

Comparing Support Efforts for Historically Underutilized Businesses

Council Committee on Economic Sustainability

October 6, 2023



Municipalities Reviewed

- Athens, Georgia
- Charlottesville, Virginia
- Boulder, Colorado
- Asheville, North Carolina

Municipal Roles in Supporting HUB's

- 1. Referral Service:** connecting inquiring HUBs with non-profit or community organizations that provide education or financial resources
- 2. Program Partner or Financial Sponsorship:** providing funding for a workshop/business advancement program or staff commitment to facilitate education session, etc.
- 3. Direct Program Management:** creation and implementation of a workshop or program.

Key Takeaways

- Main method for support is through referral services and targeted outreach/recruitment
- Use of an assessment to determine industry sectors with the most HUBs in their community
- Collaborative programming combined with financial support for participants

Athens-Clarke County, Georgia

- DEI Summit
- University Facilitated Workshops
 - directed towards targeted strategic sectors
- Retention of HUB small business owners and entrepreneurs coming out of the Innovation District
- Internal efforts to increase HUB support for contracts and purchasing

Charlottesville, Virginia

- Go Start-Up Program: entry level entrepreneurs, specifically recruit HUB participation.
 - Participants are eligible for grant upon completion of the program
- Launch Pad: partnership with farmer's market to lower cost of vendor participation
- Grant Competition-Community Pitch Event

References

- [Athens Targeted Strategic Sectors](#)
- [University of Georgia Entrepreneurship Programs](#)
- [Charlottesville Go Start Up Program](#)



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