



Small Business Initiative Build the Block

Small Business Initiative Program Mission & Vision Statement

- The Small Business Initiative empowers entrepreneurs to successfully steward business ownership and operation.
- This program aims to provide an end-to-end business development solution that will equip business owners with a step-by-step toolkit spanning from ideation to revenue generation.
- As a result of this program, a diverse array of Norfolk businesses are aware of and have access to the full suite of services, incentives, talent, and expertise available to support their growth and retention.

Small Business Initiative Pillars

- Entrepreneur Self-Service
- Technical Assistance Clinic
- Build the Block
- Capital Access Program

Objective #1 – Entrepreneur Self-Service

Equip business owners with self-paced tools and training to launch and build their business.

Success Metrics:

- # of new businesses started
- # of jobs created
- # of individuals trained
- # of events and programs launched

Tactic 1: Online self-guided tour on launching a business in Norfolk

Tactic 2: Virtual biz cafes on foundational business acumen

Tactic 3: Connect with ecosystem partners for business planning and other operational supports

Tactic 4: Facilitate connection for business licensure process

Objective #2 – Technical Assistance Clinic

Increase resiliency, capacity and stabilization of small businesses.

Success Metrics

- % change in revenue
- # of employees
- Cash on hand (reserves)
- Debt-to-income ratio
- Creditworthiness
- Owner's confidence in submitting applications for capital

Tactic 1: Ongoing follow up and case management of new and existing businesses

Tactic 2: Connecting businesses with partner organizations to procure services such as accounting, legal, marketing, etc.

Objective #3 – Build the Block

Encourage businesses to build and maintain relationships within their community.

Success Metrics

- # of businesses with community memberships
 - Chambers
 - Business Associations
 - Taskforces
 - Civic Leagues

Tactic 1: Facilitate connection to local business associations, civic leagues, and task forces to build relationships and B2B opportunities

Tactic 2: Co-host community development business programming with interdepartmental resources

Tactic 3: Source and promote shared services throughout Hampton Roads

Objective #4 – Capital Access Program

Increase access to capital via Norfolk grant and loan programs and beyond.

Success Metrics

- # of applications supported
- # of awardees that go on to receive other capital

Tactic 1: Educate potential applicants on readiness and documentation

Tactic 2: Boots on the ground marketing campaign to include flyers, radio, and advertisements

Where Do We Go From Here?

Build the Block is an interdepartmental collaboration aimed at better connecting business owners with City resources, Norfolk residents, and other members of the business community.

Stakeholders

The City of Norfolk (Economic Development, Diversity, Equity, and Inclusion, and Neighborhood Engagement), Broad Creek community, Councilwoman Mamie Johnson, and Norfolk at-large.

Step One: Assess a Neighborhood's Business Needs

Step Two: Curate Business Association Toolkit

Step Three: Pilot the initiative in Broad Creek

Business Association FAQ

- What is a business association?
 - A business association refers to membership organizations that are engaged in and supportive of the promotion of the business interests of their members
 - Helps existing businesses to grow locally, expand into new markets and remain competitive in an increasingly complex and evolving global marketplace
- How can you benefit from participating?
 - Training, resources (funding & grants), networking, business-to-business partnerships, etc.
- What does it take to create a business association?
 - BTB Business Association Toolkit

Business Association Toolkit

- Step-by-step guide to starting a business association
- Norfolk business association contact list
- City department resource list & council administration
- Ecosystem Asset Map (business resource partners)
- Meeting templates to cover agenda, notes, etc.
- DEI Resource List including books, articles, and other media references

Building Community Relationships

- Business to Business
 - How can neighborhood businesses partner?
 - Feature other businesses/artists, post community boards
- Business to Resident
 - What can businesses do to better engage their neighborhood residents?
 - Host community events, create rewards/loyalty incentives, employ locals
- Resident to Business
 - What can residents do to support their neighborhood businesses?
 - Shop locally, share and tag on social media, refer others

Backyard Examples

- Jollity & Co.
 - Hosts community events in their space to increase their exposure
- Coaster Coffee
 - Houses community assets like a garden and partners with local farmer's markets
- Norfolk Smoothie
 - Makes friendly sidewalk connections and invites customers