



Directory of Resources to Help Market Your Business

The following information has been compiled to assist our Southlake businesses in marketing their business and becoming better aware of opportunities to engage the community.

“Whether you think you can, or you think you can’t—either way, you are right.”
- Henry Ford



1400 Main Street, Suite 300
Southlake, TX 76092
www.CityofSouthlake.com
www.SouthlakeBusinesses.com
www.VisitSouthlakeTexas.com
www.SouthlakeSites.com

www.SouthlakeBusinesses.com

The website maintains information on Southlake businesses, such as contact information, description, catering, etc. It also allows for a search of Southlake businesses by name or descriptive keyword.

(see appendix page A for more info)



**Find
Southlake
Businesses**



www.SouthlakeBusinesses.com



New Biz List

New businesses are encouraged to contact Economic Development & Tourism to be added to the departments New Biz List. This monthly publication includes information about recently opened businesses and businesses that will be open soon in Southlake. The New Biz List is distributed to approximately 800 people in NE Tarrant County.

Local Business Report (LBR)

To support local businesses, the City implements a free program called the Local Business Report (LBR) at City Council meetings. The intent of the program is to raise awareness of City businesses and encourage citizens to visit.

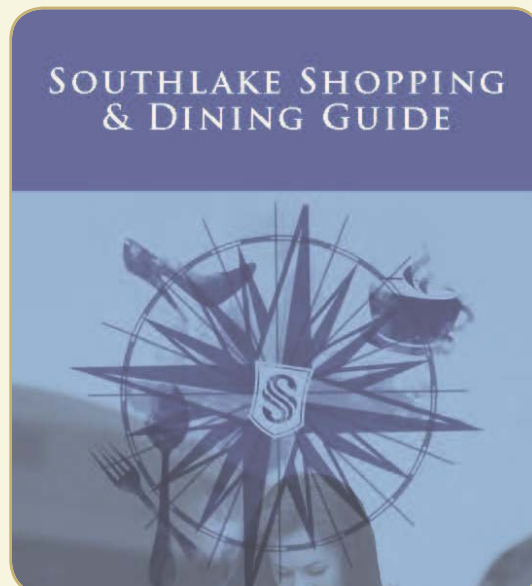
(see appendix page B for more info)

News Release

The City of Southlake can assist in developing and distributing a News Release for new businesses. News Releases are distributed to all media outlets covering the region and placed on www.MySouthlakeNews.com as a business announcement.

Shopping & Dining Guide

The guide is comprised of Southlake retailers and restaurants. Distribution goes to all Southlake residents and businesses. The guides are also widely used by area medical offices and other businesses in lobbies and help desks to assist patients / clients find shopping and dining options in Southlake.



Southlake Chamber of Commerce

(817) 481-8200 / info@southlakechamber.com / www.SouthlakeChamber.com

Southlake Chamber of Commerce members participate in Chamber networking, after hour mixers, and business development programs to help boost their business. Membership benefits include: monthly luncheons, business exchanges, after hour events, quarterly Mixplosion power networking, WIN (Women's Interest Networking), YPN (Young Professionals Networking), member orientation, business seminars, cooperative advertising opportunities and SCORE (Service Corps of Retired Executives) Business Counseling, and much more. The Southlake Chamber of Commerce also hosts annual events including: Awards Banquet, Golf Classic, and Oktoberfest.



Business Networking International (BNI)

(972) 612-0659 / admin@bnidfw.com / www.BNIDFW.com

BNI provides a positive, supportive and structured environment for the development and exchange of quality business referrals through networking and relationship building. A business can participate in up to 52 networking meetings per year. BNI offers SuccessNet newsletters with educational material on networking, public speaking, business members success program workshops, advanced education series workshops and participation in business tradeshows and local conferences.

Quorum Business Alliance

(817) 601-5338 / info@quorumbusinessalliance.com / www.QuorumBusinessAlliance.com

Quorum Business Alliance is a group of respected professionals from critical industries who have formed as a team of business partners. This network of executives can help make wise business decisions in both personal and business life. Quorum's focus is SME (Small and Medium Enterprises) offering mentoring, program creating and specific industry counseling. Members are available for speaking and panel discussions.

Meetup

www.Meetup.com

Meetup is the world's largest network of self-organized and community groups. This tool makes it easy for anyone to organize a local group or find one of the thousands of groups that already meets. More than 9,000 groups gather in local communities each day, each with the goal of improving themselves or their communities.



360 West Magazine

(817) 632-8100 / info@360westmagazine.com / www.360WestMagazine.com

360 West Magazine is a directly mailed monthly lifestyle magazine that gives affluent readers a full-circle view of where they live. Geographically, the magazine targets consumers who live west of highway 360 and 47% of their distribution is Northeast Tarrant county. 360 West distributes approximately 43,000 copies a month and has reached coffee table status.



76092 Magazine

(817) 632-8100 / info@360westmagazine.com / www.360WestMagazine.com

76092 Magazine is a glossy, free standing publication produced by 360 West magazine that is directly mailed to the most coveted households in Southlake, Westlake, Trophy Club, Keller, and Colleyville. Content is entirely about the area in which it is distributed and copies are also delivered to advertisers and high traffic business locations.

Colleyville Courier

(866) 617-4816 / www.StarTelegram.com/ColleyvilleCourier

The Colleyville Courier is the official newspaper of Grapevine and Colleyville ISD. Colleyville Courier has a circulation of over 7,800 that is directly mailed every Friday.

Community Impact Newspaper

(682) 223-1418 / dfw_press@impactnews.com / www.ImpactNews.com

Community Impact Newspaper is a monthly mailed publication delivered to every home and business in Southlake, Grapevine, Colleyville and Westlake, reporting hyper-local news and events. The newspaper is the fastest growing news organization in Texas (INC Magazine 2010-2012), with 878,000+ total distributions in DFW, Austin and Houston. Web, mobile, and social media marketing is also available.

Dallas Morning News

(214) 977-8222 / social@dallasnews.com / www.DallasNews.com

The Dallas Morning News is one of the largest circulations in DFW. The Dallas Morning is published daily, with target areas including: Tarrant, Denton, and Dallas counties.

Fort Worth Business Press

(817) 336-8300 / info@bizpress.com / www.FWBusinessPress.com

Fort Worth Business Press has a circulation of 10,250 printed copies per week, with a readership of 49,650. Fort Worth Business Press is a subscriber based business to business newspaper. Coverage includes business people and executive lifestyle. Dining, driving, home and living, and the target businesses include: banking, small business, legal profession, medical industry, high-tech, agri-business, real estate, finance and investing.

Fort Worth Star-Telegram

(817) 390-7400 / www.Star-Telegram.com

The Fort Worth Star-Telegram is a major U.S. daily newspaper serving Fort Worth and the Western half of the North Texas area. The Fort Worth Star-Telegram is the nation's oldest continuously operating online newspaper.

Grapevine Courier

(817) 390-7985 / www.Star-Telegram.com/GrapevineCourier

The Grapevine Courier is a weekly edition of the Star-Telegram that focuses on the people, news, sports and events of Grapevine. It also features information from Colleyville and Southlake.



Indulge Magazine

(817) 390-7785 / www.Star-Telegram.com/Indulge

Indulge Magazine is a monthly publication with news and advertising designed exclusively for the upscale reader. Copies are distributed at advertiser locations and recipients are selected based on home value, income and other criteria.

Keller Citizen

(817) 431-2231 / keditor@kellercitizen.com / www.KellerCitizen.com

The Keller Citizen covers government, school and community news for the city of Keller and its surrounding areas.

Society Life Magazine

(817) 657-2948 / www.SocietyLifeMagazine.com

Society Life has been covering the people and businesses of Northeast Tarrant County since 2006. Over 100,000 readers enjoy each monthly edition. Issues are mailed to affluent residents and are available throughout the community.



Southlake Journal

(817) 431-2231 / www.SouthlakeJournal.com

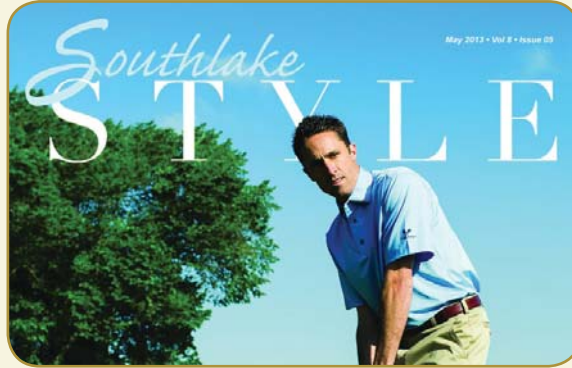
Southlake Journal

The Southlake Journal is a weekly edition of the Star-Telegram that focuses on the people, news, sports and events of Southlake. It also features information from Grapevine and Colleyville.

Southlake Style

(817) 416-4500 / www.SouthlakeStyle.com

Southlake Style provides exceptional local editorial monthly, in a full color lifestyle magazine devoted to celebrating all things Southlake. With a total circulation of 12,000+ via direct mail and distribution at high traffic restaurants, retail and professional offices throughout Southlake and Westlake.



Times-Register

(817) 431-2231 / www.Star-Telegram.com/TimesRegister

The Times-Register is a weekly newspaper covering Trophy Club, Roanoke, Haslet, Westlake and the Northwest school district. Times-Register is one of several Fort Worth Star-Telegram community newspapers.

The Quarterly Magazine

(972) 481-9903 / www.QuarterlyMagazine.net

The Quarterly Magazine was founded in Southlake in 1992 to provide our friends and neighbors in Grapevine, Southlake, Colleyville and Trophy Club with local discounts that consumers like to see. It now mails magazines four times a year FREE to 60,000 households.



Print Advertising Opportunities Continued

Altrusa International, Inc.

altrusa@altrusa.org / www.DFW.Altrusa.org

The Altrusa International Foundation is a non-profit worldwide volunteer service organization, devoted to contributing to human well-being through the development and implementation of effective local community service programs. The Altrusa International Foundation is dedicated to improving economic well-being and quality of life through a commitment to community services and literacy.



Apex Arts League

(817) 491-6333 / info@apexartsleague.org / www.ApexArtsLeague.org

The Apex Arts League is a non-profit organization that was established to enhance community awareness, participation and appreciation of the arts in the Apex, which is the north-central region of the Dallas / Fort Worth metroplex.

ARTSNET

(817) 283-3406 / artsnet@artsnetc.org / www.ArtsCouncilNortheast.org

ARTSNET is a non-profit organization that was founded in 1975. It is recognized by the Texas Commission on the Arts as the Arts Council which represents the 16 cities in north Tarrant County. Our programs include: grants benefiting the arts in north Tarrant County, Summer Arts College for kids, Art Therapy for Veterans, KEYS (Knowledge, Education, Youth, Success!) Community Art Program, MasterWorks Performing Arts Series, Visual and Performing Art instruction, and opportunities for the underprivileged and people with disabilities.

Christmas is for Children

(817) 723-7100 / donations@christmasisforchildren.com / www.ChristmasIsForChildren.com

Christmas is for Children is a non-profit organization founded in 1991 to serve children in need. Currently providing holiday gifts, toys, clothing and books to underprivileged children in Southlake and the Metroplex. The annual food drive provides food baskets to 900 needy families in Southlake and the Metroplex. Excellent volunteer opportunities are available for teenagers, adults, families, and businesses.



GRACE

(817) 488-7009 / www.GraceGrapevine.org

Grapevine Relief and Community Exchange (GRACE) is a non-profit relief agency that provides food, clothing, financial assistance, and other vital necessities to people who are struggling with a limited income or recent emergency. Compassion and assistance are offered as a response to God's grace by local churches in partnership with municipalities, businesses, civic organizations, and individuals.



Volunteer opportunities are available in all programs include: Volunteer Recognition Dinner, Capital Campaign, Annual Fund Campaign, UW Workplace Campaigns, CROP Walk, Gala and Christmas Cottage.

Greater Southlake Women's Society

(817) 251-0120 / greatersouthlakewomenssociety@yahoo.com / www.GreaterSouthlakeWomens-Society.com

Greater Southlake Women's Society is a non-profit service organization open to women who desire to be active in the community. They promote education, the arts, encourage civic involvement, and strive to preserve natural resources. Members attain personal development, forge common bonds with one another that result in life long friendships, and actively improve community life.

Metroport Meals On Wheels, Inc. (MMOW)

(817) 491-1141 / www.MetroportMOW.org

Metroport Meals On Wheels, Inc. is a grassroots volunteer advocate for the elderly and those in need by offering home-delivered meals, senior center lunch programs, and other support services. MMOW is about neighbors helping neighbors alleviate hunger, isolation, and loneliness in our communities, fosters the independence, worth, and dignity of each individual we serve.

SafeHaven of Tarrant County

(817) 535-6462 / info@safehaventc.org / www.SafeHavenTC.org

SafeHaven of Tarrant County provides 24-hour care to families fleeing life-threatening situations. In addition to a secure living environment, SafeHaven also offers basic necessities, such as clothes, toiletries, and meals. Legal services, professional counseling, transportation to and from work, on-site school and daycare, and medical and dental referrals is also provided.

Southlake Historical Society

(817) 896-4280 / boardmember@southlakehistory.com / www.SouthlakeHistory.org

The Southlake Historical Society collects and preserves the history of Southlake for those now living in the area and for future generations. They operate as the custodian of historical documents, records, and collections of local history memorabilia, creating interest in area history, and cooperates with other organizations in the fulfillment of their goals.



Southlake Newcomer's Club

(817) 310-3401 / southlakenewcomersclub@gmail.com \ www.SouthlakeNewComers.com

The Southlake Newcomers Club is open for membership to residents of Southlake and neighboring communities. The organization is a Social Civic Club providing the opportunity for friendship and community service.

Southlake Lions Club

(817) 812-3533 / www.SouthlakeLions.com

The Southlake Lions Club is part of the worldwide Lions organization. Lions are an international network of 1.3 million men and women in 205 countries and geographic areas who work together to answer the needs that challenge communities around the world. Known for working to end preventable blindness, Lions participate in a vast variety of projects important to their communities. These projects range from cleaning up local parks to providing supplies to victims of natural disasters. In Southlake the Lions are involved in many charitable events and are committed to helping the community and those less fortunate than themselves.

Southlake Sister Cities (SSC)

(817) 781-1587 / contact@southlakesistercities.org / www.SouthlakeSisterCities.org

Southlake Sister Cities (SSC) is a non-profit organization dedicated to fostering global understanding, friendship and communication through education and exchange. Regular meetings are the second Thursday of each month and attended by the Board of Directors and general membership. SSC is a proud member of Sister Cities International.

Southlake Women's Club

info@southlakewomensclub.org / www.SouthlakeWomensClub.org

Southlake Women's Club, Inc. is committed to providing community support and involvement through active participation and service, charitable contributions, grants, and special events (such as the annual Art In The Square event).

Clear Channel Radio

(214) 866-8000 / www.ClearChannel.com

Clear Channel Radio operations include radio broadcasting, online/mobile services and products, live concerts and events, syndication, music research services and independent media representation. Clear Channel operates various local radio stations such as: 92.5, 97.1, 102.1, 102.9, 106.1, 1190 (am).

Metro Sports Communications (MSC)

(817) 461-2777 / ckelly@metrosportscommunications.com / www.MetroSportsDFW.com

Metro Sports Communications represents the absolute best in high school football coverage. Each presentation consists of Division I- caliber analysis and play-by-play with the crisp, professional production elements similar to a national broadcast network. MSC produces radio broadcasts of Southlake Carroll Dragon football on KWRD (100.7 FM / The Word).



Carroll Education Foundation

(817) 949-5985 / khankins@SouthlakeCEF.org / www.SouthlakeCEF.org

Carroll Education Foundation's sole purpose is to generate and distribute resources for the benefit of the children of the Carroll Independent School District. The Foundation is instrumental in providing funds for special projects and equipment for CISD students and teachers. Opportunities for involvement include: sponsorships, individual volunteers, grant and contributor programs.

Carroll Independent School District (CISD)

(817) 949-7080 / www.SouthlakeCarroll.edu

Carroll Independent School District serves more than 7,600 students and 1,000 employees, with parent and community involvement as the hallmark of their success. Support comes from a variety of sources including: active parent-teacher organization, various booster clubs, Southlake Chamber of Commerce, Carroll Education Foundation and Digging for Dragons. Area businesses can become official sponsors of CISD.



Grapevine-Colleyville Education Foundation

(817) 251-5480 / www.GCISD-K12.org/Foundation

The Grapevine-Colleyville Education Foundation was created to support the educational programs of the Grapevine-Colleyville Independent School District. The Foundation provides funds beyond the normal operating budget for educational programs and activities for students and staff. Foundation funds are used to facilitate student achievement and skill development, recognize and encourage staff excellence and expand community involvement from individuals, businesses and civic organizations.

Keller Independent School District Education Foundation

(817) 744-1050 / www.KISDFoundation.net

Keller Independent School District Education Foundation is a non-profit organization with the purpose of bringing the KISD community together to invest in innovative educational practices in order to enrich the environment for student learning. The ultimate goal is to provide each student the opportunity to gain life skills needed to succeed in an ever more competitive world; helping parents to support their children's studies; encourage teachers and principals to develop and share best practices; and strengthen and build community networks that inspire innovation.

Northwest Independent School District Education Foundation

(817) 215-0174 / www.NISDTX.org

Northwest Independent School District Education Foundation is a non-profit organization of citizens that shares a vision of enhancing education in the NWISD. The foundation works to increase private support for educational activities in the NWISD. It assists students and teachers by supporting activities funded through private grants and involvement.



Grapevine-Southlake Soccer Association (GSSA)

(817) 410-9950 / info@GSSASoccer.org / www.GSSASoccer.org

Grapevine-Southlake Soccer Association is a non-profit local soccer organization serving the cities of Grapevine and Southlake. It operates under the authority of the North Texas State Soccer Association and United States Youth Soccer Association. Soccer seasons are Spring (Jan-May) and Fall (Sep-Nov). Participants range from U4 through U19, with the recent addition of adult playing leagues. For children wanting an accelerated skill path, GSSA also sponsors the Grapevine-Southlake Soccer Club for academy (U7-U10) and competitive teams (U11+).

Southlake Baseball Association

(972) 558-1690 / www.DragonYouthBaseball.org

Southlake Baseball Association is a non-profit organization committed to providing the area's youth with a positive and rewarding baseball experience. Open to all children between the ages of 5 and 17 years old.

Southlake Tennis Center (STC)

(817) 421-5605 / info@SouthlakeTennis.com / www.SouthlakeTennis.com

Southlake Tennis Center, which opened in October 1999, is located within Bicentennial Park in Southlake. A city-owned facility with 19 lighted hard courts, STC is the largest public tennis facility in Northeast Tarrant County. Open seven days a week, STC maintains a full schedule year-round with adult league play, a junior program for all ages and levels, private and group lessons, and tournaments.



To: **Southlake Business Owner / Managers**

From: **City of Southlake
Department of Economic Development & Tourism**



Topic: Listing your business on www.SouthlakeBusinesses.com [FREE!]

The Southlake Department of Economic Development & Tourism maintains the above noted website as a resource providing immediate access to all businesses in Southlake. PLEASE GO TO THE WEBSITE AND 1) Make sure you are on it, and 2) Make sure the information is correct and your business description is robust and includes any potential search keywords.

Click here to
add or update
your business

The website allows for several ways to query for a business:

- Alphabetically by the first letter of the business
- By the general type of business
- Search by unique keywords (The keyword search function utilizes the name of the business and the business description information as the basis for the search.)

Features included on each business listing include:

- First level results provide phone number and website links to the business
- A "map it" function takes you to a Google map showing the location of the business
- Restaurant listings include links to their main menu as well as their catering menu
- Any amenities that a business might have are identified, e.g. bar service, patio dining, delivery, wifi, breakfast, gift cards, private rooms, catering, kids menu and reservations
- Each listing includes a "Business last updated" date to identify the most recent verification of the information

Businesses submitted one day are usually on the website the following day.

For additional information contact the Dept at (817) 748-8039 / econdev@ci.southlake.tx.us

Denise Artho, Administrative Secretary

Local Business Report (LBR)

To support local businesses the City implements a free program called a Local Business Report (LBR) at City Council meetings. The intent of the program is to raise the awareness of the business and encourage citizens to visit the business. The program has the following characteristics:

- One PowerPoint slide is used (prepared by City staff, pictures provided by you, approved by business). Generally it will have the business name, location, phone, website, and either a logo or picture of the business.
- The business representative is introduced at the podium by the staff of Economic Development & Tourism and is given 2-3 minutes (maximum) to give Council an overview of what their business sells or what their restaurant provides.
- Optional: Business related handouts can be provided to Council / staff (approx. 10). E.g. chocolate bites for a Chocolate business, popcorn for a Popcorn business
- Optional: Pamphlets or menus may be provided to Council (10) and/or set out on the tables at the entry to the chambers (50 +/-)
- The presentation is taped as a part of the Council meeting and is played on the City's cable channel for two weeks. All meetings are also available via the City's website for review if desired.
- The presentations are generally between 5:30 and 6:00 p.m. at regular City Council meetings on the first and third Tuesdays of the month at Town Hall, 1400 Main Street.

We would like to offer you the opportunity to present a LBR at an upcoming meeting. If you are interested, please contact Denise Artho in the Department of Economic Development & Tourism at the following: PH: (817) 748-8039 or dartho@ci.southlake.tx.us