



**Borger, Inc.**  
the Borger Economic Development Corporation  
1111 Penn St. Borger, TX 79007  
(806) 521 – 0027

## **Built in Borger Campaign - Frequently Asked Questions**

### **What is “Built in Borger”?**

Built in Borger is a campaign by Borger, Inc., the Borger Economic Development Corporation, created to share the success stories of individual Borger-based businesses. The purpose of the campaign is to promote existing Borger businesses, highlight opportunities for new business ventures, and offer inspiration and education for new entrepreneurs and small business owners. We will be sharing the stories collected on our Facebook page and website. Your story is an important part of Borger’s economic history, and we want to share it!

### **Which businesses are eligible?**

Borger, Inc. staff will select businesses located in the Borger, Texas area to participate in the Built in Borger campaign. Other than being based in Borger, there are no specific eligibility criteria. If you are interested in having your business featured in the Built in Borger campaign, please call Michelle Gray at 806-521-0027.

### **How are businesses chosen for Built in Borger?**

Borger, Inc. plans to feature one business each month throughout the campaign. Each business that desires to participate will complete the attached questionnaire and choose at least 4-5 questions to answer. Feel free to answer more questions – the more information given to us, the better we can tell your story. We will review your submission and contact you either via email or phone to supplement the questionnaire by setting up an in-person meeting. Although our desire is to spotlight every business that expressed interest, we may ultimately have to narrow down our selection. We will choose companies based on our goals of (1) featuring a variety of industries, (2) sharing the most compelling and unique stories that represent Borger well, and (3) providing helpful information on what it’s like to own/operate a business in Borger.

### **What information will be shared with the public?**

In addition to your responses from the attached questionnaire, we will also want to use pictures and/or videos of your business. These images will be captured by us and/or our agents during a scheduled in-person visit to your business. Images can make all the difference in telling your story. The kinds of images we like are share are those showing your team in action, images of your founders and current leadership team, and “behind-the-scenes” shots. We may also request the owner/CEO, leadership team, and/or staff to participate in an on-camera interview.

### **Is there a fee to be featured?**

Absolutely not! Our goal is to feature your business while also providing helpful information about business ownership in Borger. By participating in Built in Borger, you are helping us promote our community’s business-friendly climate and unique history.

### **How do I submit my business?**

It’s easy! Simply fill out the questionnaire and drop it by Borger, Inc., 1111 Penn St, Borger, TX 79007. You can also email a copy to [mgray@borgeredc.com](mailto:mgray@borgeredc.com).



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## **Borger, Inc. Built in Borger Campaign**

**Business Name:** \_\_\_\_\_

**Who to contact for more info:** \_\_\_\_\_

**Email address of contact person:** \_\_\_\_\_

**Phone number of contact person:** \_\_\_\_\_

**Website URL:** \_\_\_\_\_

**Number of employees (Including owners):** \_\_\_\_\_

**Please answer the following three (3) questions:**

- 1. Where can your customers find you? (online, in person, by phone)**

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- 2. What role did the BEDC play, if any, in helping you start or grow your business?**

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- 3. When you are not working, where in the Borger area do you spend your time?**

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### **This is YOUR story!**

Please choose 4 or 5 of the following suggested questions to answer in detail. Please answer **at least ONE** (1) of the questions notated with an \*asterisk. Write responses to questions that you feel best tell your business' unique story and/or are the types of questions you would be interested in hearing answers to if you were starting a new business in Borger.

1. What inspired you to start your own business? And how many years have you been in business?
2. What gave you the boldness to step out into the dream you had of owning your own business?
3. How did you develop the skills to start your business? What is your background? Education? Work Experience? Etc.
4. Why is your business located at this site? What made you choose Borger?
5. Do you have a mission statement? Explain.
6. \*What has been your biggest challenge?
7. What is the one thing your business is known for over your competitors? What sets you apart from others? And why are you known for that?
8. How do you market your business?
9. Where do you see your business in the next year? Five years? Ten years?
10. \*If you could go back to the beginning and know what you know now, what would you have done differently (if anything)?
11. What is the biggest "success" in your business history? How did it come about, and what has it meant to your business?
12. \*Did you ever 'almost' go out of business? Explain when and why. How did you manage to stay in business? What did you do to press through?
13. Are there any ethical concerns that your type of business must deal with? How do you deal with those?



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14. What is the biggest risk you have ever taken in your business? Explain what it was, what could have happened if it had gone wrong, and the end result/lesson learned.
15. \*What is your best advice for another person who is considering starting their own business?
16. If you had an extra \$100,000 to invest in your business, what would you use it for?
17. Describe a typical workday.
18. Tell us an interesting and fun tidbit about your business.
19. If your business were a book, song or famous artwork, what would it be and why?

**Question # \_\_\_\_\_**

**Response:**

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**Question #\_\_\_\_\_**

**Response:**

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**Question #\_\_\_\_\_**

**Response:**

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**Question #\_\_\_\_\_**

**Response:**

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**Question #\_\_\_\_\_**

**Response:**

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