South Broad Business Initiative

PROPELLER

The South Broad Business Initiative (SBBI) is a free business assistance program designed to provide neighborhood business owners of color with assistance, resources, and professional experts to help grow businesses.

BENEFITS

- Get free assistance with services including website and social media, marketing, legal assistance, financial accounting, taxes, and updating technology.
- Connect with business experts, consultants, and professional mentors who can help you grow your business.
- Join a community of business owners dedicated to the economic and community development of South Broad Street and its surrounding neighborhoods.
- Get access to free workspace, internet, and coffee to sit down and work out ideas.

TIME COMMITMENT

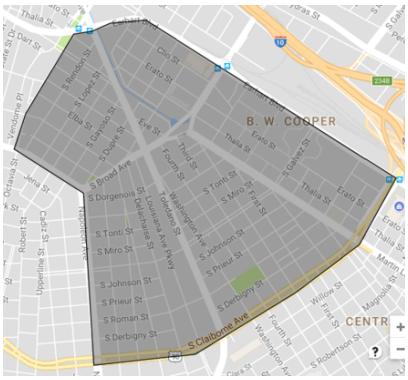
Short-term program:

This program ranges from 1 week to 3 months and is for businesses looking for specific technical assistance such as developing a web presence, implementing a social media marketing plan, applying for a loan, etc.

Long-term program:

This 6-month program includes 2-4 one-on-one meetings per month with an experienced business mentor and is for businesses looking for comprehensive support to increase revenue, profits, and customers.

QUALIFICATIONS & ELIGIBILITY



Required:

- Business must be majority-owned (50%+) by person(s) of color/racial or ethnic minorities.
- Must be located in or in the process of relocating to the Broadmoor-Hoffman Triangle-Zion City-B.W. Cooper neighborhood area.
- For-profit business. This can include established, home-based, and pre-revenue startup businesses.

Preferred:

- Brick-and-mortar storefront businesses.
- Businesses that intend to stay in the neighborhood long-term and that plan to hire employees locally.

APPLICATION

Deadline: Rolling. We will be reviewing applications as they come in!

- To apply, visit **gopropeller.org/accelerator** or visit Propeller at 4035 Washington Ave., and ask for Olivia.
- Questions? Contact Olivia at **oseideman@gopropeller.org** or (504) 323-4751.