Lifting Underserved Populations: A Look at Award Winning Equity Programs

JANUARY 19, 2021
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Josette Fitzgibbons

Business Program Officer
Urban Redevelopment Authority of Pittsburgh
Pittsburgh, PA
Technical Assistance at REDC for the NH New Americans Loan Fund

Overview

Our Team

Examples

Teach a Client to Fish

Laura Harper Lake
Advisor | Graphic Designer
OVERVIEW

REDC offers free one-on-one technical assistance to start-ups and emerging New Hampshire companies, through strategic, financial, and marketing and design advising. This includes:

- Business plan development
- Business financials
- Partnerships
- Financial packaging recommendations
- Exporting and importing support
- Market research
- Employee guidance
- Credit preparedness
- Logo & Brand development
- Graphic design for marketing materials
- Website design & tutelage
- Video creation and editing
- Product photography
- Social media advisement
Our TA Team

Our Technical Assistance team works with all of the NH New Americans Loan Fund clients to ensure they are supported with tools and resources to grow their businesses.

Technical Assistance Coordinator

Design Advisor

Business Advisors
Augustine Nyonzima,
Technical Assistance Coordinator
Chris Duffy,
Business Advisor

Kerri Salls,
Business Advisor
Laura Harper Lake,
Design Advisor
Design Services

- Logo
- Business Card
- Stationary
- Menus
- Product Labels
- Brochures | Fliers
- Vehicle wraps and decals
- Sell Sheets
- Postcards | Mailers
- Website Design
- Photography
- Social Media Help
Foresight Tax Services
Zem Zem Mediterranean Restaurant

Graphic Design

New Phase
THE SHOP

HERE FOR THE COMMUNITY.

People in my community were having a difficult time finding the right products and style. Opening this shop is a gift. We offer a wide variety of hair products and styles to keep you looking your best. We welcome all types of hair and offer a range of products and services to suit your needs.

We offer a variety of products, including wigs, braids, extensions, and styling products. Our goal is to help you look and feel your best.

READ MORE →
"Teach a Client to Fish"

- We teach the client new skills so they can be self-sufficient in running their business.
- Client is empowered to keep learning.
- Saves them more money in the long run.
- We are still here to help and check in on our clients.
Thank you!

Laura Harper Lake
Design Advisor | Graphic Designer

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www.REDC.com
Catapult: Startup to Storefront is a partnership between the URA and Catapult Greater Pittsburgh (formerly Circles Greater Pittsburgh). Paramount Pursuits is the technical assistance partner. The program 12-month business incubation strategy essential for entrepreneurs looking to start a business or existing businesses looking to grow. The one-on-one mentoring consultations, educational seminars and local strategic partnerships are designed to help underserved entrepreneurs achieve sustainable success to establish a sense of permanence in emerging business districts.
Why do we need Catapult: Startup to Storefront?

The three biggest barriers that small entrepreneurs face:

• Access to capital
• Affordability of space
• Knowledge
How Was Catapult: Startup to Storefront Developed?

Meeting, planning and recruiting
- January, 2018: Develop concept
- February, 2018: Recruit participants
- March, 2018: Choose participants
- April, 2018: Start program

Partners
- Circles Greater Pittsburgh – program management, in kind services, budget allocation
- URA – funding and staff time
- Neighborhood Allies – funding
- East Liberty Development Inc – staff time in development of program, significantly reduced rent for space
- Paramount Pursuits – technical assistance and program partner
Gallery on Penn

- 3500 sf retail space on Penn Avenue
- Single story building, owned by ELDI, vacant
- ELDI brought space to code
- Reduced rent (~ $5/sf) for 18-24 months, until space is developed/sold by ELDI
- Opened in November, 2018
Lessons Learned from Cohort 1:

• Catapult is best suited to lifestyle businesses
• Technical assistance and involvement is critical beyond the initial cohort
• Networking and partnerships among the businesses is a key factor
Continuing assistance for alumni businesses:

• Retail Boot Camp
• Dealing with day to day running of a business
• Is permanent physical space the right move?
• If so, how to get there
• Looking at the possibility of continuing to share space
Moving Forward – 2020-21

- Program pivoted to virtual meetings and sessions
- URA set up Gallery on Penn ecommerce site
- Several businesses took advantage of URA loans and Get Online Grow Online program
- East Liberty Cohort 3
- Improvements to Gallery on Penn
- Hill District Cohort 1
- Opening of Gallery on Centre
- Catapult Kids Cohort
- Catapult Food Cohort
- Potential Hazelwood Cohort
Moving Forward

Funding

• URA
• PNC
• Catapult Greater Pittsburgh
• Pursuing additional private/foundation funding
• Goal is to build a sustainable program, with less reliance on public funding, adding one site per year.
Q&A Discussion — Please type your questions into the “Questions” Box

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Chester, VA

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Graphic Designer and the Design Business Advisor
Regional Economic Development Center
Raymond, NH

Laurel Adams
President
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Raymond, NH

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UPCOMING WEBINARS

The Minority Woman Entrepreneur: The Economic Gender Gap

- Monday, February 1| 3:00 p.m. – 4:30 p.m. ET

View our complete listing of webinars at www.IEDCOnline.org/Webinars.
Questions? Please contact webinar@iedconline.org.
THANK YOU

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