Leveraging Artificial Intelligence

Virginia Main Street Regional Rev Up

St. Paul | Winchester | Hopewell

September 16-18

Offered by:
VIRGINIA MAIN STREET
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In Partnership with:
MAIN STREET AMERICA
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Getting to know you!

- Name
- Organization / Where in the state?

Pick a question:
- If you could have AI do one task for you every day, what would it be?
- What's one thing you wish AI could do that it currently can't?

- On a scale of 1-10, how comfortable are you with using AI tools in your daily life? (Share or just write it down).

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Let's play a game!

- Grab a card and stand up.
- Meet people in the room.
- Write names down of people you meet who pertain to the description on the card.

- Have different names in a row, column or diagonal.
- First person to complete a row, column, or diagonal wins!

TECH TALK BINGO — MAIN STREET AMERICA

Ridden in a Self Driving Vehicle	Have Netflix	Use Facial ID	Scroll Instagram
Say "Hey Google"	Use Image Recognition	Play Video Games	Scanned A Business Card
Use "View In Room" Features	Use a CRM	Google Translate via Camera	Use a Chatbot
Use Waze or Google Maps	Scan Barcodes with Phone	Own Firbit or Apple Watch	Have Crash Detection in Car

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Winner Winner! – Reflections?

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Setting the Foundation - Generative

Co-Pilot   **ChatGP**

Generative AI

Creates new content, such as text, images, audio, or video, by learning from existing data.

Can replicate existing patterns and generate novel content resembling input it was **trained on**.

Industries: creative for content generation, design, and simulations.

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Setting the Foundation - Predictive

Predictive AI

Uses historical data to forecast future outcomes, identifying patterns and trends to anticipate results.

Industries: finance, marketing, healthcare, and retail for tasks like predicting customer behavior, market trends, risk analysis etc.

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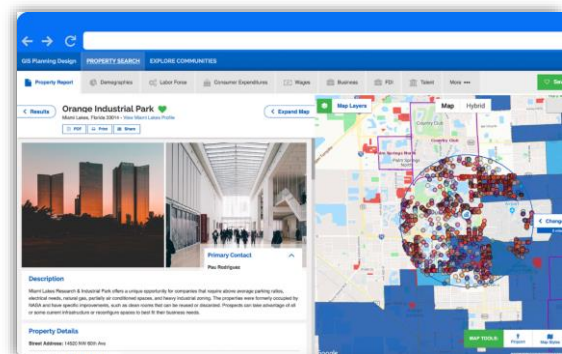# Tools For Economic Development

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Setting the Foundation – Economic Development

GIS Planning – Zoom Prospector

- Provides geographic data analysis to identify potential locations for business investments based on factors like demographics, available infrastructure, and commercial real estate.

- Cost: Customized based on package

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Setting the Foundation – Economic Development

Fliki **– AI Video and Audio Creation**

- Creates quick, professional-quality videos or audio presentations that can be used in promoting economic development initiatives or local investment opportunities.
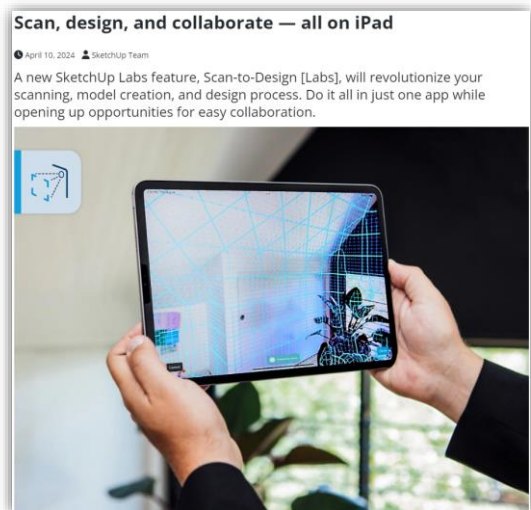- Cost: Free basic features and paid plans starting at $6 per month.

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Setting the Foundation – Economic Development

SketchUp Reimagining Spaces

- Allows users to create 3D models of buildings and spaces, helping visualize potential uses of vacant properties.
- Reimagine spaces for different purposes, such as converting old industrial buildings into residential or commercial properties.
- Cost: Free trial. $119-$749 per year

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Tools For Small Businesses

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Setting the Foundation – Small Business

Tools for Small Businesses

- Digital Marketing
- Planning
- Inventory Management
- Forecasting Demand

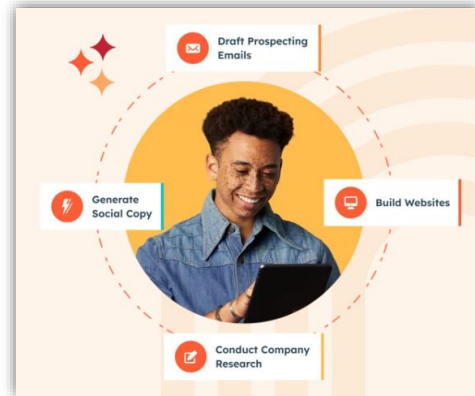*Start with what you know and what you're already using.*

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Setting the Foundation – Small Businesses

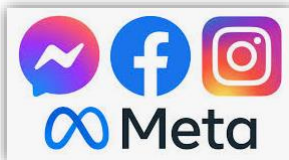**HubSpot Customer Relationship Management**

- Analyze customer behavior, score leads, and forecast sales. It helps small businesses predict customer needs and prioritize their outreach.

- Great for sales and marketing teams looking to increase customer engagement and close deals more efficiently.

- Cost: Free basic. Start at $45 per month
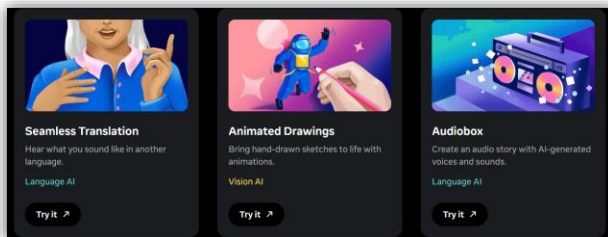

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Setting the Foundation – Small Businesses

Meta: Facebook and Instagram Ads

Meta AI Suite of Tools - in development

- Uses AI to optimize ad targeting, audience segmentation, and ad delivery.

- Their algorithms analyze user behavior to help businesses reach the right customers with personalized ads.

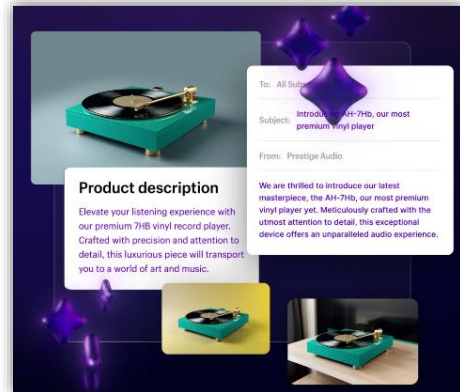- Cost: Free. Can start with small daily or monthly budget

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Setting the Foundation – Small Businesses

Shopify (Advanced Plan)

- AI-powered tools predict customer purchasing behaviors, suggest product recommendations, and optimize inventory management to prevent stockouts.
- For small e-commerce businesses aiming to improve customer experience and optimize sales using AI-driven insights.
- Cost: Start at $29 per month

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Getting Started With Generative AI

- Understand the Basics
- Determine your goals
- Choose your tools: Chat GPT + Canva
- Prompts: start simple and refine – Text and Image generation
- Set clear guidelines for quality control
- Customize to your voice
- Be mindful of ethics: Check and double check for accuracy, bias and sources
- Explore, learn and have fun!

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What makes a good prompt?

- Be specific with your question to clearly define your goals and what you need.
  - I'm a community organizer planning a shop local event for Small Business Saturday. Please provide ways businesses can engage with customers during the event.
- For personalized recommendations, provide specific boundaries towards preferences.
  - I travel a lot for work. Please suggest a few audio books to listen to that are fictional series and considered mystery or adventure.
- Frame hypothetical situations of scenarios to get advice or insights.
  - I'm thinking about opening up a coffee shop in a historic downtown district. Please explain some key factors to consider for success.

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What makes a good prompt?

- Request creative ideas to get inspiration and help with brainstorming.
  - We have new residents moving into the community. Please provide some creative ideas to make them feel welcome while showing them how to get involved with our organization.
- Ask to analyze or summarize key points to help provide insights to large topics or pieces of information.
  - We are a non-profit economic development organization. Please analyze and summarize demographics and psychographics of my community.
- Ask for explanations or comparisons between complex topics or between options.
  - Please define what a Tax Increment Finance District is and its benefits.

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Generative AI Process

Creating a Work Plan

- Teach: Mission, vision, strategies
- Scan website
- Upload documents
- Community information
- What is your organizational voice?

SAMPLE

Please develop a work plan with sample budget for **a shop local promotions event** encouraging **people to come downtown** to **support their local businesses**.

In the work plan include a columns with the following information: Description of activity or task to complete, team member responsible, time frame to complete task and projected cost (if any).

Please provide **ways businesses can engage** with their customers during the event.

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Generative AI Process

SAMPLE

Please provide a marketing and communications plan for the "Shop Local" event to help increase foot traffic and sales for downtown businesses 6 weeks leading up to the holidays.

We are targeting local residents and holiday shoppers, who are mainly young families and semi or mostly retired people living within 15 minutes of the downtown district.

Marketing & Communications Plan

- Understand event and possibly marketing objectives
- Know your target audience
- Continue to train to your Main Street voice. Key messaging.
- Still AI is not perfect

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Generative AI Process

Creating a Promotional Collateral

- From Chat GPT to Canva
- Upload photos
- Upload short videos
- Use Reels or TikTok template
- Check out Other Apps
- Chat GPT has GPTs too!

SAMPLE

Please provide a poster for the event.

Fun shop local video!

- Change brand
- Magic write: rewrite
- Add music

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Lunch Break

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DIY IRL: Table Group Activity

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Show and Tell

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9/18/2024

Round Table Discussions

• Now, on a scale of 1-10, how comfortable are you with using AI tools in your daily life?

• Reflections on what you believe is the impact of AI in the field of community or economic development.

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Street
VIRGINIA DEPARTMENT
OF HOUSING AND
COMMUNITY DEVELOPMENT

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