

Thurston Strong Phase II

Thurston EDC Proposal and Scope of Services

Proposal – the following is an outline of work and budget to put to work the ARPA funds via the City of Tumwater.

Total funding request: \$300,000

Childcare Supportive Grants: \$205,000

To help childcare operators maintain optimal levels of service, and ensure they have the capacity and ability to provide continuous care and service, outreach and grants will be provided to those seeking financial assistance. These grants are intended to help fortify the network of care providers that enables our region's working families to have access to quality care that is affordable and attainable. Through Thurston Strong, the Child Care Action Council has been a partner in identifying gaps in both access and resources in our region's childcare system. This component will utilize that strong relationship with to ensure direct access to resources for Tumwater-based childcare providers.

CB&I Consulting / Business Stand Up / WA Center for Women in Business (WCWB) - \$60,000

The EDC's Center for Business & Innovation (CB&I) operates the state's deepest and most robust innovation and business supportive network center. The CB&I manages and operates curriculum that enables entrepreneurs to start their business off on solid footing, provides a direct pathway towards funding and launch resources, and has developed a deep network of consultants to mentor, guide, and provide the one-on-one support that is essential for any business and entrepreneur. To recharge the region's economy, the following is proposed:

**The curriculum and cohort can be adjusted to ensure that each participant in a cohort has the most appropriate learning and launch environment.*

Cohort A. Eligible entrepreneurs include those from any of the following categories:

- 1) Those seeking to launch brewing and or distilling businesses.
- 2) Black, Indigenous, and People of Color (BIPOC).
- 3) Veterans.

\$750 per participant

Cohort B. students that have utilized the SPSCC curriculum for craft brewing and or craft distilling.

\$1,500 per participant

Participants in cohort B, after completion, would also have access to the SPSCC foundation start up grants for entrepreneurs.

Additional CBI Consulting Services Available for Tumwater Businesses and Prospective Entrepreneurs.

CB&I Consulting: (numbers served depends upon the depth of one-on-one assistance required) - \$30,000 (Amount inclusive of the amount identified above, \$60,000)

CB&I Consulting is a program wherein the entrepreneur is matched with a professional technical advisor with the stated intent of launching their business plan, create a marketing plan, and/or financial projections necessary to launch with a high degree of success. CB&I Consulting connects business owners directly with consultants for direct technical assistance. Consultants complete projects or provide consultations to businesses.

WCWB, Quick Startup: \$20,000

Quick Startup is an online incubator brought to you by the Washington Center for Women in Business that provides approved participants a scholarship that includes startup training and an online store in an online marketplace for one year with a marketing package. All cohort participants will have access to this innovative program that has launched over 75 new businesses in this past year. The QuickStartUp program will also organize and host a launch event that will showcase and highlight products from the cohort participant productions.

Overhead for accounting and audit control: \$15,000

Curriculum outline for cohort A and cohort B.
Tumwater Business Startup Training Proposal

The Thurston EDC Center for Business & Innovation will provide a customized business startup training program to assist and support graduates in starting and operating successful businesses. These customized trainings will support Tumwater's Craft Brewing and Distilling District (and the goals of the SPSCC Craft Brewing and Distilling Program), as well as provide support for BIPOC and veteran entrepreneurs. The Business Startup Training would consist of a combination of an instructor lead webinar training series, online business startup course, one-on-one business advising sessions, weekly study halls, access to business plan writing software, participation in a business launch event, and access to apply for an SPSCC Growth and Innovation Startup Grant.

Accepted participants would begin with a five-week instructor lead webinar series paired with access to online business startup courses and business plan writing software.

Training Curriculum Overview:

Week 1- Structuring and Licensing your Startup

1.5 hour class time-Webinar Lecture-Sean Moore

Access to Business Enterprise Startup Training (BEST) Online Course Structuring and Licensing your Startup

Weekly Study Hall Session

Topics: Selecting a legal structure, structure formation process in Washington State, Obtaining an Employer Identification Number, Obtaining State and City of Tumwater Business Licenses, Additional Licensing, Business Insurance

Week 2- Location

1.5 hour class time-Webinar Lecture-Sean Moore

Weekly Study Hall Session

Access to Location Checklist and Site Selection Tool

Topics: Choosing the right location, Physical Location Scouting, City of Tumwater Zoning, Signage, and Fire Prevention Requirements, Leases, Alternative Physical Locations, Online locations, Multi-Channel Selling

Week 3- Branding and Marketing your Startup

1.5 hour class time-Webinar Lecture-Sean Moore

Access to BEST Online Course Branding and Marketing for Startups

Weekly Study Hall Session

Topics: Brand Mission, Brand Guide, Logos, Market Segments, Target Market, Marketing Tool Selection, Websites, Google Business Profile, Integrated Marketing Communication, Customer Service, Customer Reviews

Week 4-Finance and Accounting for Startups

1.5 hour class time-Webinar Lecture-Sean Moore

Access to BEST Online Course Accounting and Finance for Startups

Weekly Study Hall Session

Topics: Business Bank Accounts, Accounting Systems, Chart of Accounts, Financial Statements, Taxes, Funding your Startup

Week 5-Business Plan Writing

1.5 hour class time-Webinar Lecture-Sean Moore

Access to BEST Online Course Business Plan Writing for Startups

6 month access to the business plan writing software Live Plan

Weekly Study Hall Session

Topics: Business Plan Benefits, Live Plan, Business Plan Outline, Business Plan Chapter Systems, Market Research, Financial Projections, Lean Business Plans, Pitch Decks

Participants will receive access to weekly virtual study hall sessions to ask specific questions related to their startup. This access would continue for one year. They will also receive access to one-on-one coaching sessions, pitch coaching, and business plan review.

Upon completion of the training series, attendees will participate in a business launch party for friends, family, SPSCC staff, City of Tumwater Staff, investors, and other stakeholders.

Once participants have completed a business plan they would be eligible to apply for the SPSCC Growth and Innovation Fund Startup Grant in the amount of \$3,000.

The Thurston EDC Center for Business & Innovation would maintain relationships with graduates and encourage them, when ready, to participate in various growth support programs offered through and in partnership with the EDC. These include ongoing no-cost business advising, ScaleUp Training Program, government procurement and contract advising with the Washington Procurement Technical Assistance Center and ThINK Investment Network. Participants will also be encouraged to connect with the EDC's Agriculture support programs including the Southwest Regional Agriculture Park to seek local sourcing for their products.