**Enterprise America Businesses**

**As of 7/20/12; updated 7/24/12**

***Overriding premise: businesses have to have ways to generate revenue in order to pay off their business loans***

***Additional overriding premise: Business curriculum MUST tie into Common Core learning standards***

**Web News (we’re green – online news rather than paper)**

* Suggest replacing original EA newspaper with web business/online newspaper or newsletter with ads
* Possible blog
* Letters to the editor
* Personals – pay to place
* Business advertisements sold by account executives
* Basically same job functions as newspaper but focused on electronic format instead

**Broadcast Center**

*(Note: Originally thought of as an offshoot of WCNY but we are looking to have another media company “sponsor” this area which would incorporate radio, video and some TV)*

* Videography and video employees to move from Technology, in original EA scenario to Broadcast Center
* Optional activity in the park area: Dancing with the Stars Dance competition? Pay to enter, judges could be teachers therefore getting them more engaged – adds fun, builds in student movement

**Restaurant/Café – Healthy Snacks**

* This is basically unchanged from original EA list of businesses
* Underlying supposition: unlike Enterprise Village in Florida that has the kids order lunches (they come from McDonalds) we are not going to go that route (gets difficult with the high % of kids that receive free lunch at school). Instead, we’d like to feature healthy snacks (which, by the way, McDonalds and Wegmans are really emphasizing - potential sponsors)
* Check with Health Dept (?start with Cynthia Morrow) regarding if kids can pop the popcorn and what restrictions, if any, on pre-packaged foods and beverages?

**City Hall**

* Mostly unchanged from current EA model
* May add voting machines – not a business but a walk-by experience – can collect their opinions on their Enterprise America experience; also possibly if they could vote kinds of questions….
* Expanded role for environmental control officer to really work in green technology, sustainability – interfacing with the businesses on this so that these issues are discussed with all students; awarding tax deductions for clean businesses
* Possibility of an environmentalist surveyist from the environmental control office – surveys residents with questions like “do you take short showers?”; do you turn off water while brushing your teeth”; “does your family recycle as much as possible?”, etc. and then do a report of findings at closing town meeting
* (note: consider using recycled paper products in the businesses)
* Contest for ideas from each business to be environmentally responsible, probably working into pre-visit curriculum – how to operate in an environmentally friendly way” with contest winner announced on the day

**Bank/Credit Union**

* Business loans
* Personal checking accounts
* Payroll Service

**Power Company**

* *(Note: Take out payroll service from this business and move it to the bank/credit union)*
* Bring in STEM and Green renewable wind and solar energy generation
* Possibly go over design and partial assembly of a wind turbine
* Possibly measure energy savings by using it solar or wind - base this off wind-speed and solar UV levels on the day the school visits
* Monitor energy usage for businesses - work out total usage, then create and send out utility bills

**Sign Shop**

* Creation of business signs
* Possible creation of electronic advertising billboard-like signage that could run on monitors within EA
* Creation of logos (students highly invested in logo creation – and brings in artistic skills)
* Creation of personal business cards
* Possible creation of consumer greeting cards (brings in art)
* Creation of ID cards

**Sport Shop**

* Sport Shop should include merchandise from any sports teams (including colleges) from the region
* Button-making - pick out a photo/image and shop makes a button for you (get Sports Illustrated/Sports Illustrated Kids mags donated for images?)
* Play a basketball game – test your free-throw skills – pay to play
* Roll-up golf putting game – roll out in park – get ball and putter from Sport Shop – pay to play

**Technology Center**

* Building websites for businesses – that’s a service EA businesses pay for (have at least 4 web designers)
* Website ad sales
* Strategize ways to incorporate some social media messaging
* Possibility of incorporating mobile phones/technology in some way

**Health/Wellness Center**

* This business being upgraded/updated from original EA
* *(Note: opportunity to reach out to Welch Allyn for medical devices)*
* Students have to purchase an insurance card – real world – generates revenue for this center
* They receive a wellness check/assessment from a tech – need to finalize what that would be: possible components - % oxygen in blood, pulse rate, probably no blood pressure because we don’t want to get into cuff, could we do BMI – height/weight and calculate – may be embarrassing if we did
* Could do basic CPR with a dummy
* X-ray viewer with assorted x-rays – which x-ray did you view – what did you see?
* Have them answer a question like “what is the most important thing a person can do to prevent the spread of germs? – answer: wash hands
* Idea of giving each a pedometer to wear for the day – they note on their wellness check form # of steps – little chart with samples of # of steps equated to calories eating an apple, donut, whatever – could try to link in obesity/diabetes but again some potential sensitivity issues

**Nature! Retail Store (*we need to have some retail – this could be store with different monthly sponsors, for example, for those who’d like to be involved but can’t afford full sponsorship package)***

* Opportunity to bring in natural world/green – feature nature-themed (including animals) products
* Ideal to make-market-price-sell
* A make-it-yourself option (ie. sand sculptures in a glass) or pay for ready-made ones (made by the store staff) – different pricing for make your own versus ready-made
* Selling of recycled paper notepads with animals on them, etc.
* More thought needed in terms of products but want to avoid a lot of cheap-looking plastic

**Manufacturing**

* Would like to assemble EA pens here – some sold to businesses but students could purchase as well individually – sales revenue
* Must have design, engineering and assembly line elements
* Manufacturing employees and/or citizens could do assembly (prefer employees)

**Delivery Center**

* Elimination of Post Office and Distribution Center from original EA
* Blend Warehouse and Delivery like Amazon/FedEx-Kinko’s
* Could still have mail delivery
* Forms needed for City could be copied here - revenue
* Delivery of thank-you notes to volunteers and teachers
* Delivery of student’s personal letters to each other - revenue
* Delivery of materials to each business - revenue

**Auto Center**

* Auto dealership with simulators on computers to have students do simulated driving or driving while texting, etc. for a fee. Scores would be recorded by dealership staff and averaged for final report
* Staff also conduct a brief T/F survey about driving info and/or current NYS teen drivers license facts.
* Materials from NYS DMV
* Emphasis on teen driving safety (Sponsor could be – auto dealership, insurance agency, etc.)
* 7/24/12 – discussed Karen’s concerns regarding relating this to Common Core, which we are all in agreement with – this would be the responsibility of Philip’s curriculum writers – hybrid and green technology – science of too

**Non-Profit** *(perhaps sponsored by an umbrella charity like United Way/Community Fdn – orgs interested in trying to teach/encourage philanthropy)*

* Charity with students collecting real goods like canned food, clothing, books, school supplies in school prior to visit
* Working as a business team, school group and outreach to entire school
* Connect to local nonprofits who visit the city in action that day to collect the donated items to actually disburse to those in need (nice real-world connection, possible connection to our neighborhood)
* Students could buy merchandise within EA to donate – revenue
* Students could donate EA money to the causes of the non-profit – revenue
* Employees are doing individual and corporate solicitation as well as packaging up donated items
* (notion of business and individual giving and outreach – the idea of including charity has been well-received by teachers)

NOTE: If space becomes a consideration, it is possible that the non-profit could be incorporated into the Delivery Business or even established as a staffed display cart in the green area (solicitations, information, collection point for hard goods donation).