Index.html

Fred Texas Chamber of Commerce

Our purpose is to be instrumental in the development and growth of business in Fred. We want to be a helping hand to the local businesses and to be an advocate for them. The economic growth of Fred is vital to the community, and we see the potential for Fred to be the go-to destination for those wanting to escape city life. We are here to support you and your goals.

Logo

Description automatically generated

Target-audience.html

Our target audience are people looking to open businesses in Fred as well as existing businesses. They will likely be coming to the site for advice and help with their business. In the site they can find resources such as helpful websites, other local businesses willing to offer advice and help, lists of useful local professions/businesses like contractors, suppliers, accountants, banks, and others that might be needed for running a business. This site is about the growth of the community. Another person might access the site as a visitor to the community and needing to find lodging, food, or activities. Here they will find a wide variety of all that Fred has to offer. These scenarios could look like this:

-I need to update the look of my business. Who is a good local designer that could help me with this?

-I am trying to get everything in order to start my business but I don’t know where to go for permits.

-Which banks or credit unions offer good rates on small business loans?

-Where is the closest dock to put my boat in at the lake?

-Does any of the local lodging have current deals going on?

-Who has the best food in town?

Persona1: Business Entrepreneur/Future Business Owner

Fictional Name: Benjamin Davis

Current Job Title: Property Manager, Glamping Adventure Destinations

Demographics: 40 years old, Married, Father of two daughters, Associates Degree in Business Management.

Goals and Concerns: -He is young and wants to chase his own ambitions and dreams.

-His dream is to open a tailored glamping experience in an up and coming area near a lake.

-His hesitation with taking the next step is fear of lack of resources and support.

Strengths: Computers, money management, detail oriented, regarded as a great boss.

Persona2: Restaurant Owner

Fictional Name: Jack Wright

Current Job Title: Owner and Operator of Chuck’s BBQ in Fred, Texas

Demographic: 68 years old, Married, Father of six kids and grandfather of 15 grandkids, 47 years of experience in the food industry, owner of Chuck’s for last 33 years.

Goals and Concerns: -Jack is ready to retire and has been training his youngest son to take over the business.

-Jack wants the restaurant to stay in the family and is planning to turn it over to his son within the next couple of years.

-The restaurant has had a steady decline in business over the last few years and believes it is due to an outdated look and experience.

-His son has big ideas but Jack is concerned that the business won’t pick up enough to cover the costs. He fears that without support from the people in the community, he is just leaving a failing business to his son.

Strengths: Strong ties to the community, years of running a thriving business, no debt, cares about the quality of his product and the people around him.

Design.html

Color pallet: <https://coolors.co/palette/35a1b2-297373-ff8552-e6e6e6-39393a>

Fonts: <link href="https://fonts.googleapis.com/css2?family=Bruno+Ace+SC&family=Castoro+Titling&family=Cinzel+Decorative&family=Noto+Sans+Georgian:wght@300&display=swap" rel="stylesheet">

Site

https://blaketorres2000.github.io/wdd230/ChamberOfCommerce/SitePlan/design.html