

# FY2021 Buncombe County Strategic Partnership Grant Report

<b>Organization Name:</b>	<b>Carolina Small Business Development Fund</b>	
<b>Project Name:</b>	<b>Western Women's Business Center</b>	
<b>Reporting Quarter:</b> (Check one)	<input type="checkbox"/>	Quarter 1 (July 1, 2020 - September 30, 2020)
	<input type="checkbox"/>	Quarter 2 (October 1, 2020 - December 31, 2020)
	<input type="checkbox"/>	Quarter 3 (January 1, 2021 - March 31, 2021)
	<input checked="" type="checkbox"/>	Quarter 4 (April 1, 2021 - June 30, 2021)

## Narrative summary of grant related activities

<b>Overall project updates:</b>	<p>This quarter, the Western Women's Business Center provided one-on-one coaching to 28 clients in Buncombe County. We hosted 16 trainings online during this reporting period, covering topics such as Restaurant Revitalization Fund - Explanation of eligibility, Innovation and Resilience, How to Stay Focused and Productive, Understating Financial Projections, Experts of Marketing, Business Planning, Preparing for a Small Business Loan, and our monthly African American Business Association. 211 attendees - 26 from Buncombe County.</p> <p>In May, we launched the AABA monthly podcast to highlight Black entrepreneurs who are part of the AABA to discuss their business success, challenges they've faced, the resources that have supported them, and advice they have for other entrepreneurs. The audience includes entrepreneurs looking to start and grow their business, as well as local community members who want to learn more about Black entrepreneurship. Our guests have been Bruce Waller, Naomi Waller, and Tarah Singh. The podcast is hosted by Jason Muhammad and is released on the first Friday of every month.</p> <p>We are excited to share that Jazmin Whitmore, owner of More To Love Plus Size Consignment in Asheville received the 2021 Western Women's Business Center Entrepreneur of the Year Award. <a href="https://www.youtube.com/watch?v=V_u5FctDD0c">https://www.youtube.com/watch?v=V_u5FctDD0c</a>. Also, Luis Moreno Silva owner of Luis Moreno Silva Landscaping in Asheville received the WWBC Mountain Climber award at CSBDF's Small Business Awards. This award goes to a WWBC client that has overcome mountainous feats and emerged stronger on the other side.</p>
<b>COVID-19 impacts:</b>	<p>The Western Women's Business Center continues to offer our business development services remotely to ensure the health and safety of our staff and clients. We have increased the number of trainings we offer on topics important to businesses impacted by COVID-19. All our our trainings are currently offered via zoom, and we are providing one-on-one coaching through zoom and telephone. The Latino Program continues to reach out to the entrepreneurs in Asheville by promoting Spanish seminars through social media, and asking current clients for referrals.</p>

<p><b>Activities related to increasing equity, diversity and inclusion:</b></p>	<p>We are proud to be partnering with the initiative to rebuild Black Wall Street with J. Hackett of Grind AVL. This program aims to support 20 Black-owned businesses to earn \$250,000 in revenue in 2021. The Western Women’s Business Center provides coaching and training to participating businesses to help them reach these goals. We also sponsored GrindFEST in June 2021, a celebration of Asheville’s Black entrepreneurs</p> <ul style="list-style-type: none"> <li>· Provided equity tickets to approximately 35 attendees the 6th annual conference so all entrepreneurs could attend, regardless of their ability to pay</li> <li>· We continue to offer the AABA online each month and have had 163 attendees at 12 sessions since July 2020. Topics have included Making Money Through Federal Contracts, New Ways to Network, Keeping Your Business Relevant in the Pandemic, and Scaling Your Business with Lead Magnets.</li> <li>· Our staff participated in outreach events to Black entrepreneurs. Our Associate Director presented virtually at the Successful Transitions program in partnership with Self Help Credit Union in November. Also, in November, she attended and served as a judge for an in-person business pitch event for Black youth at Grind AVL.</li> </ul> <p>- Our Western Women’s Business Center Director Zurilma Anuel was the featured guest at the BIPOC Raw in June 23 workshop, A Conversation Between People of Color – 26 attendees</p> <p>- The WWBC and Latino Program participated in the HOLA Asheville Latino Festival on Saturday, June 18th, in which 500+ people of diverse backgrounds participated, in addition to having a strong Latino community presence. Our booth attracted many participants and are working on reaching out to the Latino and non-Latino aspiring entrepreneurs and business owners that provided us with their contact information</p>
<p><b>Activities related to increasing operational excellence:</b></p>	<ul style="list-style-type: none"> <li>- We are proud to announce that the WWBC has a new website: <a href="https://www.wwbcnc.org/">https://www.wwbcnc.org/</a></li> <li>- Our host organization Carolina Small Business Development Fund created an internal Survey to receive feedback on how we plan to get back in the office. Once the survey is complete, it’ll share the aggregated results with leadership so that we can plan accordingly.</li> </ul>

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## Progress toward annual goals

Measure	Annual Goal	Actual Results (Enter Data)				Progress toward Annual Goal
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
# of people served through training and technical assistance programs	125	122	170	81	28	401
# of business starts supported by grant activities	2	0	1	1	0	2
Full-time equivalent jobs created or retained with support from grant	15	2	20	8	1	31
Small businesses accessing capital to support their ventures	5	2	12	0	1	15
Latino clients receiving one on one technical assistance	15	4	3	4	4	15

**Comments:**

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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	\$ 23,136	\$ 3,231	\$ 1,885	\$ 4,346	\$ 13,561	\$ 113
Training	\$ 2,000					\$ 2,000
Supplies/Materials						\$ -
Meetings						\$ -
Equipment/Furniture						\$ -
Printing/Marketing						\$ -
Licensing/Memberships/Dues/Subscriptions						\$ -
Client Support						\$ -
Contracts	\$ 5,264	\$ 650	\$ 5,235	\$ 1,930	\$ 1,663	\$ (4,214)
Professional Services						\$ -
marketing and advertisement	\$ 1,500					\$ 1,500
Building Maintenance (Rent, Utilities, Repairs,	\$ 1,000			\$ 1,000		\$ -
Travel	\$ 600			\$ -		\$ 600
Technology	\$ 1,500				\$ 1,500	\$ -
<b>Total</b>	<b>\$ 35,000</b>	<b>\$ 3,881</b>	<b>\$ 7,120</b>	<b>\$ 7,276</b>	<b>\$ 16,723</b>	<b>\$ 0</b>

**Comments:**