

Entrepreneurship and Innovation Contract

Monthly Update

December 1, 2020



Monthly Metrics:

- We served **41** Fayetteville entrepreneurs through **52** 1:1 high quality free consulting, mentoring, counseling, training, support, and assistance engagements
 - **16** women owned ventures through these 1:1 engagements
 - **7** minority owned ventures through these 1:1 engagements
 - **3** veteran owned ventures through these 1:1 engagements
 - Companies like Freckled Hen Farmhouse
- **22** Event, Workshop, and Program engagements for Fayetteville entrepreneurs serving nearly **1114** 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.
- 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.
- 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.
- Led and supported virtual events ranging from "Tips & Tricks For Selling On Etsy" to "Scalability Check" – providing maximum relevant education and inspiration opportunities to Fayetteville entrepreneurs.