

# Entrepreneurship and Innovation Contract

## Monthly Update

Jan 1, 2022



# Monthly Metrics:

- We served **48** Fayetteville entrepreneurs through **44** 1:1 high quality free consulting, mentoring, counseling, training, support, and assistance engagements
  - **18** women owned ventures through these 1:1 engagements
  - **10** minority owned ventures through these 1:1 engagements
  - **3** veteran owned ventures through these 1:1 engagements
  - Companies like the Sip of Southern
- **2** Event, Workshop, and Program engagements led and supported for Fayetteville entrepreneurs serving nearly **46** attendees

# Monthly Progress Highlights:

- In partnership with the City, continued to support the Fayetteville Small Business Resiliency Task Force (FSBRTF) as needed.
- Continued to support the City of Fayetteville Economic Recovery and Vitality Steering Committee planning work.
- Continued leading and supporting virtual events.
- Continued support of the City's Outdoor Refreshment Area (ORA) initiative. Critical to helping drive business to our local small businesses while helping mitigate the pandemic.
- 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.
- Continued to spend significant time and effort in 1:1 virtual no-cost consulting sessions with small business owners.
- 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 recovery.
- Led and supported like "Starting a Home-based/Online Business in 2022 – HER Entrepreneur Journey" – providing maximum relevant education, resources, connections and inspiration opportunities to Fayetteville entrepreneurs.