

Outline -- Legislative Support for Capacity Building, Collaborative Marketing and Public Relations

Problem Statement:

FSC First has identified an on-going need to provide holistic, wrap-around services to businesses and entrepreneurs seeking access to capital.

FSC First has a significant need for increased marketing dollars to directly interact with and support the small business owner population in Prince George's County. The main priority for these businesses is to help them in the following areas:

1. Providing them access to capital,
2. Assisting them in a way that they are available and ready to gain access to capital; and
3. Giving them availability to be competitive in their marketplace.

Solution:

FSC First is proposing a collaborative strategy that includes providing more information and exposure with an ecosystem that supports small businesses in the following ways listed below:

1. Access to capital
2. Loan packaging assistance
3. Marketing and technical assistance
4. Credit knowledge
5. Financial management

Strategic Approach:

The funding request will augment current limited resources available to support marketing effort.

We will be using many mediums to promote these efforts. Below is an idea of what can be accomplished if appropriately funded:

1. Radio
 - a. Serve as Guests/Hosts of segments,
 - b. Strategic ad placements and interviews that discuss our diverse toolbox, history and highlight success stories in the County and the State.
2. TV
 - a. Live interviews with television channels that are doing stories on small business assistance or more
 - b. Buying ad time on local TV stations
 - c. Guest/Host on Prince George's Community Television (C-TV)
3. Social Media Marketing

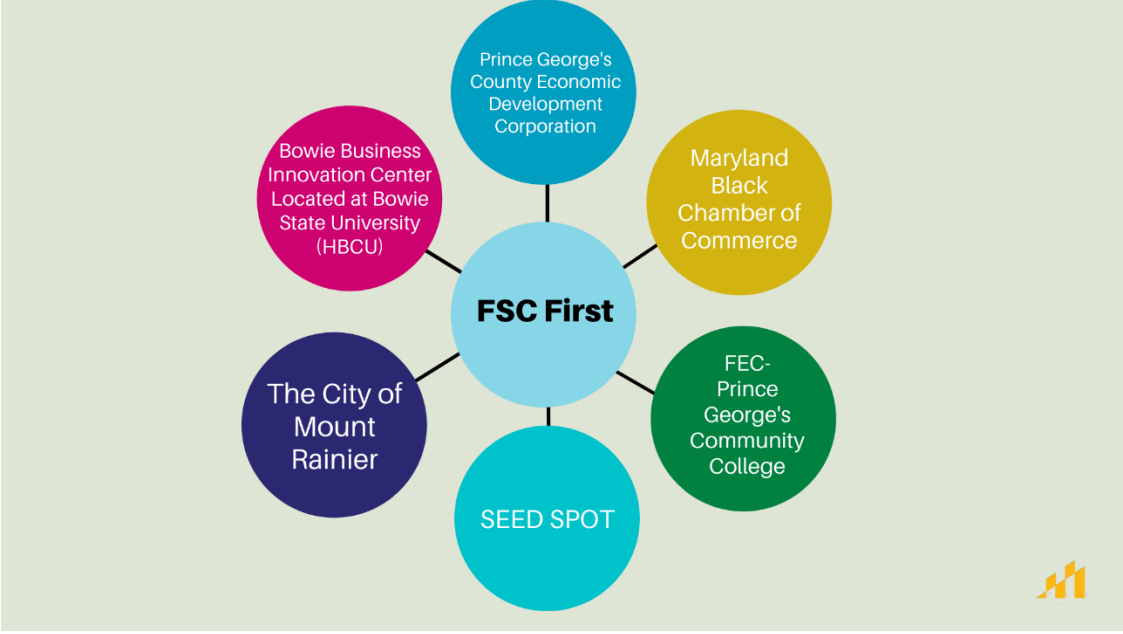
- a. Utilizing all our social media channels to promote events and outreach efforts for small business who may need assistance
 - b. Running specific ads across social media channels based on location and radius
4. Digital Events
 - a. Hosting virtual events/webinars or pre-recorded videos that touch on critical and necessary topics
5. In-person events
 - a. Small business mixers, development meetings, “Meet the Lender” events, etc.
6. Print
 - a. Running ads in business-oriented directories and publications, journals and newsletters; creative website banners and creating press releases for necessary events and webinars
 - b. Banners/Stickers on public transportation or public locations (e.g. malls, town centers, bus stops, academic institutions, etc.)
7. PR Agency
 - a. Would be responsible, on a contractual basis, for project planning, creating, and implementing strategy, and supporting the marketing efforts.

The Ask:

We are asking for \$420,000 in funding.

The requested funding will support a streamlined and collaborative approach to increase awareness of the diverse and vast amount of resources available to assist start-up, emerging and rapid growth companies in Prince George’s County that are strategically positioned to create and support jobs for local residents, provide niche products and services in industries that align with the economic development strategy, while supporting the local commercial tax base.

The preliminary ecosystem of organizations that will be involved are pictured below:



Submitted By,

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