



## PLANNING AND DEVELOPMENT DEPARTMENT

# MEMO

To: Mayor and Town Council  
From: Shelley DeHart, Director of Planning  
CC: Joe Fivas, Town Manager  
Date: June 2, 2010  
Meeting Date: June 8, 2010  
Re: Business Hall of Fame

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### **Background**

On February 9, 2010, Councilmember Goodall proposed an incentive for existing businesses by recognizing those that have been in business consecutively for 10, 20 30 years by having an Indian Trail Business Hall of Fame. The Council directed staff to research and develop a Hall of Fame program for their consideration.

### **Programs**

Research revealed Business Hall of Fame programs are abundant, vary in size, and are implemented primarily by State agencies and Chamber of Commerce's. Even with these varying factors there are common threads noted in the programs.

- Nomination process – typically open to the general public.
- Review Committee – volunteer or appointed task force
- Set Number of Annual Awards in Specific Category (*Examples*)
  - Small Business of the Year – business that has made exceptional contributions to the community, as well demonstrated significant growth and innovation in their field.
  - New and Emerging Business of the Year – business that has made contribution to the community as well as overall business growth.

- Business Leader of the Year - honor prominent business leaders who have made extraordinary contributions to Indian Trail, demonstrated business excellences, perpetuate and inspire the values of entrepreneurial spirit, and personal integrity.
- Selection Criteria – varies upon type of award
  - Number of Employee Category
  - Growth History
  - Superb Quality
  - Outstanding utilization of technology
  - Excellent & progressive business management
  - Supports small business
  - Community minded action
  - Personal excellence record
- Award Ceremony – typically luncheons
- Plaque Award – individual and engraved plate added to large award in Town Hall; feature page on website and in newsletters.

These are just a few examples of possible program components. Staff is of the opinion the newly established Business Owner Advisory Committee could assist in developing a program to fit our Indian Trail businesses and could serve as the review committee. Staff is hoping for suggestions and direction from Council to establish the program.