



*Community-focused lifelong learning at the Atlanta University Center Consortium*

# Small Business ARC



**Assessment, Resources and Consultation to expand your business possibilities!**



# Application Package





SMALL BUSINESS ARC  PROGRAM

January 13, 2017

Dear Small Business Owner,

ASK YOURSELF THE FOLLOWING:

- ✓ Has your business growth and expansion stalled?
- ✓ How can you boost your marketing plan efforts?
- ✓ How can you get expert assistance and access to capital?
- ✓ How can you get to the next level in business accounting?

The AUCC/UCDC CommUniversity Small Business Assessment, Resources and Consultation (ARC) Program is designed to assist small business owners with expertise, technical assistance, hands-on training and an array of business tools. We will focus on marketing, effective ways to use social media, business expansion, access to capital, and preparation of financial statements. We will select 6 small business owners who are willing to commit to participating in this intensive 12-week program.

Applications are available by contacting Anthony Otey, CommUniversity Program Coordinator at 404-523-5148 or email to [aotey@aucenter.edu](mailto:aotey@aucenter.edu); Rita Gibson, Interim Director, UCDC at 404-572-3643 or email to [rgibson-ucdc@aucenter.edu](mailto:rgibson-ucdc@aucenter.edu); or visiting our website, [www.aucenter.edu](http://www.aucenter.edu). Your completed application must be submitted by January 31, 2017. Preference will be given to members of the West End Merchants Coalition and the MLK Jr-Ashby Merchants Association.

Sincerely,

*Anthony*

Anthony Otey  
CommUniversity Program Coordinator, AUCC

*Rita*

Rita B. Gibson  
Interim Executive Director, UCDC

**Program Overview**

*arc*

*noun*

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- 1. a continuous progression or line of development*
- 2. part of an unbroken curved line*
- 3. an opportunity to set small businesses on a new trajectory of success*

The Atlanta University Center Consortium (AUCC) and the University Community Development Corporation (UCDC) are collaborating to provide local small businesses with tools and expertise to help them sustain continuous progress and development. As part of the **Small Business ARC** program, 6 small businesses will participate in an intensive 12-week training and technical assistance experience. The three programmatic phases include assessment, resources and consultation.

Participants must successfully complete the requirements of each phase before advancing to the next phase. Preference is given to business members of the West End Merchants Coalition and MLK Jr.–Ashby Merchants Association.

<b>Phase I: Assessment</b>	<b>Phase II: Resources</b>	<b>Phase III: Consultation</b>
<ul style="list-style-type: none"> <li>• Of business needs</li> <li>• Of business plan and/or goals</li> <li>• Conducted by business experts</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly seminars to teach best practices and strategies to increase revenue and customer retention</li> <li>• Curriculum materials and exhaustive resource guide to supplement learning needs</li> <li>• Networking with other business owners, entrepreneurs and industry experts</li> <li>• Financial institutions and other sources of small business grants and loans to support business growth</li> </ul>	<ul style="list-style-type: none"> <li>• On-site for technical assistance</li> <li>• From business development experts</li> <li>• On best practices for growth, expansion, and financing</li> <li>• For three month intensive program</li> <li>• Receive \$1000 in technical assistance for a "Priority Project"</li> </ul>

# Small Business Assessment, Resources and Consultation ARC

## Phase 1: Assessment (Weeks 1-2)

- Professional consultants and MBA graduate students will provide on-site review of business plan, short-term and long-term goals, and priorities
- Professional consultants and MBA graduate students will identify key strategic areas in need of immediate improvement and work with the business owner to develop a realistic timeline for free/contracted services

## Phase 2: Resources (Weeks 3-8)

- Business owners will participate in weekly seminars that will equip each owner with specific knowledge of best practices and strategies to increase revenue and customer retention
- Participants will receive curriculum materials and an online resource guide to supplement class instruction
- The weekly seminars will provide a forum for participants to learn from and network with successful business owners, entrepreneurs and industry experts
- Participants will receive an online newsletter that includes tips and tools for business excellence from industry experts, network meeting notices, and small business interviews
- Business owners can meet with members of financial institutions and receive sources of small business grants and loans to support business growth
- AUCC students may be available to serve as business interns to assist in service delivery

## Phase 3: Consultation (Weeks 9-12)

- Business owners will receive up to \$1000 in free technical assistance (on site) by professional consultants for a "Priority Project" identified in their business assessment.
- Needs-based scholarships available by request

### For more information, please contact:

Mr. Anthony Otey  
Program Coordinator  
AUCC, Inc.  
[aotey@aucenter.edu](mailto:aotey@aucenter.edu)  
Phone: 404-523-5148

Ms. Angela Yarbrough  
Executive Assistant  
AUCC, Inc.  
[ayarbrough@aucenter.edu](mailto:ayarbrough@aucenter.edu)  
Phone: 404-523-5148

Ms. Rita Gibson  
Interim Executive Director  
UCDC  
[rgibson-UCDC@aucenter.edu](mailto:rgibson-UCDC@aucenter.edu)  
404-572-3643