



## **Strictly Business: Building a Business Services Brand**

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# About our library & community

- Two neighboring affluent bedroom communities, Wilmette & Kenilworth, pop. ~32,000
- 16 miles north of downtown Chicago in the “North Shore”
- Service-sector dominant
  - Restaurants/Entertainment
  - Lifestyle Businesses
  - Financial Services
  - Professionals

*\*2021 est.*



# The Challenge

- Common refrain: “The best-kept secret in Wilmette!”
- Establish awareness
- Drive use of collections & engagement
- Measure progress





# Tactics

- Listen
- Engage internal & external partners
- Library communications
- Direct communications
- Network, network, network



**From the Business Librarian**  
John Amundsen, Business Librarian

Spring has sprung! The weather is finally beginning to warm up, and the outdoor dining tables in downtown Wilmette are coming out! Here at the library, we're excited about our upcoming programs, including a session on small business financing, reporting, a program on business, as well as our two new Gale graphicsNow. We're **in business and** s and 650s in our cel



# Results...(so far)

- Increases in:
  - Business reference appointments
  - SCORE mentorship appointment requests
  - Subscriptions to our e-newsletter
- Increased access of business resources
- Next steps
  - Needs assessment
  - Reaching the underserved

