

# Entrepreneurship and Innovation Contract

## Monthly Update

For The Month Of April, 2023



# Monthly Metrics:

- We served **48** Fayetteville entrepreneurs through **37** 1:1 high quality free consulting, mentoring, counseling, training, support, and assistance engagements
  - **14** women owned ventures through these 1:1 engagements
  - **9** minority owned ventures through these 1:1 engagements
  - **4** veteran owned ventures through these 1:1 engagements
  - Companies like Greenway Bike Co
- **7** Event, Workshop, and Program engagements led and supported for Fayetteville entrepreneurs serving nearly **344** attendees

# Monthly Progress Highlights:

- Tentatively set Startup Crawl date for Sept 8, and continued early planning. Engaged w/City Art's and Culture Director to collaborate regarding art integration.
- Continued leading and supporting virtual and in-person innovation and entrepreneurship focused 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 to spend significant time and effort in 1:1 no-cost consulting sessions with small business owners and innovators.
- Continued work on the Spectrum Living Solutions project to advance the progress on this critical project.
- Led and supported venture and innovation events ranging from "Perfecting The Pitch @ CenterSpace" to "2023 Lunch & Learn Series: How to Optimize Your Marketing Strategies"– providing maximum relevant education, resources, connections and inspiration opportunities to Fayetteville entrepreneurs and stakeholders.