

Entrepreneurship and Innovation Contract

Monthly Update

October 1, 2020



Monthly Metrics:

- We served **47** Fayetteville entrepreneurs through **42** 1:1 high quality free consulting, mentoring, counseling, training, support, and assistance engagements
 - **14** women owned ventures through these 1:1 engagements
 - **10** minority owned ventures through these 1:1 engagements
 - **5** veteran owned ventures through these 1:1 engagements
 - Companies like Unmanned Vehicle Technologies
- **23** Event, Workshop, and Program engagements for Fayetteville entrepreneurs serving nearly **2267** attendees

Monthly Progress Highlights:

- In partnership with the City, continued to lead COVID-19 task force and emergency management and disaster response regarding the small business and startup community
- Continued ALL events virtual and kept our event cadence very high despite the COVID-19 circumstances.
- Led and supported virtual events ranging from “R&D Tax Credits” to “Developing a Relationship With Your Banker” – providing maximum education and inspiration opportunities to Fayetteville entrepreneurs.

STARTUP WEEK! (Improvise. Adapt. Overcome.)

- Due to the devastating pandemic, we could not hold the Startup Crawl 2020. Instead, we pivoted and in partnership with Startup Junkie Foundation launched **Startup Week!** Startup Week 2020 included five nights of virtual, televised events and local food and drink pairings that highlight startups, small businesses, restaurants and breweries.
 - Each night, local startups we’re showcased on Fayetteville Public Television (FPTV) and YouTube in short video clips **reaching an audience of over 2000 during the week.**
 - 65 individual startup / small business videos created providing evergreen content for local entrepreneurs beyond event week
 - GameChanger interviews with **Steve Case, Mack McLarty, Tom Gordon, and Sam Alley**
 - Over **80** local startups, small businesses, breweries, and restaurants participating
 - **6** feature length programs produced (**IdeaFame, GameChangers, Underserved Community Panel Discussion**)

Monthly Progress Highlights:

- Continued support of the City's Outdoor Refreshment Area initiative. Critical to helping drive business to our local small businesses while helping mitigate CoVid-19.
- Continued regular announcements relaying the latest federal and state aid updates for small businesses, and in doing so responded to hundreds of inquires from small businesses working with them on the mechanics and details of each (Cares Act, EIDL, and AEDC programs and incentives).
- Continued to spend significant time and effort in 1:1 virtual no-cost consulting sessions with small business owners dealing with the existential issues due to CoVid-19.
- Continued work on the Spectrum Living Solutions project to advance the progress on this critical project.
- Continued advocating to Congressional, Federal, and State authorities for key programs and incentives to support the small business and startup community during CoVid-19.
- Created end of contract report to be presented to City leadership recapping impact, progress, and ROI.