

## BUSINESS RESOURCE CENTER GUIDING PRINCIPLES

### Overview

The founding partners of the One Stop Shop Concept met in September of 2009 to discuss the development of Guiding Principles for the Business Resource Center (BRC) facility. Guiding principles are important to ensure that each partner organization (Partner) shares the same views with respect to the BRC concept and acknowledges the independence of the various organizations (Partners) and their individual programs and services. These Guiding Principles form the foundation of cooperation among the Partners and are important to ensure that as staff in various Partner positions change; new Partner representatives will understand the basis for the BRC concept and agree to abide by these Principles and to ensure all organizations work for the successful continuation of the BRC.

### Guiding Principles

1. **Facility.** BRC is a facility that houses various economic development and business assistance organizations, each organization being a separate and individual entity, while also a Partner.
  - a. Each BRC Partner voluntarily pledges to work cooperatively and collaboratively for the betterment of economic development in San Angelo and the Concho Valley region.
  - b. Each Partner is a separate and independent organization, each of which has unique missions, procedures, policies, clients, and oversight entities.
  - c. BRC shall have a designated facility manager for administrating the leasehold-related operations of the facility; however, no organization or person shall direct the day-to-day activities, programs, or services of the Partner organizations housed in the BRC. This does not apply to any pre-existing contractual agreements between Partner organizations to the contrary. BRC Partners require unrestricted access to the BRC facility, common areas and their respective operational areas.
  - d. BRC partners will share facility space, infrastructure, and services where appropriate to insure budgetary operational efficiency.
  
2. **Single Source.** BRC Partners believe in a shared vision of a single-source facility for clients needing economic development and business assistance.
  - a. Each BRC Partner has its unique strengths, programs and expertise. Each Partner believes in avoiding duplication of efforts of other Partners.
  - b. Each BRC Partner will continue to service its regular clients and will decide when it is necessary to bring together the other Partners. Partners will have the flexibility to work with their own clients as they see fit.
  - c. BRC Partners will come together when necessary to “triage” a client to determine and provide the business assistance services required. This will also be true of those clients who walk in the front door and do not have an appointment to meet with any particular Partner.
  - d. BRC Partners believe in a vision of efficiencies and shared costs whenever possible.

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- e. BRC Partners believe the multi-source/single-site concept will provide all clients with access to the increased knowledge base of economic development assistance resulting from the co-location of BRC Partners.
- 3. Measurement and ROI.** BRC partners agree that they will participate in a shared tracking, measurement and reporting system acceptable to the Partners that will demonstrate outcomes of BRC assistance.
- a. Each BRC Partner may have their own, separate client management system and shall share non-confidential data for the purpose of BRC aggregate reporting and facilitating client assistance, as each Partner's confidentiality policies allow.
  - b. BRC Partners will establish agreed-upon outcome, output, and efficiency measurements, all of which may be quantitative as well as qualitative in nature.
  - c. BRC Partners will cooperate to develop the shared tracking, measurement, and reporting system to ensure mechanisms are in place to capture the required information.
- 4. Marketing.** BRC Partners will continue to market their own unique services and programs independently of the BRC, and will also market the advantages of the BRC as a One-Stop Shop location as appropriate.
- a. BRC Partners will work together to market the facility and concept to the community and targeted audiences.
  - b. As appropriate and allowable under Partner rules, regulations, and policies, BRC Partners will include a reference to the BRC on marketing collateral, websites, and other promotional materials.
- 5. Communication.** BRC Partners believe regular communication among the Partners is critical to ensure delivery of superior client assistance and customer satisfaction. The various Directors or designated staff of the BRC Partners will meet on a regular basis to address shared client and programs issues and any unanticipated facility issues. These will be meetings of equals working towards the success of the BRC and the One-Stop Shop Concept.