

Calling the Industrious Businesses of THE BRONX



Learn how to grow your business and qualify for \$50,000 in assistance THE NEW INDUSTRIAL GROWTH INITIATIVE from the New York City Economic Development Corporation (NYCEDC) is providing qualified small industrial businesses the opportunity to learn specialized growth and development strategies from industry experts. The Initiative is a two-phased program. The first phase is a 4-hour workshop *Listening to Your Business™* which will take place in each of the five boroughs. Participants from this workshop will have the opportunity to apply for further technical assistance that will begin in September. Selected applicants will then compete for three prizes of \$50,000 to put toward their business growth.

DATE & TIME
June 20, 2012
8:30am-12:00pm

LOCATION
2381 Lafayette Avenue

Phase 1: Listening to Your Business™ Workshop

NYCEDC and partners are inviting qualified Industrial small business owners to attend a free *Listening to Your Business™* workshop, a program of Kauffman FastTrac®, which will give owners the tools needed to take a closer look at where their business is today, what they want it to look like in three years, and the steps to get there.

Participants will have the opportunity to:

- Examine their business today, including its strengths, weaknesses, and opportunities
- Visualize their business three years from now
- Formulate an internal planning process to establish interim goals and strategies
- Identify resources to assist in reaching key business goals
- Examine and respond to challenges and transitions

Participants will have the opportunity to apply for the selective second phase of the program in which up to 13 businesses from across the City will receive technical assistance and educational support necessary to scale business growth. A panel of industrial experts will select the most promising industrial business growth plans to distribute \$50,000 to each of the top three businesses.

RSVP now at nycedc.com/growth

(Limited to 20 companies per workshop – no-cost, first-come, first-served)

Hosted by Bronx Borough President Ruben Diaz Jr., the Bronx Overall Economic Development Corporation, and the New York City Economic Development Corporation and Co-sponsored by: New York City Council Speaker Christine C. Quinn, New York City Council Member Annabel Palma, NYC Department of Small Business Services, Bronx Chamber of Commerce, Bronx Small Business Development Center at Lehman College, Hunts Point Economic Development Corporation, New York Women's Chamber of Commerce, SoBRO.

