From:	Gerardo Mateo <gerardo.mateo@commerce.glass>
Sent:	Wednesday, April 6, 2022 3:11 PM
To:	Economic Development Advisory Committee
Cc:	Only Town Council; Fraser, Kwasi; Hays, Diana; Mekarski, David; Kloeden, Marty; Dooley, Don; Paola Santana
Subject:	Re: Follow-Up: EDAC Meeting April 5th, 2022 - Purcellville Portal Goals & Metrics

Hello Town of Purcellville's EDAC,

Thank you for meeting with me yesterday!

As discussed in our monthly Purcellville Portal Initiative Defrief with EDAC, the next step is to agree on goals and metrics, as suggested by the Town Council.

Based on my conversation with you yesterday and the comments provided, here are our proposed goals and metrics:

1. Increase by 50-70% the number of Purcellville businesses that are online, bringing around 36-50 businesses online via the Purcellville Portal by September 15th, 2022.

There are around 242 licensed local businesses in Purcellville. Out of those, only 73 have an up-to-date online presence. Different businesses are at different stages of *"digitization"* — (1) Some don't have any online presence; (2) Some are in online directories with their phone and email only; and (3) Some have an informational website without payment/checkout capabilities. Our goal is to meet them where they are and bring each one to their specific next level of *digitization*. The end goal is that potential buyers (visitors, locals, government) can discover and buy from them. The means to make that happen include:

- Talk to local businesses via phone and email, understand what they need, and bring them to their next level of *digitization*, providing hands-on, one-on-one, and 100% free onboarding support.
- Increase awareness via the [Purcellville Portal's Instagram Community](). We currently have 67 members.
- Provide relevant updates, insights and opportunities to businesses and locals via the [Purcellville Portal Newsletter](). We currently have 200+ subscribers.

2. Increase the number of local businesses government buyers do business with.

According to data from [Transparency Purcellville](), in 2021, the Town's government made business with 2,864 businesses and individuals. Out of those, only 19% were local. Based on the Town government buyers' commitment and collaboration, we could help increase that number, as it was originally intended with this Portal. The means to make that happen include:

- Understand what government buyers are procuring on a weekly basis, and find local businesses providing those items or services.
- Connect government buyers' requests to local businesses through a *Quote* or *Product Request* in the Portal.
- Support local businesses with the logistics and know-how to receive and fulfill government orders.

3. Have an updated version of the Town's current Business Directory.

        The Town's Business Directory is outdated and is not actionable. At least 5 businesses in that Directory have expressed that (1) They're no longer operating; (2) Have updated their contact information; (3) Are operating a new business; or (4) Have relocated.

I also want to take this opportunity to remind you that Social Glass Inc has been fully compliant to our **Software As A Service Agreement** with the Town of Purcellville, as that seemed to be a concern for some members. You can read the Town Council's March 22nd agenda regarding this initiative here. That being said, the goals and metrics we'd like to agree to right now prove our commitment for this initiative to work, but we have to work collaboratively and in good faith in order to move forward.

Once you've read this email, I'd appreciate it if you could reply to me **by April 15th, 2022** with A) your approval, or B) your proposed goals and metrics for this initiative.

My best,

Gerardo Mateo
Purcellville Portal Success Lead
Glass Government Ecosystems

On Wed, Apr 6, 2022 at 12:08 PM Gerardo Mateo <gerardo.mateo@commerce.glass> wrote:
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