

Entrepreneurship and Innovation Contract

Monthly Update

May 1, 2022



Monthly Metrics:

- We served **56** Fayetteville entrepreneurs through **51** 1:1 high quality free consulting, mentoring, counseling, training, support, and assistance engagements
 - **21** women owned ventures through these 1:1 engagements
 - **14** minority owned ventures through these 1:1 engagements
 - **1** veteran owned ventures through these 1:1 engagements
 - Companies like Urban Cellar Winery
- **10** Event, Workshop, and Program engagements led and supported for Fayetteville entrepreneurs serving nearly **2730** attendees

Monthly Progress Highlights:

- Startup Crawl was a MASSIVE success. We had approximately 2000 attendees, 13 breweries, 4 bands, and 50 participating venture companies. This is the largest entrepreneurship and innovation focused event in the multi-state region, held right in Downtown Fayetteville.
- Continued to support the City of Fayetteville Economic Recovery and Vitality Steering Committee planning work.
- 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 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 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.
- Continued advocating to Congressional, Federal, and State authorities for key programs and incentives to support the small business and startup community related to pandemic recovery.
- Led and supported venture and innovation events ranging from "Go To Market Strategy Demystified with GrowthX Max Menke" to "Tools For Social Innovation"—providing maximum relevant education, resources, connections and inspiration opportunities to Fayetteville entrepreneurs.