



**DOWNTOWN  
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## **DLBA Woman Owned Business Accelerator**

The DLBA's Woman Owned Business Accelerator Program is designed to assist existing woman owned businesses by providing targeted business assistance and grant funds in an effort to support costs associated with recruiting, retaining, or expanding an existing downtown woman owned business creating more jobs in Downtown Long Beach. The program will award up to 3 woman-owned businesses, not to exceed \$15,000 in total award money. Businesses that are "pre-revenue" will be considered and are encouraged to apply. (Preference given to businesses supporting online/digital customer acquisition strategies)

### **Award(s):**

#### **Up to 3 woman owned businesses for a total proposed award bucket of \$15,000**

1. Each awarded business entry that satisfies all criteria for participation (outlined below) and is officially awarded (up to 3 awards) by the DLBA's Economic Development Committee will receive a grant of up to \$15,000 which must be matched with up to \$15,000 in matching seed money or \*incurred business investments. (\*Contact Adam Carrillo, DLBA)
2. 1 Year DPIA BID assessment fee paid (up to \$500). The DPIA BID assessment fee will be paid as an addition to the grant award (\$500 approximate value)
3. All winners are selected through the application process and an in-person pitch to the CSULB-IIE, Built by She, and DLBA's Economic Development Committee
4. Winning participant(s) receive 3-5 strategically focused Saturday workshops customized specifically for their business(s) to:
  - a. Build a strategic needs assessment and develop a Road Map for their business
  - b. Develop a digital customer acquisition strategy to expand online revenue/sales
  - c. Periodic quick check-ins (to be defined) from 1<sup>st</sup> year goals outlined in the developed strategic road map
  - d. Potential additional business support defined in final award will be based on needs assessment provided in the business application.
5. Award(s) will be deposited to the awarded business(s) checking account within 30 days once the required criteria for participation are satisfied
6. All required criteria for participation must be met within 90 days of official award date.
7. DLBA will fund up to \$15,000 grant to the awarded business(s). Should 2 or 3 winners be determined the \$15,000 award bucket will be divided up as determined by the DLBA Economic Development Committee (requires matching funds or qualifying incurred business investments)
8. Each award requires matching funds of up to \$15,000 in order to be funded by the DLBA or \*qualifying incurred business investments (\*Contact Adam Carrillo, DLBA)
9. The DLBA reserves the right to change or update the award terms & conditions at any time



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**Criteria for Participation;** Your business may qualify for the grant if it satisfies ALL of the following requirements:

1. To qualify as a Woman Owned Business, a business must meet the following requirements:
  - a. At least 51% unconditionally and directly owned by women
  - b. A woman must manage the day-to-day operations
  - c. A woman must make the long-term decisions for the business
  - d. A woman must hold the highest officer position in the company
  - e. This woman must work at the business full-time during normal working hours
2. Existing and potential Downtown businesses are encouraged to apply
3. If awarded, the business must be located within the boundaries of the [Downtown Parking Improvement Area \(DPIA\)](#) managed by the Downtown Long Beach Alliance (DLBA) business improvement district
4. It's a requirement for the winning participant(s) to attend 3-5 strategically focused Saturday up to 4-hour workshops customized specifically for their business(s) to:
  - a. Build a strategic needs assessment and develop a Road Map for their business
  - b. Develop a digital customer acquisition strategy to expand online revenue/sales
  - c. Quarterly updates provided to the DLBA's Economic Development Committee to complete 1<sup>st</sup> year goals outlined in the developed strategic road map
  - d. Additional business support defined in final award will be based on needs assessment provided in the business application.
5. Copy of identification (DUNS Number) is required before grant is funded.
6. All City of Long Beach fees must be paid and business license is on file as "active" within 90 days of official award notification date and the business license is located within the [DPIA Boundaries](#) of the DLBA
7. Applicant(s) business or proposed business, including its affiliates, has no more than 24 employees as reported by the City of Long Beach Financial Management department on date of application of program
8. Is organized as "for profit", which operates primarily within the United States or which makes a significant contribution to the United States economy through payment of taxes or use of American products, materials or labor. The entrant and its business plan cannot be a 501(c)3 non-profit organization
9. Is in the legal form of an individual proprietorship, partnership, limited liability company, corporation, joint venture, association, trust or cooperative, except that where the form is a joint venture, there must be less than 50 percent participation by foreign business entities in the joint venture
10. Must have a dedicated business banking account open within 30 days of the award announcement date
11. The business cannot be a franchise or a home based business.
12. The DLBA reserves the right to change or update the criteria for participation at any time
13. Call Adam Carrillo, Economic Development Manager at (562) 480-2232 with any questions or to verify business eligibility



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### **Criteria to Receive Grant Funds**

1. The DLBA's Woman Owned Business Accelerator Program is designed to assist an existing woman owned business(s) by providing targeted business assistance and grant funds in an effort to support costs associated with expanding an existing downtown woman owned business creating more jobs in Downtown Long Beach.
2. DLBA Woman Owned Business Accelerator Program Timing:
  - a. 8/19/2017: Application start date
  - b. 9/5/2017: Deadline for business owner to submit notice of intent to apply and receive invitation to join the Information Session (not required for entry)
  - c. 9/6/2017: Facebook Live Information Session Q&A (not required for entry)
  - d. 9/15/2017: Application close date
  - e. 9/28/2017: UP TO 3 Finalists nominated
  - f. 10/12/2017: DTLB PitchFest & Award Date: Up to 3 finalists will be given 10 minutes to pitch their business plan and financial model. All competitors will be streamed on Facebook live as an official DLBA event. Finalists will be provided with specific instructions for the pitch competition. (DLBA reserves the right to move the date ensuring DLBA Economic Development Committee reaches confirmed quorum to approve grant to awarded business(s))
3. CSULB-IIE, Built by She, Wonder Women Tech, and the DLBA Economic Development Chair responsibilities:
  - a. 9/20/2017: Complete review of all applications
  - b. 9/28/2017: CSULB-IIE, Built by She, and DLBA ED Committee Chair will nominate UP TO 3 finalists by September 28 for UP TO 3 Awards
  - c. 10/6/2017: Provide DLBA Economic Development Committee with specific, itemized award including grant amount and defined business support program awarded (i.e. specific award and specify the 3-5 strategically focused Saturday workshops customized specifically for their business will be included in the official award)
  - d. 10/12/2017: Award winner and/or winners are confirmed at the DLBA Economic Development Committee. Award winner(s) are required to attend to pitch their nominated business to the Committee and will be aired on Facebook Live
4. All of the below must be part of the same business entity and included on the business banking account:
  - a. Business name/DBA on file with the City of Long Beach Business License
  - b. DUNS number
5. The awarded business is responsible to raise up to \$15,000\* in matching seed money. \*Qualifying incurred business investments may be applied towards required matching seed money. (\*Contact Adam Carrillo, DLBA with questions). If required, matching seed monies may be made payable to "Long Beach Downtown Development Corporation", a 501(c)3 organization. The awarded business name must be notated within the check's "Memo" line. Deadline to raise and deposit seed monies is 30 days after all criteria for participation is satisfied
6. If required by DLBA ED Committee, all dedicated/donated matching seed monies to awarded business(s) will be deposited within 7 business days after receiving deposit into the Long Beach Downtown Development Corporation 501(c)3 checking account from the winning company. Those monies will be paid via check to the awarded business with no requirement to perform





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7. If required by DLBA ED Committee, all funds received by the Long Beach Downtown Development Corporation will be transferred to the Downtown Long Beach Alliance (DLBA) (501(c)6 and the DLBA will deposit the dedicated/matching seed monies directly into the awarded business(s) bank account within 60 days once all criteria for participation are satisfied
8. The DLBA reserves the right to change or update the criteria to receive grant funds at any time

**About the DLBA Woman Owned Business Accelerator:**

The DLBA intends to provide reasonable accommodations in accordance with the DLBA's Economic Development foci listed below as outlined in our DTLB Vision 2020: Strategic Plan:

- Work with the City to streamline the business licensing, permitting and entitlement process
- Track and evaluate economic and development trends Downtown
- Promote Downtown housing developments and bring more residents Downtown
- Support existing businesses and attract new businesses to Downtown Long Beach

**About the Downtown Long Beach Alliance 501(c)6:**

The **Downtown Long Beach Alliance (DLBA)** is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines.

**About the Long Beach Downtown Development Corporation 501(c)3:**

The **Long Beach Downtown Development Corporation (DDC)** is a non-profit organization that is managed and affiliated with the Downtown Long Beach Alliance. The Long Beach DDC creates community benefits through education and access to capital that supports entrepreneurship, innovation, job creation in the spirit of public-private partnership. Its vision is to serve as the unifying economic development resource that works in concert with all community partners to help implement the City of Long Beach's recently adopted Economic Development Blueprint, which provides a foundation for private and public investors to achieve the community's mutual objectives.



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### **Program Partners:**

About California State University Long Beach-Institute for Innovation & Entrepreneurship: **California State University Long Beach** is a diverse, student-centered, globally-engaged public university committed to providing highly-valued undergraduate and graduate educational opportunities through superior teaching, research, creative activity and service for the people of California and the world. The Institute for Innovation & Entrepreneurship (IIE) was founded to provide programming and mentoring to unlock the innovative and entrepreneurial spirit existing in the greater Long Beach community. The outcome of the efforts of IIE is to enhance the economic development and quality of life for Long Beach residents and businesses.

### About the City of Long Beach:

The **City of Long Beach** is a hotbed for startup activity, education and ingenuity. Every city department and employee understands that promoting economic development in the city is a primary concern. Long Beach also boasts a low-cost business license tax rate structure with streamlined and improved city services. Your next business should be in a place that can tout a friendly community, ease of hiring skilled workers, and available training and networking for business owners at a profit. The City of Long Beach can offer it all; it's where your business should be open.

### About Built by She:

**Built by She** is a platform and a community of talented entrepreneurs, side-hustlers, and second career women looking to build businesses, share knowledge and strengths with other women founders, and discover an amazing network of people who understand you. Built by She offers year-round programming with live and on-line events featuring women-owned, venture-funded companies in addition to workshops, web-shops and causal meet-ups.

### About Wonder Woman Tech:

**Wonder Women Tech (WWT)** is an organization that produces year-round programming and national and international conferences that highlight, educate, and celebrate women and diversity in STEAM (Science, Technology, Engineering, Arts, Math), innovation and entrepreneurialism. Our conferences and programming offer a variety of speakers, panel discussions, coding classes, workshops, hackathons, community inclusion activities, thought leadership, and other dynamic programming geared towards empowering women, girls, people of color, the underrepresented, and diverse communities. We seek to create a shift in diversity and inclusion within STEAM industries by offering revolutionary content and impactful discussions.

**For Questions Contact: Adam Carrillo, Economic Development Manager at (562) 485-3130**  
[www.DTLBbusiness.com](http://www.DTLBbusiness.com)