

# Welcome to Norfolk's Business Cafés



# NORFOLK FIRST

Investing in Economic Growth  
and Neighborhood Revitalization



Initiative



# Priority Neighborhood Commercial Districts



Park Place 35<sup>th</sup> Street

Chelsea

Ocean View

Arts District

Southside

Five Points





# Development of Business Cafés Hosted by Existing Businesses in those Commercial Corridors

*You're Invited*

**PARK PLACE  
BUSINESS CAFÉ  
KICK-OFF**

**TUESDAY, JULY 28**  
3PM-5PM

MEET OUR BUSINESS AND OUTREACH PARTNERS

**HÂPAX AT 536 W. 35<sup>TH</sup> STREET**



Don't miss this opportunity! Questions? Contact Norfolk Economic Development at (757) 664-4338 or email [franc.moual@norfolk.gov](mailto:franc.moual@norfolk.gov)

This is to celebrate a new **NORFOLKFIRST** initiative to support an upcoming series of bi-weekly business cafés serving the 35th Street/ Park Place community. The **Park Place Business Café** will provide new and existing businesses the information, guidance and resources needed to move forward and achieve success. The café will offer financial, marketing, management and technical assistance to new and existing small businesses. Services are offered at no charge to Park Place residents interested in starting a new business or expanding an existing firm.



*You Belong in OV*



**Ocean View  
Business Café  
Kick-Off**

**Monday, February 22**  
3PM-5PM

Meet Our Business and Outreach Partners

**The Nansemond at the Bay Community Room  
100 East Ocean View Avenue**

This is to celebrate a new **NORFOLKFIRST** initiative to support an upcoming series of bi-weekly business cafés serving the Ocean View community. The **Ocean View Business Café** will offer assistance as well as opportunities to network with other locals and build relationships with our partners. The café will offer financial, marketing, management and technical assistance to new and existing small businesses. Veterans encouraged to attend.

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# PPBC Focus: Entrepreneurship and Technical Assistance



# OVBC Focus: Veterans







# THE CITY OF NORFOLK<sup>SM</sup>

- City Council
- City Manager's Office
- Department of Economic Development
- Department of Planning
- Office of Neighborhood Development
- Division of Purchasing

# Business Partners





# Business Partners



FOR THE LIFE OF YOUR BUSINESS

VIRGINIA



VSBFA

Virginia Small Business  
Financing Authority

Virginia Department of  
Small Business and  
Supplier Diversity



BizConnect

HAMPTON ROADS

BB&T

WOMEN'S BUSINESS  
CENTER



GERE CONSULTING  
ASSOCIATES



Axcel Innovation

Global Economic Development Consulting  
and Program Management

O'REILLY

# Business Partners



Small Business ABCs, LLC  
Accounting  
Bookkeeping  
Consulting Services



EXPORTECH™  
An Export Acceleration System  
for Achieving Profitable Growth





U.S. SMALL BUSINESS ADMINISTRATION



Hampton Roads and Central Virginia





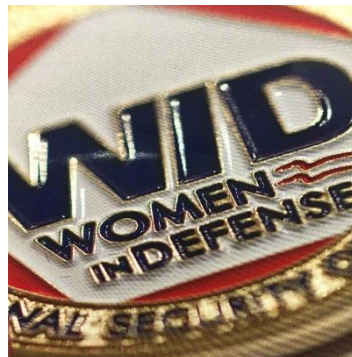


SERVICE DISABLED  
VETERAN OWNED

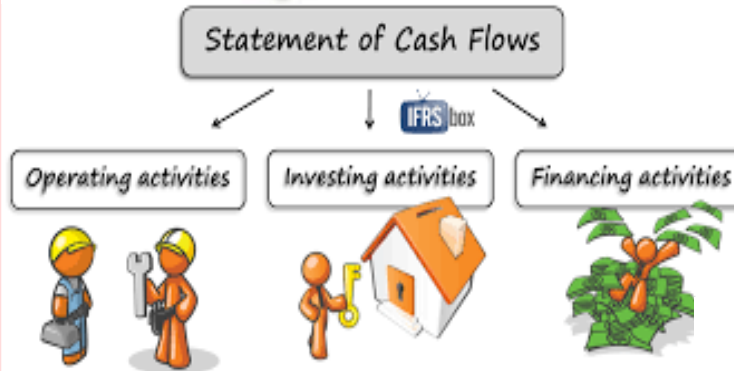


**OPERATION** **BOOTS to**  
**BUSINESS**

from service to startup



# We Bring Business Resources and Technical Assistance Directly to Communities



# More Services...



**B2B Connect**  
Video  
eVA's B2B Connect creates an online space for businesses to meet, connect, and collaborate.  
Click To Get Connected  
Connecting businesses for government contracting

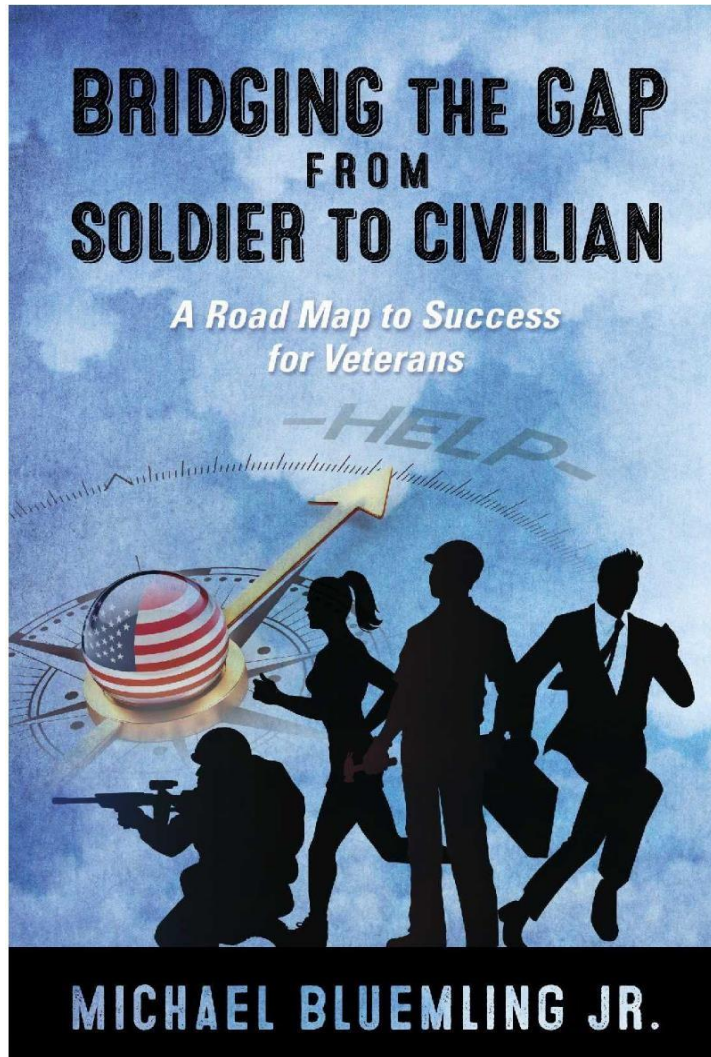


CERTIFIED  
**SWaM** Small, Women and Minority-Owned  
Supplier Diversity Strengthens the Commonwealth  
by the Virginia Department of Minority Business Enterprise





# Veterans Services



Veterans Education Training and Employment  
Virginia Department of Veterans Services





# Park Place Biz Café Menu

Welcome to the **PARK PLACE BUSINESS CAFÉ**  
**OUR MENU**

For Starters	Financing Tools	Partners	Upcoming Events
<p><b>Services offered include:</b></p> <p><b>General Business Assistance</b></p> <ul style="list-style-type: none"> <li>→ Assist with business plans.</li> <li>→ Provide general start-up information.</li> <li>→ Share information on local, state, and federal licenses and permits.</li> <li>→ Counsel on business strategies/International trade.</li> <li>→ Analyze management strengths and weaknesses.</li> <li>→ Contact information for local, state and federal regulations and necessary tax forms.</li> <li>→ Contact information for starting a non-profit government procurement.</li> </ul> <p><b>Finance and Accounting</b></p> <ul style="list-style-type: none"> <li>→ Resources and points of contact for loans and financial assistance.</li> <li>→ Assist with loan applications.</li> <li>→ Analyze financial statements/bookkeeping.</li> <li>→ Assist with financial projections.</li> <li>→ Counsel on cash flow and working capital.</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>→ Assist in identifying new markets.</li> <li>→ Identify potential customers.</li> <li>→ Assist in developing marketing plans.</li> <li>→ Advise on marketing strategies.</li> <li>→ Provide input on new product ideas.</li> </ul> <p><b>Retail Assistance</b></p> <ul style="list-style-type: none"> <li>→ Assist retailers with store-specific issues.</li> <li>→ Counsel retailers on buying procedures, pricing, receivables/payables, and management.</li> </ul> <p><b>MORE</b></p>	<p>City representatives will be present to assist new and existing businesses with City processes questions, economic development and planning programs. City representatives will also provide information on the following existing incentive programs:</p> <p><b>Federal Resources</b></p> <ul style="list-style-type: none"> <li>→ HUB Zone</li> <li>→ Historic Tax Credits</li> <li>→ Low Income Housing Tax Credits (LIHTC)</li> <li>→ New Markets Tax Credits</li> </ul> <p><b>State Incentives</b></p> <ul style="list-style-type: none"> <li>→ VA Historic Tax Credits</li> <li>→ Enterprise Zone</li> <li>→ Real Property Investment Grant</li> <li>→ Job Creation Grant</li> <li>→ Enterprise Zone local to include: commercial/ industrial real estate relief, business license tax relief, building permit fee relief, local utility tax relief</li> <li>→ Transportation Partnership Opportunity Fund</li> <li>→ Port of Virginia Development Zone</li> <li>→ Additional state performance based incentives, including: tax incentives, enterprise zones, technology zones, infrastructure incentives, discretionary incentives, regional assistance, financial assistance, management and technical support.</li> </ul> <p><b>City of Norfolk Administered Programs</b></p> <ul style="list-style-type: none"> <li>→ Housing Rehabilitation Program</li> <li>→ Tax Abatement Program</li> <li>→ Performance-Based Grants</li> <li>→ Norfolk First Capital Pools</li> <li>→ Citywide Partnership Fund</li> <li>→ Grow Norfolk Fund</li> <li>→ Global Initiatives Fund</li> <li>→ Norfolk Innovation Fund</li> </ul>	<p>The following organizations have agreed to provide representatives that are experts in various topics:</p> <ul style="list-style-type: none"> <li>→ Norfolk Department of Economic Development Staff</li> <li>→ U.S. Small Business Administration-Chris Zobel, Sr. Area Manager-Hampton Roads, <a href="http://www.sba.gov">www.sba.gov</a></li> <li>→ SCORE of Hampton Roads-Robert Brooke, Director, <a href="http://www.hamptonroads.score.org">www.hamptonroads.score.org</a></li> <li>→ Fulton Bank Small Business Account Solutions- Lisa A. DuCote, Vice President, Relationship Manager, Hampton Roads Division, <a href="http://www.fultonbank.com">www.fultonbank.com</a></li> <li>→ Sun Trust Bank-Mark Johnson, Community Development Officer and Foundation Initiative Manager, <a href="http://www.suntrust.com/smbusiness">www.suntrust.com/smbusiness</a></li> <li>→ Easton Bank-Meredith M. Peto, Regional Director, Small Business Group, <a href="http://www.ebnc.com">www.ebnc.com</a></li> <li>→ Virginia Small Business Financing Authority-Mary Jo Strawn-Walton, Project Finance Manager, <a href="http://www.vsbfa.com">www.vsbfa.com</a></li> <li>→ Virginia Small Business Development Center- Aaron Miles, International Trade Manager, <a href="http://www.vsbdc.org">www.vsbdc.org</a></li> <li>→ Bank of Hampton Roads-Robin Witt Gregory, VP</li> <li>→ Opportunity Inc. of Hampton Roads-Shawn Avery, President and CEO, <a href="http://www.opinc.org">www.opinc.org</a></li> <li>→ Retail Alliance-Kyle Ross Silver, Director of Marketing &amp; Communications, <a href="http://www.retailalliance.com">www.retailalliance.com</a></li> <li>→ Hampton Roads Chamber of Commerce-Jennifer Palenst, Sr. Vice President, Marketing &amp; Communications, <a href="http://www.hamptonroadschamber.com">www.hamptonroadschamber.com</a></li> <li>→ Small Business Development Center of Hampton Roads-Jim Carroll, Executive Director, <a href="http://www.sbdcc.org">www.sbdcc.org</a></li> <li>→ COU Business Gateway- Hampton Roads Veterans Business Outreach Center-Cheryl R. Baggett, Director Business Services, <a href="http://www.hrboc.org">www.hrboc.org</a></li> <li>→ COU Business Gateway- Women's Business Center-Erika O. Small-Sims, Program Manager, <a href="http://www.oua.edu/wbdc">www.oua.edu/wbdc</a></li> <li>→ Virginia Department of Business Assistance &amp; Supplier Diversity, Tongela Wright, <a href="http://www.vdbasing.org">www.vdbasing.org</a></li> <li>→ City of Norfolk Planning Department- Matthew Simons, CFM, City Planner</li> <li>→ City of Norfolk Department of Neighborhood Development-Dale Wilson, Neighborhood Developer</li> <li>→ Goodwill Industries- Conall Caskley, Mobile Employment Specialist, <a href="http://www.goodwill.org">www.goodwill.org</a></li> <li>→ Gave Consulting Associates-Solving Business problems through better Human Resources- Anne-Lise Gave</li> <li>→ City of Norfolk, Office of the Purchasing Agent, City of Norfolk, Elizabeth B. Dooling</li> <li>→ Carla Michelle "Business Development Solutions"-Carla M. Howard</li> <li>→ Five River Financial-Angie Utzel, Regional Vice President, <a href="http://www.fiveriverfinancial.com">www.fiveriverfinancial.com</a></li> </ul> <p><b>more to come</b></p>	<p>Representatives from business partner's organizations will be scheduled to present or teach seminars on topics such as:</p> <ul style="list-style-type: none"> <li>→ "How to Start Your Own Small Business"</li> <li>→ "Marketing Your Small Business"</li> <li>→ "How to Design a Retail Store"</li> <li>→ "How to Prepare for Trade Shows"</li> <li>→ "Servicing Your Customers"</li> <li>→ "Financing your business"</li> <li>→ "Trade Finance"</li> <li>→ "Export Finance"</li> <li>→ "Doing Business with the Government"</li> </ul> <p><b>September 14, 2015:</b> Introduction to Small Business Administration by Christopher Zobel, Senior Area Manager Hampton Roads, SBA Richmond District Office  <i>What is the SBA? Are there any REAL SBA success stories? What can the SBA do for my business? What is the next step?</i></p> <p><b>September 28, 2015:</b> How to start a Small Business? By James Carroll, Executive Director for the Small Business Development Center of Hampton Roads and Vice President for Small Business for the Hampton Roads Chamber of Commerce  <i>Overview of the issues that small business owners must address during the planning process so that they will remain in business after the first day. This informative and enlightening presentation will give attendees insights and solutions to some of the problems they will address during the critical opening stage of a business.</i></p> <p><b>October 19, 2015:</b> Workforce Development by Shawn Avery, President and CEO Opportunity Inc. of Hampton Roads and Jacqueline Randawi, Business Services Coordinator  <i>Opportunity Inc. is the leader of a comprehensive workforce development system in Hampton Roads designed to help businesses and job seekers. Through our various programs, we align individual training with industry needs and provide direct services to businesses. Our Business Service team is ready to assist with solutions to help business and industry reduce cost-per-hire and training costs, make hiring decisions, and connect with jobseekers, veterans and retiring military.</i></p> <p><b>October 26, 2015:</b> Service Corps of Retired Executives (SCORE) By Robert Brooke, Director</p>

The Business Café is an initiative of **NORFOLKFIRST**: Making your business #1



# Ocean View Biz Café Menu



## Welcome to the Ocean View Business Café our menu

### For Starters

#### Services offered include:

#### General Business Assistance

- Assist with business plans.
- Provide general start-up information.
- Share information on local, state, and federal licenses and permits.
- Counsel on business strategies/International trade.
- Analyze management strengths and weaknesses.
- Contact information for local, state and federal regulations and necessary tax forms.
- Contact information for starting a non-profit government procurement.

#### Finance and Accounting

- Resources and points of contact for loans and financial assistance.
- Assist with loan applications.
- Analyze financial statements/bookkeeping.
- Assist with financial projections.
- Counsel on cash flow and working capital.

#### Marketing

- Assist in identifying new markets.
- Identify potential customers.
- Assist in developing marketing plans.
- Advise on marketing strategies.
- Provide input on new product ideas.

#### Retail Assistance

- Assist retailers with store-specific issues.
- Counsel retailers on buying procedures, pricing, receivables/payables, and management.

#### Veterans Assistance

- Finding success in Civilian job market
- Assistance for Veteran-owned businesses
- Technical assistance for securing government resources and procurement opportunities

### Financing Tools

City representatives will be present to assist new and existing businesses with City processes questions, economic development and planning programs. City representatives will also provide information on the following existing incentive programs:

#### Federal Resources

- HUB Zone
- Historic Tax Credits
- Low Income Housing Tax Credits (LIHTC)
- New Markets Tax Credits

#### State Incentives

- VA Historic Tax Credits
- Enterprise Zone
  - Real Property Investment Grant
  - Job Creation Grant
- Enterprise Zone local to include: commercial/ industrial real estate relief, business license tax relief, building permit fee relief, local utility tax relief
- Transportation Partnership Opportunity Fund
- Port of Virginia Development Zone
- Additional state performance based incentives, including: tax incentives, enterprise zones, technology zones, infrastructure incentives, discretionary incentives, regional assistance, financial assistance, management and technical support.

#### City of Norfolk Administered Programs

- Housing Rehabilitation Program
- Tax Abatement Program
- Performance-Based Grants
- Norfolk First Capital Pools
  - Citywide Partnership Fund
  - Grow Norfolk Fund
  - Global Initiatives Fund
  - Norfolk Innovation Fund

### Partners

The following organizations have agreed to provide representatives that are experts in various topics:

- U.S. Small Business Administration
- U.S. Department of Commerce
- SCORE of Hampton Roads
- Fulton Bank
- SunTrust Bank
- Export-Import Bank
- Virginia Small Business Financing Authority
- Virginia Small Business Development Center International trade
- Opportunity Inc. of Hampton Roads
- Small Business Development Center of Hampton Roads
- Hampton Roads Chamber of Commerce
- Virginia Small Business Development Center
- ODU Business Gateway Veterans Business Outreach Center and Women's Business Center
- ODU Enterprise Gateway- Hampton Roads Procurement Center
- ODU Center for Enterprise Innovation
- Virginia Department of Small Business and Supplier Diversity
- Goodwill Industries
- Gere Consulting Associates
- Carla Michelle Business Development Solutions
- Five Rings Financial
- My Business People
- Old Point Bank
- Retail Alliance
- BB&T
- Bank of Hampton Roads
- Mid-Atlantic Small Business Finance
- Virginia PTAP
- US department of Veterans Affairs- Office of Transition, Employment and Economic Impact
- Service Disabled Veteran Owned Small Business Council
- Axcel Innovation
- SBA-Veterans Outreach

### Upcoming Events

Representatives from business partner's organizations will be scheduled to present or teach seminars on topics such as:

- Marketing your Business to the Government
- How to Start a Small Business?
- Market Segmentation
- Does your Small Business Need a Loan?
- How to Write your Business Plan?
- Small Business Financing Options
- How to Help Your Business Grow Internationally?
- Trade Finance

## GUEST CHECK

DATE	SERVER	TABLE	GUESTS	CHECK NUMBER
				695891

- **March 14, 2016:** Introduction to Small Business Administration by Chris Zobel, Sr. Area Manager Hampton Roads.  
What is the SBA? What can the SBA do for my business? Types of financing? Are there any REAL SBA success stories? What is the next step?

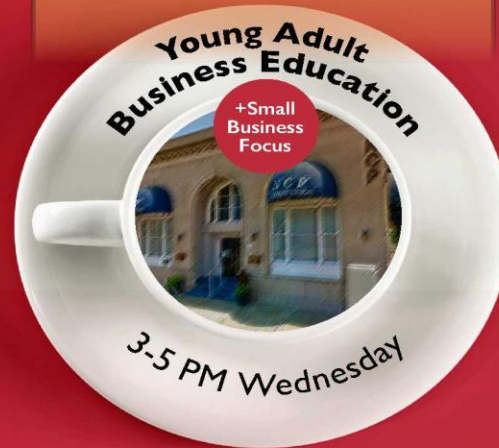
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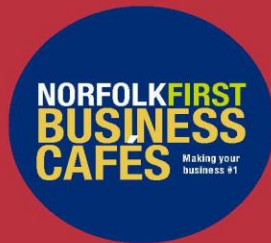
## SOUTHSIDE BUSINESS CAFÉ

@ 530 S. Main Street



### **Oct. 26, 3-5 PM:** Launch Party

Join us for this business and community-friendly event as Norfolk kicks off its Southside Business Café Series! This award-winning program will focus on Young Adult Business Education and Small Business with topics such as finance, marketing, management and technical assistance. Our experts bring the resources directly to you and provide opportunities to build success-oriented relationships.



For more information, visit  
**NorfolkDevelopment.com**  
and like us on Facebook

Contact Ihsane Mouak at  
Ihsane.Mouak@Norfolk.gov

# Southside Business Café Launch October 26, 2016

# Southside Business Café Menu



**NORFOLK FIRST BUSINESS CAFES**  
Making your business #1

## Welcome to the Southside Business Café our menu

### For Starters

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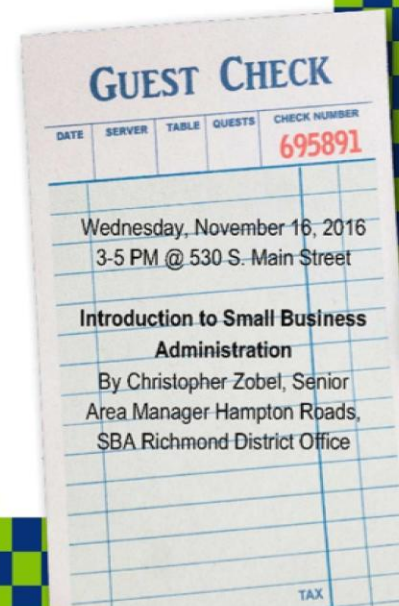
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- Small Business Development Center of Hampton Roads
- Hampton Roads Chamber of Commerce
- Virginia Small Business Development Center
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# Metrics-Success Stories

- 64 businesses assisted with various needs
- 12 startups

