

FY2022 Buncombe County Strategic Partnership Grant Report

Organization Name:	Carolina Small Business Development Fund	
Project Name:	Western Women's Business Center	
Reporting Quarter: (Check one)	<input type="checkbox"/>	Quarter 1 (July 1, 2021 - September 30, 2021)
	<input type="checkbox"/>	Quarter 2 (October 1, 2021 - December 31, 2021)
	<input type="checkbox"/>	Quarter 3 (January 1, 2022 - March 31, 2022)
	<input checked="" type="checkbox"/>	Quarter 4 (April 1, 2022 - June 30, 2022)

Narrative summary of grant related activities

Please provide brief responses that fit within the box provided

Overall project updates:	<p>This quarter, we held 15 trainings /events including our monthly African American Business Association (AABA) with over 140 attendees on business-related topics, including Content Planning, Preparing for a Small Business Loan, Marketing 101, Business Blueprint, Branding your Business, Financial Literacy, Building your brand using TikTok, QuickBooks, and more.</p> <p>We provided over 160 hours of one-on-one business coaching to 52 clients.</p> <p>The WWBC staff attended and participated in the following events: 2022 Outdoor Economics Conference, SCORE Awards Ceremony, WNC Black Business Expo, Literacy Together Event, WomanUP Workshop, Grindfest Celebration, Partner Community Capital Meet & Greet and the Women to the Front Music Festival.</p> <p>On April 23, 2022, the WWBC hosted the second Holiday Pop-up event at the Asheville Mall featuring more than 27 women and minority-owned businesses from across WNC. The mission of this event is to support the success of women entrepreneurs in the community and to expose home-based businesses to more clientele. See WLOS 13 News Articles about the event:</p> <p>This year, we offered the WWBC 7th Annual Conference - The Spirit of Women, at no cost to participants with 161 people attending. The goal of the conference was to foster conversations and connections between women entrepreneurs and emerging leaders who are shaping and creating economic recovery for the future economic foundation of Western North Carolina</p> <p>The WWBC was recognized and received an award from SCORE in Asheville for helping female entrepreneurs succeed by providing one-on-one coaching, workshops, and access to capital.</p>
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<p>Activities related to increasing equity, diversity and inclusion:</p>	<p>The Latino program has hosted three statewide virtual events during Q4. The first event was named "Recursos para Empresarios Latinos" (Resources for Latin Entrepreneurs), we had over 15 attendees including future business owners from the Asheville area. During this event, we provided information on how to open a business and resources</p> <p>The 7c of credit" this event was promoted statewide, and we had a good reach all throughout NC, including Buncombe County, we had over 20 attendees, that event was in partnership with the Women's Business Center of NC</p> <p>On June 23, 2022, the Asheville Chamber of Commerce, Latin Business Council Committee, held the first networking and resource event for Latino Businesses. The goal of the committee is to connect Latin business owners with one another as well as resources. We have a great group of community partners that have come together for this important initiative. The next event is tentatively planned for August</p> <p>The Latino Program offered technical assistance to 9 companies based in Buncombe County. We will continue to partner with these companies and guide them through their business registration process and company business plans.</p>
<p>Activities related to increasing operational excellence:</p>	<p>In June of this year, the WWBC opened a second location at the Asheville Mall. The new location would expose us to a wide variety of clients, it is convenient for clients to access public transportation, more parking spots, and the AVL Mall would offer space two times per year to host our Holiday Pop-up events</p>

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Progress toward annual goals

Measure	Annual Goal	Actual Results (Enter Data) Please only include new data for the specific quarter				Progress toward Annual Goal
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
Number people served through training and technical assistance programs	125	46	47	52	179	324
Full-time equivalent jobs created or retained with support from grant activities	15	11	4	3	2	20
Latino clients served through one on one technical assistance	10	7	3	4	9	23

Comments:

This year, we offered the WWBC 7th Annual Conference - The Spirit of Women, at no cost to participants with 161 people attending. 80 people from Buncombe County. This number is included under "Number of people served through training and TA Programs)

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Use of funds to date and any budget considerations

Spending Category	Starting Budget	Total Spending (Enter Data)				Amount Remaining
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
Personnel	\$ 20,400	\$ 1,808	\$ 12,028	\$ 5,061	\$ 1,504	\$ (0)
Training	\$ 1,000				\$ 1,000	\$ -
Travel	\$ 600			\$ 120		\$ 480
Supplies/Materials						\$ -
Meetings	\$ 500				\$ 690	\$ (190)
Equipment/Furniture						\$ -
Printing/Marketing	\$ 1,000		\$ 1,000			\$ -
Licensing/Memberships/Dues/Subscriptions						\$ -
Client Support						\$ -
Contracts	\$ 4,000		\$ 200	\$ 808	\$ 2,983	\$ 9
Professional Services						\$ -
Insurance and Bonds						\$ -
Building Maintenance	\$ 1,000				\$ 1,298	\$ (298)
Technology	\$ 1,000				\$ 1,000	\$ -
List other cost						\$ -
List other cost						\$ -
Total	\$ 29,500	\$ 1,808	\$ 13,228	\$ 5,989	\$ 8,476	\$ (0)

Comments: