



# WEST HARTFORD

## Welcome to Detailed Dive

### Spotlight on Black Business Month

# TOWN OF WEST HARTFORD CELEBRATES *National Black Business Month* AUGUST 2023



RECOGNITION ACTIVE SUPPORT EMPOWERMENT

1

SHOP LOCAL AND BLACK MAKE AN EFFORT TO FIND AND SUPPORT BLACK-OWNED BUSINESSES IN YOUR COMMUNITY. WHETHER IT'S A LOCAL CAFÉ, BOOKSTORE, OR FASHION BOUTIQUE, YOUR PATRONAGE MAKES A DIFFERENCE

2

FEATURE BLACK ENTREPRENEURS IF YOU HAVE A PLATFORM OR NEWSLETTER, USE IT TO SPOTLIGHT BLACK BUSINESS OWNERS, SHARING THEIR STORIES AND PROMOTING THEIR PRODUCTS OR SERVICES.

3

INVEST IN BLACK START-UPS CONSIDER INVESTING IN OR MENTORING BLACK ENTREPRENEURS. PROVIDING FINANCIAL BACKING OR GUIDANCE CAN PROPEL A NEW BUSINESS TOWARDS SUCCESS.

4

EDUCATE AND ADVOCATE HOST OR ATTEND WORKSHOPS THAT FOCUS ON THE CHALLENGES AND OPPORTUNITIES FOR BLACK BUSINESSES. USE YOUR VOICE AND PLATFORM TO ADVOCATE FOR POLICIES THAT SUPPORT BLACK ENTREPRENEURSHIP.

5

COLLABORATE AND PARTNER SEEK OPPORTUNITIES TO COLLABORATE WITH BLACK-OWNED BUSINESSES ON EVENTS, PROMOTIONS, OR PRODUCT LAUNCHES. THESE PARTNERSHIPS CAN INTRODUCE YOUR CUSTOMERS TO NEW BUSINESSES AND VICE VERSA.

6

SHARE ON SOCIAL MEDIA UTILIZE YOUR SOCIAL MEDIA PRESENCE TO SHOWCASE AND RECOMMEND BLACK BUSINESSES, PRODUCTS, OR SERVICES. A SIMPLE SHARE OR SHOUTOUT CAN SIGNIFICANTLY BOOST THEIR REACH AND CUSTOMER BASE.

## SPOTLIGHT on WAREHOUSE 635



**Business Owner- Camille Hudson**  
**Why West Hartford**

"My decision to open a business in West Hartford was a natural choice, driven by both the town's vibrant community and my own vision for Warehouse 635. The bustling businesses and diverse industries in West Hartford aligned seamlessly with my concept for a unique industrial-style event venue. My goal is to breathe new life into overlooked spaces, creating personalized and unforgettable experiences. Warehouse 635 embodies this vision, providing a canvas for creativity and a hub for various activities, all while contributing to the lively atmosphere of West Hartford. Strategically positioned within the design district, its central location adds another layer of convenience to its appeal. The collaborative spirit among business owners and the warmth and support that I have received from everyone has been instrumental in turning my dream into a thriving reality."

ABOUT THE BUSINESS: Nestled within West Hartford's design district, Warehouse 635 is an industrial-style event venue. It serves as a canvas to bring your unique vision to life, ensuring an unforgettable reflection of your personal style for your event. It's remarkable adaptability accommodates various occasions, from birthdays and baby showers to workshops, fitness sessions, pop-up shops, and everything in between. Rentals come complete with tables, chairs, linen, and convenient access to amenities like a kitchenette, Bluetooth speaker, microphone, Wi-Fi and projectors.



## SPOTLIGHT on LIFER FITNESS STUDIO



### Business Owner- Debra Fountain Why West Hartford

"Two decades ago, I embarked on a fitness journey that allowed me to be present for my children while also earning a living. Beginning in the DC area, I became a certified personal trainer and began training women right from my home. Our family's move to West Hartford in 2003 paved the way for my venture into local gym teaching, while still maintaining personal training sessions in my residence.

Recognizing an opportunity in the vibrant West Hartford community, in 2015, I proudly launched the **\*\*LIFER FITNESS STUDIO\*\***, located at 20 Jefferson Ave, Unit #6. Our philosophy is simple: promote fitness as a way of life, hence "Lifer."

ABOUT THE BUSINESS: Today, with a stellar

team of seven dedicated instructors, we offer a wide range of classes: cycle, barre, yoga, cardio kickboxing, strength training, and circuit classes. Our mission aligns seamlessly: to assist as many individuals as possible in achieving and maintaining lifelong fitness. My experiences across various gyms have equipped me with the insights to foster a positive and supportive environment for our instructors. After all, enthusiastic instructors lead the best sessions!



Our bond is strong. Many clients and instructors have been with LIFER FITNESS from the inception, or shortly after. Their unwavering support fuels my passion. I'm privileged to do what I adore, in a community I deeply cherish. For me, there's no greater joy."



### **Did you know about the Minority Business Network (MBN)? An integral part of the West Hartford Chamber of Commerce**

Originating from a vision to uplift underrepresented racial, ethnic, and religious groups within our community, the MBN is dedicated to enhancing visibility, fostering networking, and offering valuable resources to our diverse Chamber members. We urge all members to actively contribute and align with our committee's core objectives.

**CLICK HERE to LEARN  
MORE**



The BBA offers services to minority business owners through business training, technical assistance and online marketing services to help small businesses get access to capital, improve business acumen and strengthen online branding presence.



HEDCO provides small business clientele that would be otherwise un-met or under-served with access to capital needs. We also provide hope and opportunity for people to realize their dream businesses, create financial freedom and contribute to their communities through job creations and needed services. HEDCO is more than a

RESOURCES &  
MEMBERSHIP  
OPPORTUNITIES

lending institution – we care about  
you, your dream and your business.

SMALL BUSINESS  
FUNDING INITIATIVES



Connecticut Small Business  
Development Center



### Free Advising for Small Businesses

CTSBDC is Connecticut's premier business advising resource. Our team of business advisors provides **individualized and confidential advising at no cost** to CT small businesses. Click the photo above for more information.

Did you know? The Town of West Hartford and CTSBDC have a strategic partnership where Business Advisor Denise Whitford is available to meet with small businesses and non-profits at Town Hall on Mondays of each week.

Now making it easier for you to connect!

To Request No-Cost Business Advising, Click  
Here





WBDC's **Equity Match Grant (EMG) Program** provides grants of up to \$10,000 to Connecticut women-owned businesses for clearly defined projects that will have a measurable impact on the business, its growth, and profitability.

The next application period opened **August 14, 2023!**

**EQUITY MATCH GRANT, CLICK  
HERE**

## GRANTS & FUNDING OPPORTUNITIES AVAILABLE TO BLACK-OWNED SMALL BUSINESSES

**NAACP**

"Fewer than 5% of U.S. business owners are Black. In these challenging times, with an economy impacted by the pandemic, the need for capital and funding for Black-owned businesses has never been more pressing.

Recognizing this, we're taking action.



The U.S. Small Business Administration leverages its **field offices**, **resource partners**, and additional partnerships to help level the playing field for business owners and aspiring entrepreneurs who historically have lacked access to wealth or business opportunities.

SBA is committed to supporting the development and growth of minority-owned small businesses and entrepreneurs from underserved communities.



**13 Funding Options for  
Black-Owned  
Businesses**

**Read More  
Here...**



Lender Match



**SBA-backed loans help small business owners and entrepreneurs get funding who are creditworthy but do not qualify for conventional financing. Connect with an SBA lender using our Lender Match tool.**

## How it works

### 1. Describe your needs

Answer a few questions about your business in as little as five minutes.

### 2. Get matched in two days

Receive an email with contact information of lenders who express interest in your loan.

### 3. Talk to lenders

Compare rates, terms, fees, and more.

### 4. Apply for a loan

Submit loan applications and paperwork. You're well on your way to securing a business loan!

## Visit WBDC's eLearning Library

The Women's Business Development Council **eLearning Library** provides easy access to take a class when the timing is right for you—at your pace, on your schedule. Gain knowledge and practical skills to keep you moving forward.

Check it out at [CTwbdc.org](http://CTwbdc.org)!

### ELEARNING LIBRARY

Many On-Demand Learning Options for You

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