal Virtual Training For Government? Here's a recap!

If you missed the **Purcellville Portal Virtual Training Event For Government**, you can [watch it today](#). The **Purcellville Portal** is a digital platform that helps small local businesses digitize their catalogs of products and services, so government departments like yours can easily discover new offerings and buy locally, with a couple of clicks.

Watch it today on our **YouTube** channel

Here's what we covered

How to —

- 1 **Navigate the Portal**
- 2 **Search for products and services you need easily**
- 3 **Save time and admin legwork by accessing vendors that have been verified in advance**
- 4 **Complete a fully-compliant purchase via the Portal**
- 5 **Request standardized quotes from pre-verified local vendors**
- 6 **Submit a Product Request so we help you source what you need**

Shop Local in Purcellville

Progress to date

- **3 Purcellville Portal Monthly Reports** highlighting progress to date, and suggested next steps.



Suggested next steps

- ▶ It's important to inform the community via the Town's website and digital channels, to build credibility about the new initiative.
- ▶ We encourage the Town to also procure frequently-purchased items to attract new local businesses and show them that the Town is also buying locally via the Portal.
- ▶ We'd like to schedule a monthly meeting with the Town's designated Point of Contact to debrief each monthly report, assess progress and brainstorm new strategies to continue attracting vendors and buyers.

Suggested next steps

► We prepared a Communications Timeline highlighting the topics to be covered in our outreach efforts, and we'd like to make sure it's aligned with the Town's objectives.

Month	Audience	Goal	Activities
Jan 2022	Town Staffers & Community	Provide insights on how to buy local services.	1. Week 1: How to buy local services. 2. Week 2: How to request local services. 3. Week 3: <i>Virtual Training For Government.</i> 4. Week 4: <i>Purcellville Portal Monthly Report.</i>
	Local Businesses	Help newly-onboarded vendors get started managing their digital inventory.	1. Week 1: How to set up new deals for potential customers. 2. Week 2: How to get started managing your digital inventory through the Purcellville Portal. 3. Week 3: <i>Virtual Training Event For Businesses.</i> 4. Week 4: How to improve your product description and visuals to attract potential customers.
Feb 2022	Town Staffers & Community	Provide insights on how standardized quotes work.	1. Week 1: How to request standardized quotes. 2. Week 2: How to check out from a quote. 3. Week 3: <i>Virtual Training For Government.</i> 4. Week 4: <i>Purcellville Portal Monthly Report.</i>
	Local Businesses	Provide insights on online sales strategies and plans.	1. Week 1: How to set up an online sales outreach strategy. 2. Week 2: How to add new products in bulk. 3. Week 3: <i>Virtual Training Event For Businesses.</i> 4. Week 4: Highlight Business of the Month, and insights on how to grow Purcellville local businesses' online presence.
Mar 2022	Town Staffers & Community	Provide insights on how to review orders once they're complete.	1. Week 1: How to review an order once it's complete. 2. Week 2: How to provide feedback on recent orders. 3. Week 3: <i>Virtual Training For Government.</i> 4. Week 4: <i>Purcellville Portal Monthly Report.</i>
	Local Businesses	Support local businesses in setting up their Online Stores.	1. Week 1: How to set up new deals for potential customers. 2. Week 2: How to add new products in bulk. 3. Week 3: <i>Virtual Training Event For Businesses.</i> 4. Week 4: Highlight Business of the Month, and insights on how to grow Purcellville local businesses' online presence.

Questions

- ▶ How would the Town like to use the Portal as a tool to advance its objectives, and what does success look like for the Town?

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