

DESTINATION CREATION SCHOLARSHIP FORM

Scholarships Available for Denison Business Owners!: The City of Denison and Denison Development Alliance are offering scholarships to business owners to attend Jon Schallert's "Destination Creation Course", an online training that teaches the foundations of a Destination Business, specifically designed for business owners. This 8-chapter course (now with a new section on "Business Strategies During the Covid-19 Crisis"), is taught both online and in communities, led by Certified Facilitators (Main Street Director Donna Dow and Main Street Coordinator Melanie Truxal) who have been trained by Jon.

Interested in Your Business Being a Destination Business?: Sign up NOW! All of the content for the class is recorded in Jon's Destination University online library. You will have access to the Destination University portal, and webinars can be viewed and reviewed on your computer, mobile device, or phone. At the end of each chapter are individual questions that tie the material back to each individual owner's business. This allows for owners to finish a chapter and immediately put into practice in their businesses the concepts discussed in the class. In the 8 Chapters, Jon has recorded 10 webinars on his Destination process. Additionally, Jon has selected interviews with world-class business experts and authors.

Benefits and Costs: Depending on response, those chosen will receive a full tuition scholarship or a \$270 discount off the \$399 cost of the course courtesy of the City of Denison's Main Street Department and Denison Development Alliance. Course materials will be sent electronically. If you wish to obtain a course workbook, the cost will be \$25 at registration. No other costs are anticipated for these virtual courses. Each attendee must register separately.

Eligibility & Requirements: To be eligible, you must be a business owner who has their business in Denison. If you are chosen to attend, you must be willing to share your knowledge with other local businesses and attend follow-up meetings with the other participants. Scholarships will be awarded to at least six individuals. This application can be e-mailed immediately to ddow@cityofdenison.com.

Registration: You can find detailed information at <https://www.successfulindependentbusiness.com>. But please e-mail this application prior to registration so you can obtain the discount code. Otherwise, you will not receive the full scholarship or discount. Applications will be considered as received. You can choose a course offered by Donna Dow (begins Monday, April 13 at 11-1) or Melanie Truxal (begins Monday, April 27 at 11-1). If these times are not convenient, please share your availability as an additional class is planned. _____

Application to Participate in the "Destination Creation Course"

Denison Business Name: _____

Physical Address: _____

Applicant's Name: _____

Cell Phone #: (_____) _____ - _____ Email: _____

ABOUT YOUR BUSINESS: Years in Downtown Denison: _____ Years in Community: _____

Elsewhere (years & location): _____

Briefly Describe your Business: _____

Why would you be interested in attending Destination Creation ? (Please use additional page) _____
