



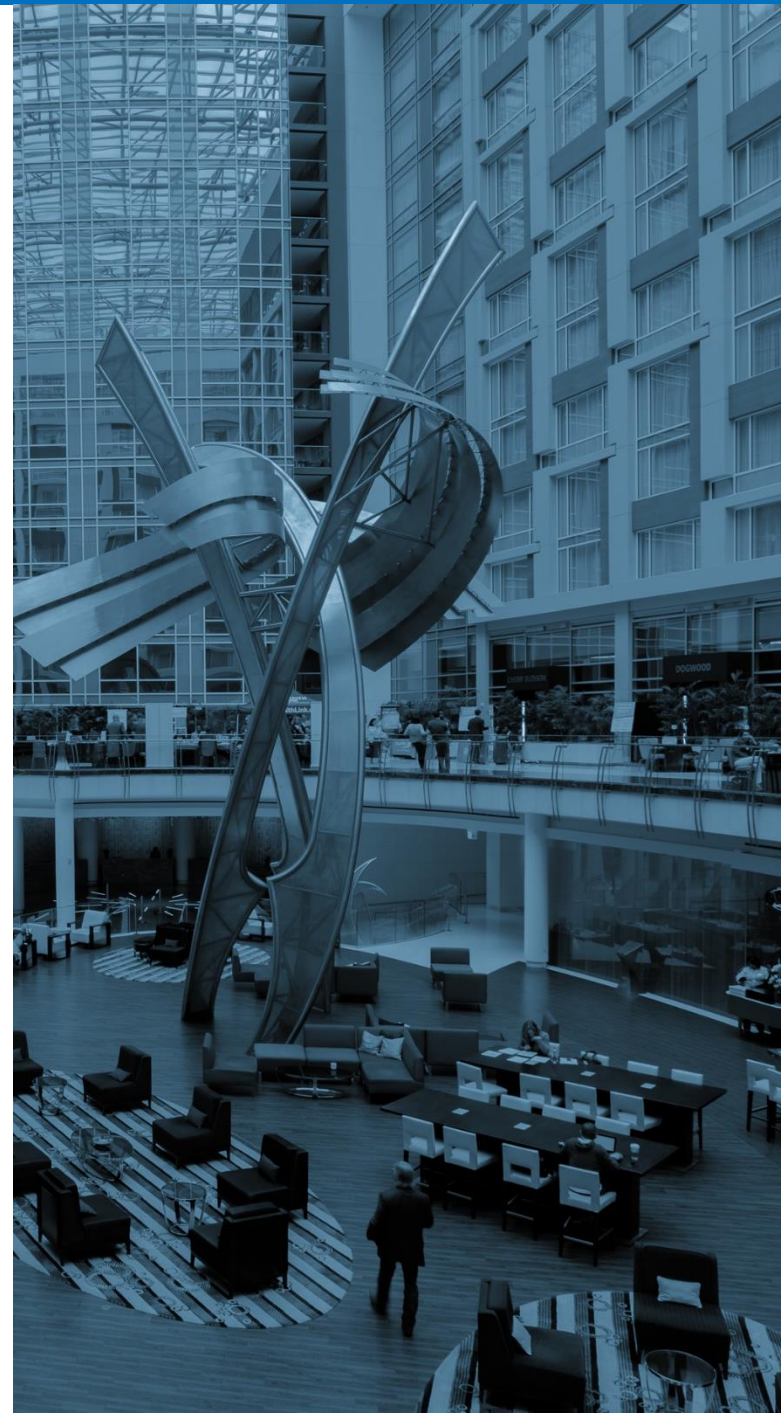
EVENT SUMMARY

DC Health Benefit Exchange Authority

PRODUCED BY THE WEB PORTAL TEAM



In celebration of National Small Business Week, DC Health Link (DCHL) and its business partners, the DC Chamber of Commerce (DCCC), the Greater Washington Hispanic Chamber of Commerce (GWHCC), the Restaurant Association Metropolitan Washington (RAMW) and 11 participating partners of the DC Health Link Small Business Braintrust held a small business forum, ***"POWER UP DC 2016: Get Money, Get Movin'... Accessing Capital to Start and Grow Your Business With Non-Traditional Funding Resources."*** The forum was held on Tuesday, May 3, 2016 from 8:00am -12:30 pm.



Objectives

POWER UP DC was a unique opportunity for District of Columbia small business owners and non-profit professionals to:

- Get valuable information about creative non-traditional financing options to help launch, grow and successfully sustain their businesses
- Participate in a range of cutting edge business-focused workshops that impact the bottom line
- Meet one-on-one with financial lenders and business experts
- Learn about the small business marketplace provisions of the Affordable Care Act (ACA) and the benefits of the health insurance options offered through DC Health Link
- Gain access to business opportunities and connections
- Network and build business relationships with other owners, seasoned professionals and industry leaders

Keynote Speakers



Denise Turner Roth

Administrator

U.S. GENERAL SERVICES
ADMINISTRATION (GSA)



Natalia Olson-Urtecho

Regional Administrator

U.S. SMALL BUSINESS
ADMINISTRATION (SBA) MID
ATLANTIC REGION



Workshops

TRACK 1

Preparing to Launch Your Business: *Jumpstarting Your Business with Non-Traditional Funding*

This session, developed specifically for small business start-ups, presented information about access to non-traditional financial resources such as community banking institutions, crowd funding, peer-to-peer lending, factoring, micro-loans, Internet-based lending, and other creative opportunities.

TRACK 2


Preparing to Grow Your Business: *Don't Stop Now, Keep It Moving*

During this session, the participants learned about traditional and non-traditional funding sources such as lines of credit, venture capital, angel funding, quasi-factoring, middle market bankers, federal credit unions, gap loans, SBA Guaranteed 7(A) loans, as well as niche marketing, technical assistance, regulatory updates, etc.

TRACK 3

Nonprofits: *Financial Capacity Building*

In this session, participants of the non-profit community learned about financial resources such as grant opportunities in the local and federal government, corporate funding, gifts/donations, and loan financing.

A photograph of two women sitting at a table, engaged in a conversation. The woman on the left is wearing glasses and a light-colored jacket, gesturing with her hand. The woman on the right is wearing a dark blazer and is also gesturing. On the table between them is a sign that reads "Pulmonary Hypertension Association Non-profit" and "DC HEALTH LINK". A small sign with the number "2" is on a stand in the background.

Matchmaking/Coaching Sessions

FINANCIAL INSTITUTIONS

City First Bank

BB&T Bank

M&T Bank

Street Shares

The Credit Junction

Capitol Credit Group

EquityEats

Life Assist

Latino Economic Development Corporation

Boston Beer Company

NON-PROFIT AND GOVERNMENT

Pulmonary Hypertension Association

Great Streets

DC Office of Grants and Partnership Services

DC Department of Small Local Business Development

LEGAL SERVICES

DC Bar Pro Bono Center

BUSINESS RESOURCES

DC Small Business Development Center

Fatback Media

DC Women's Business Center

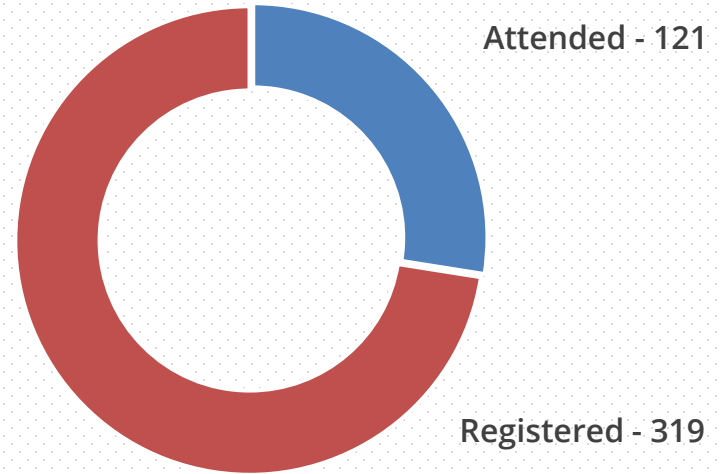
International Economic Development Council (IEDC)

Small Business Braintrust Participating Partners

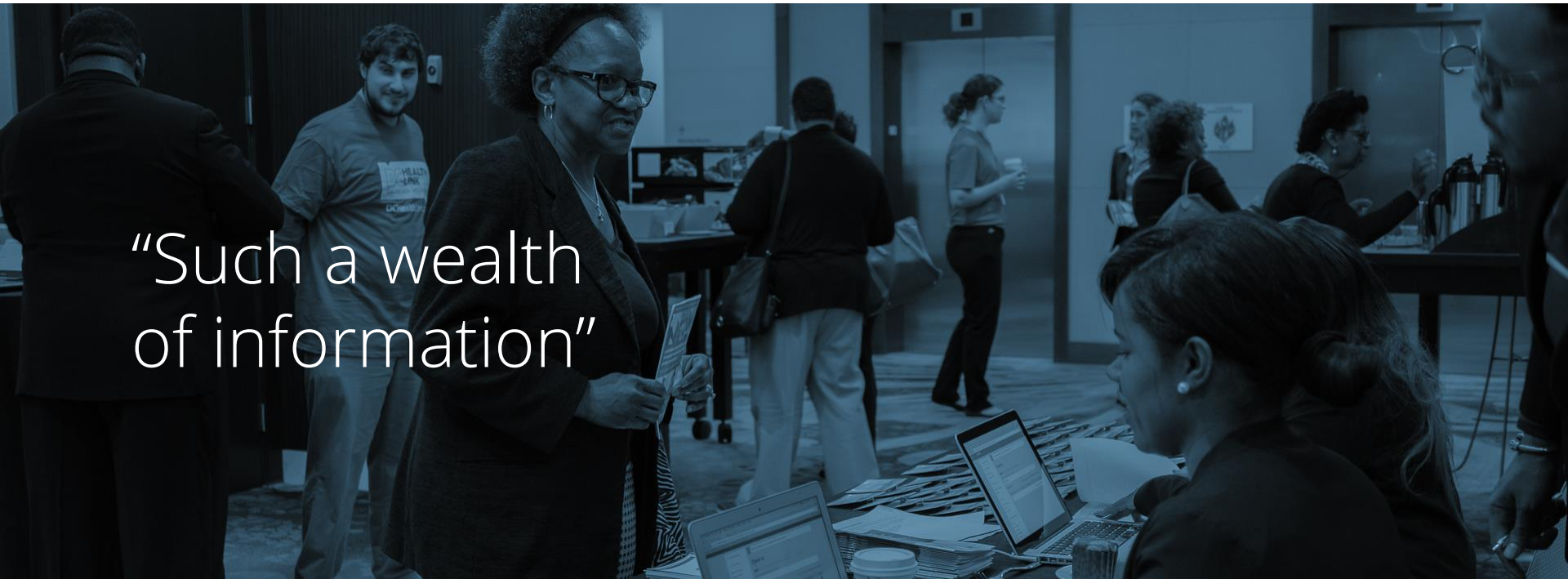


U.S. Small Business Administration

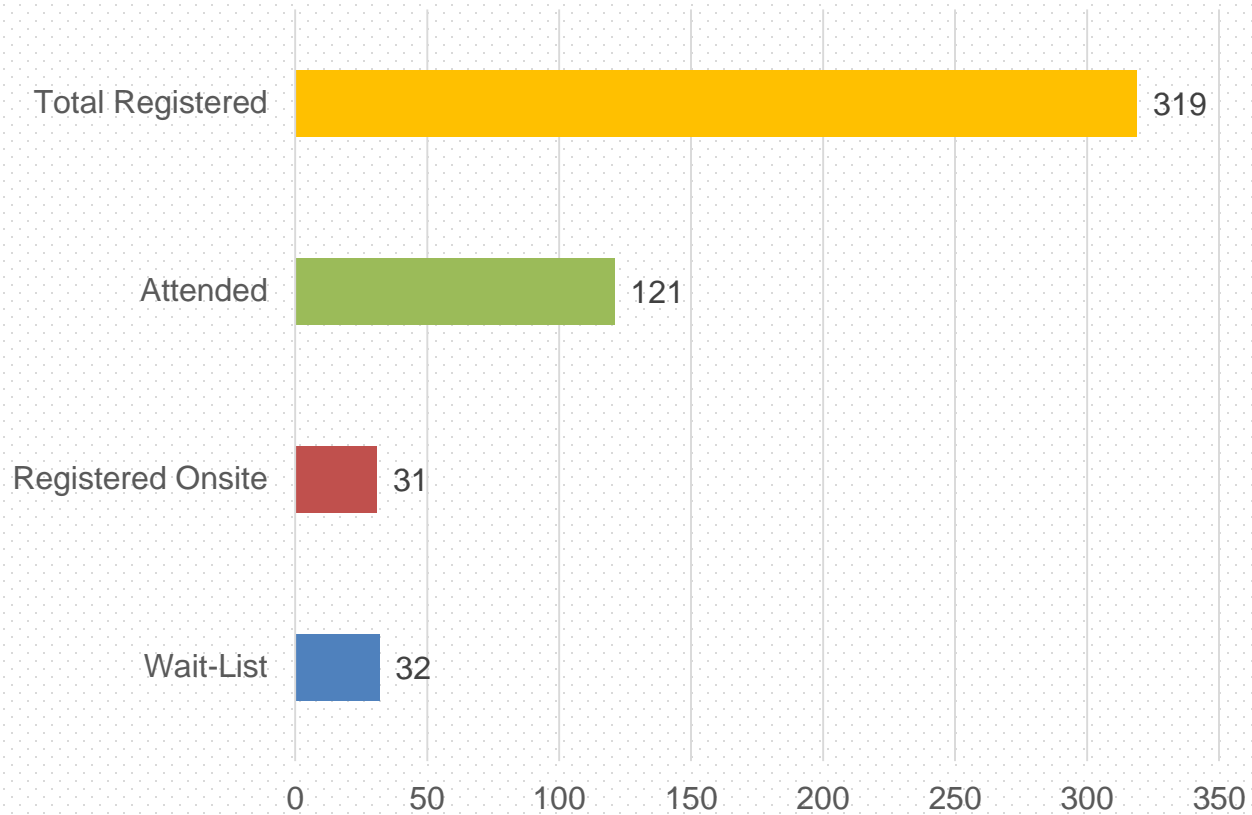
Registered vs. Attended



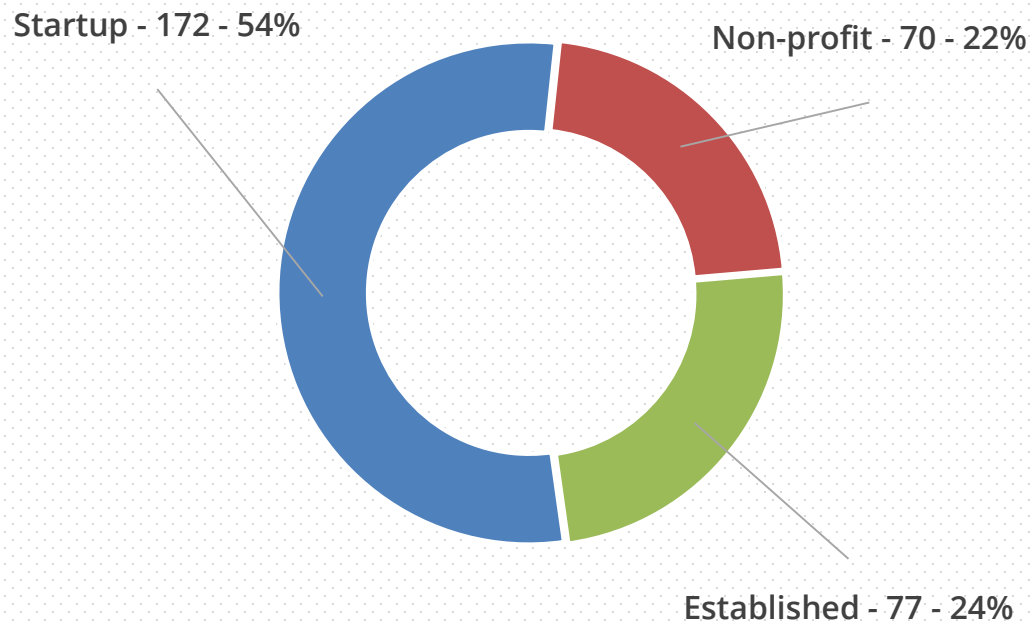
"Such a wealth
of information"



Registration Count

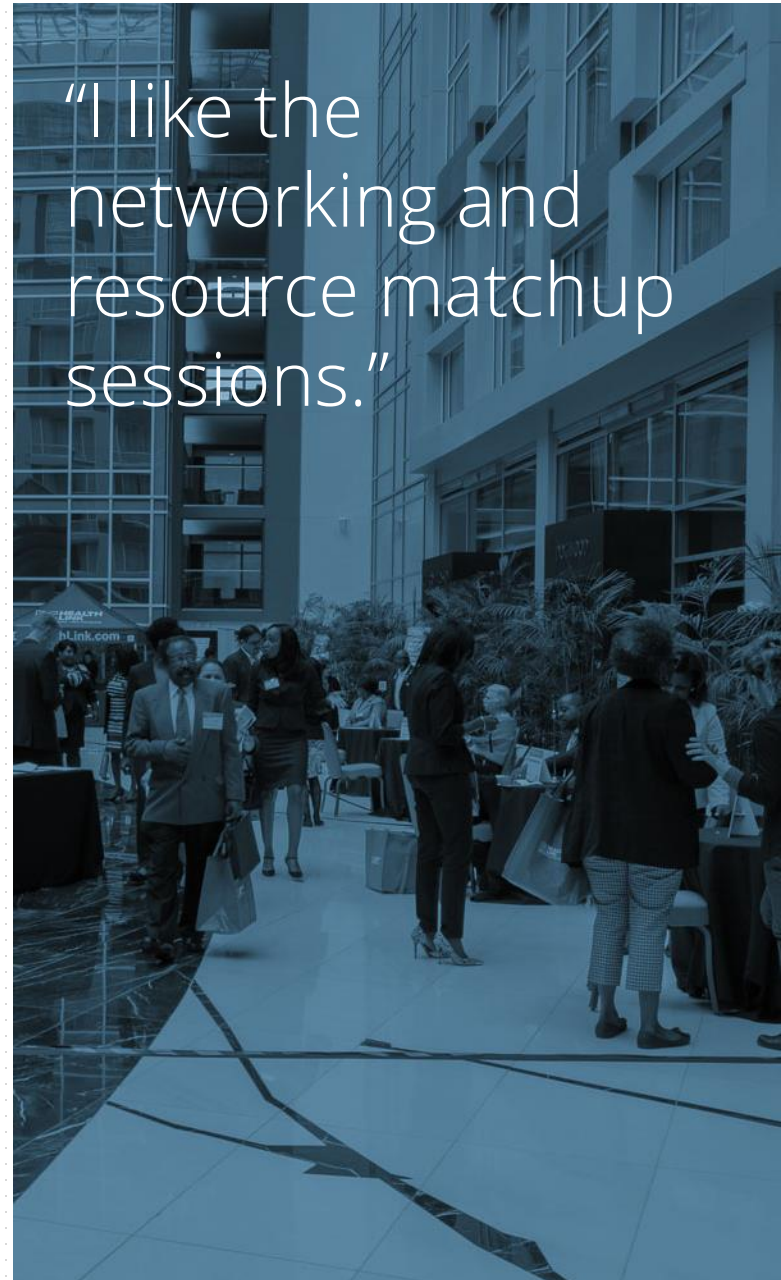


Business Status

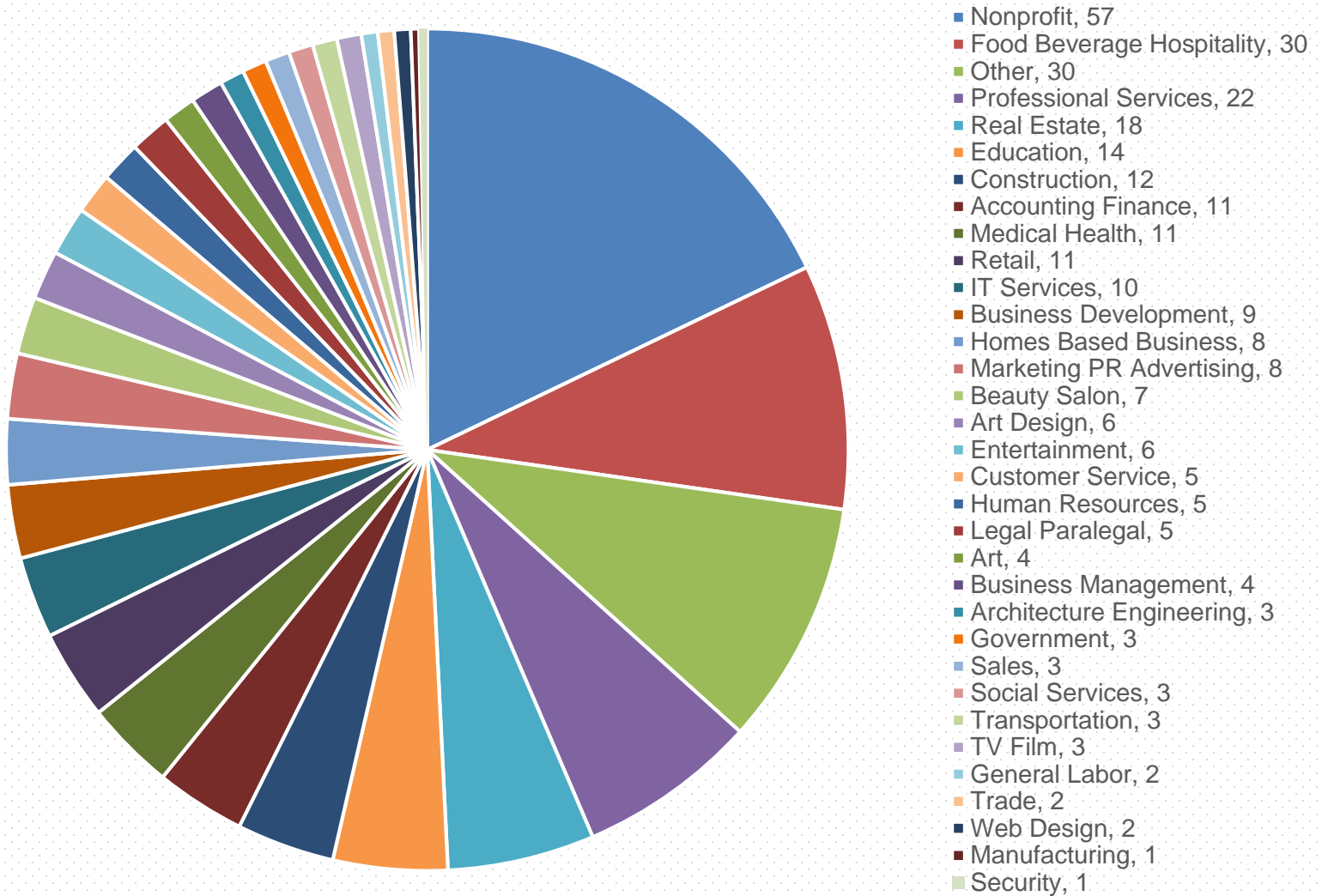


Based on the 319 businesses registered.

"I like the networking and resource matchup sessions."

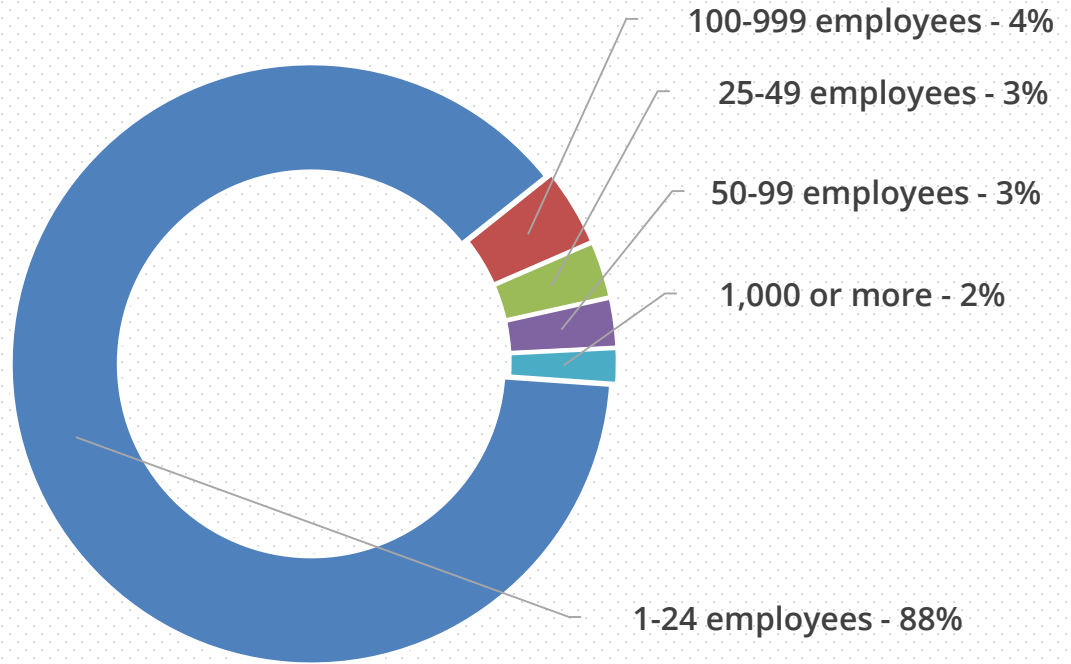


Business Types

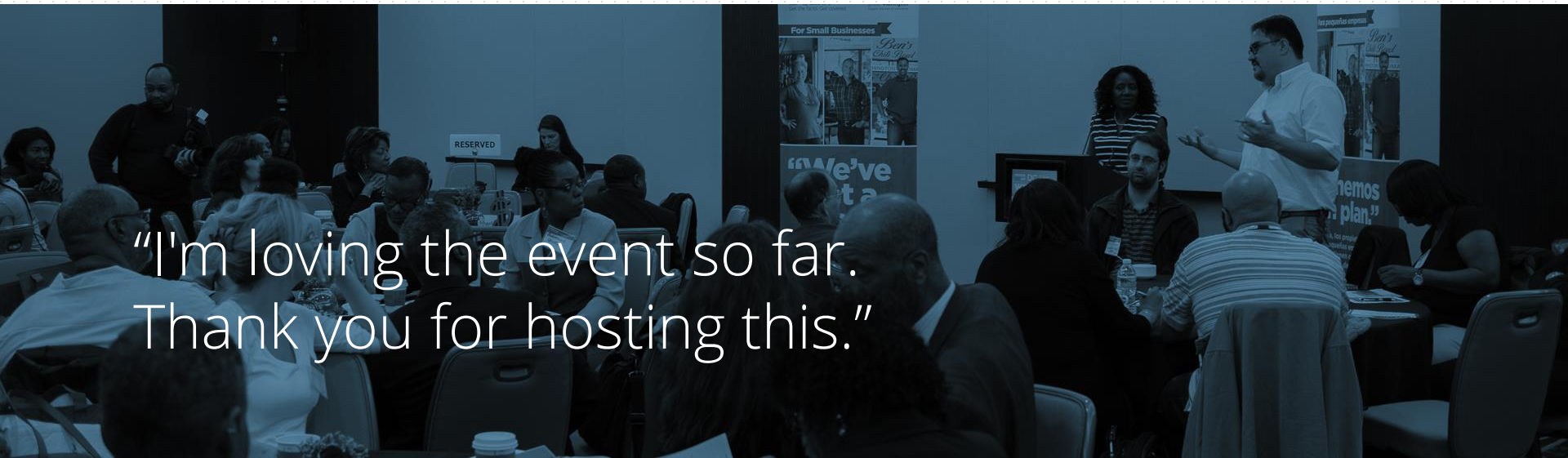


Business Size

Based on the 319 businesses registered.



"I'm loving the event so far.
Thank you for hosting this."

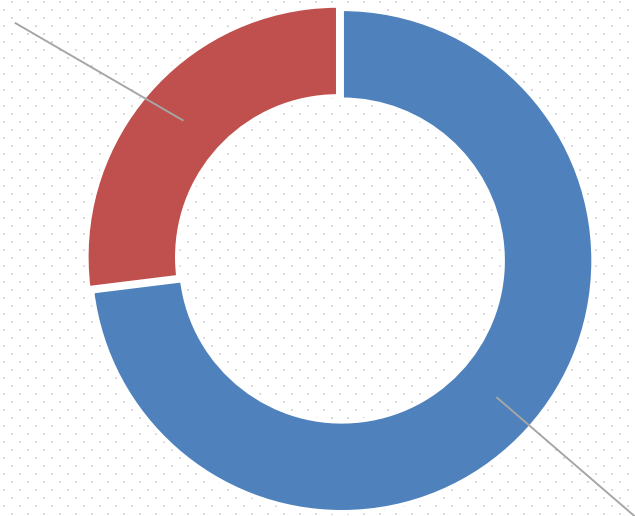




“Excellent – so
informative”

Registrants with Businesses based in DC vs. Outside of DC

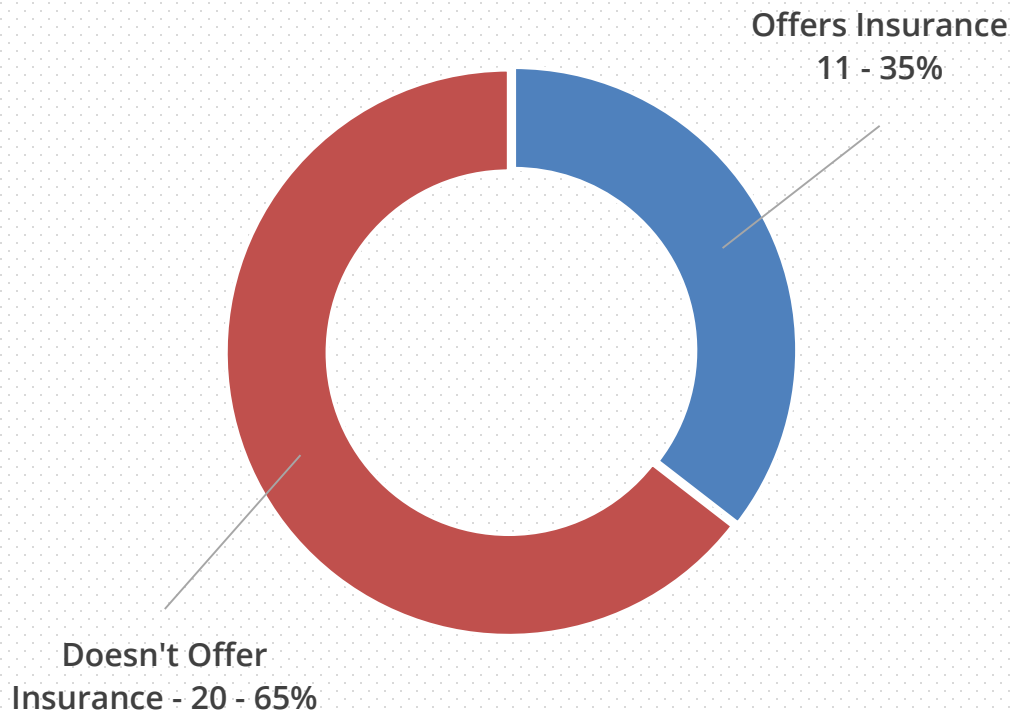
Outside of DC - 86 - 27%



DC Based - 233 - 73%

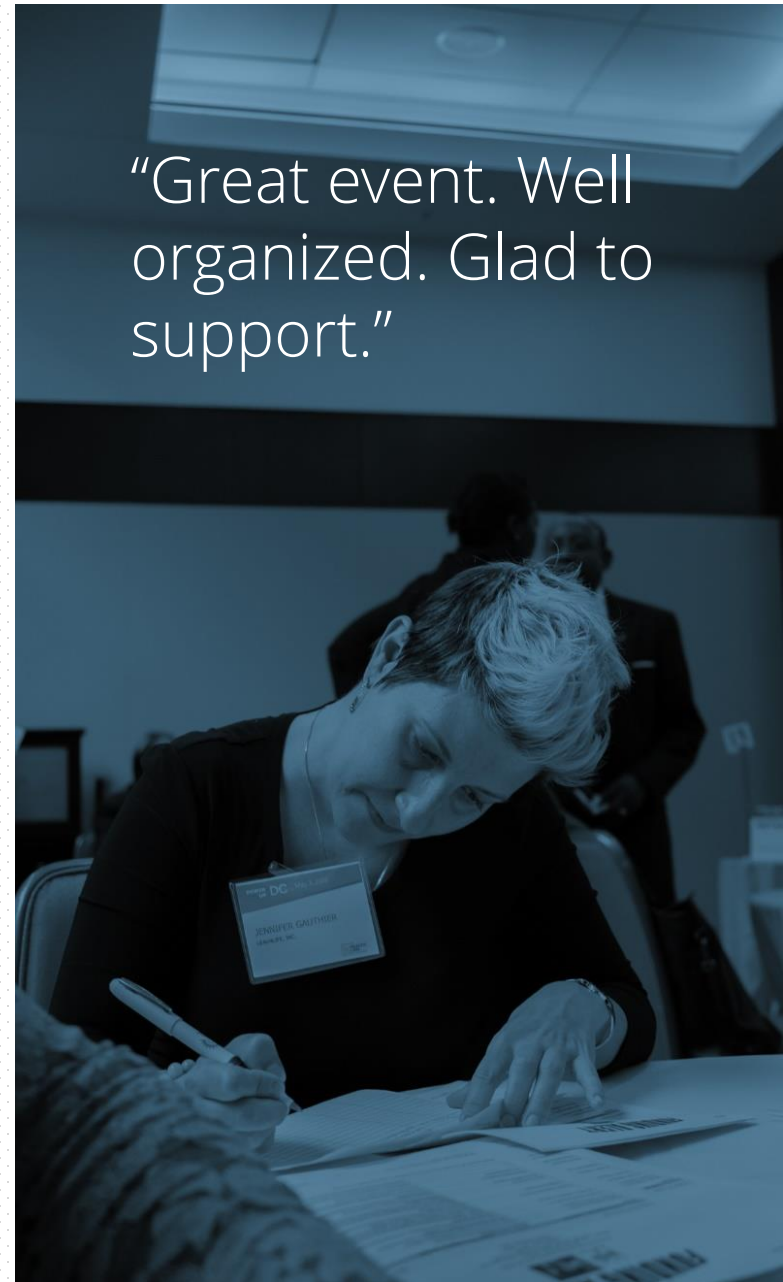
Based on the 319 businesses registered.

Businesses Offering Insurance

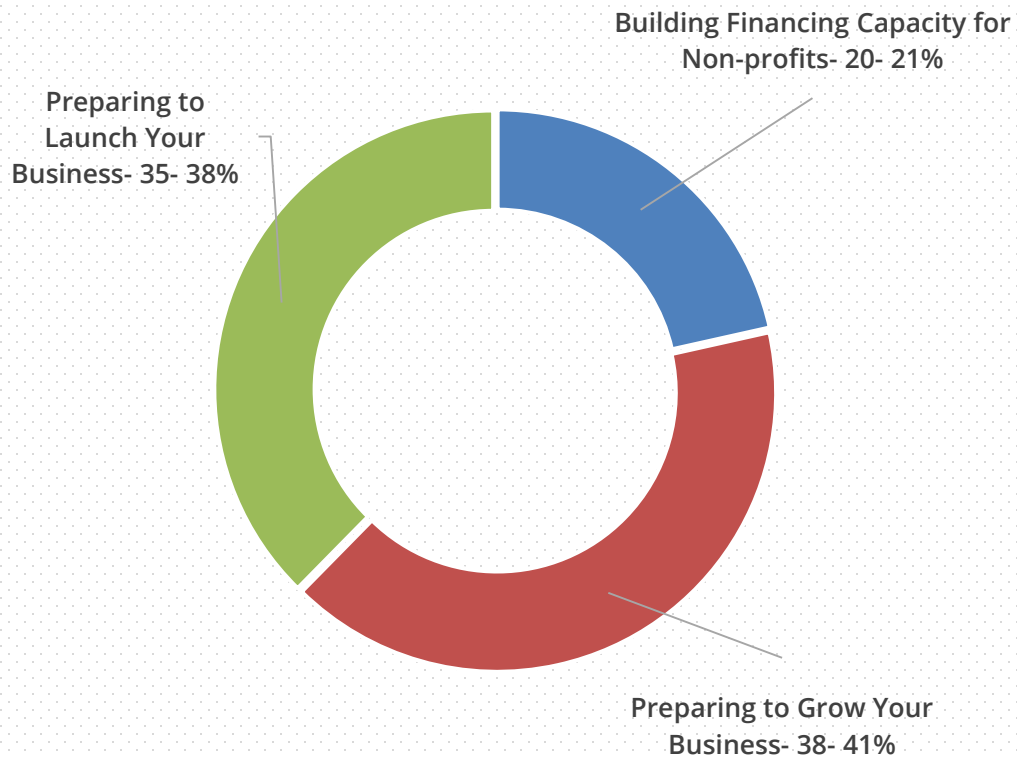


Based on the 31 businesses who responded to the onsite survey.

"Great event. Well organized. Glad to support."



Workshops by Interest



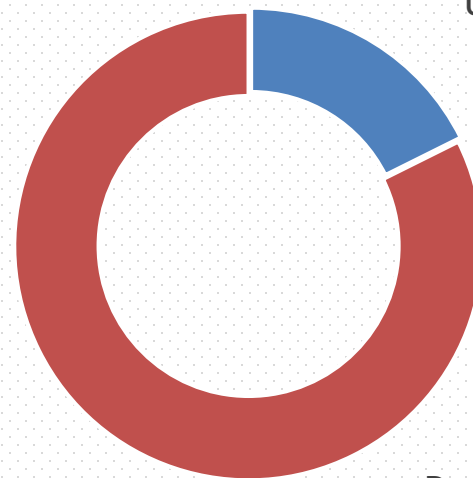
Based on the 93 participants who attended workshops.

“I have had a very informative afternoon.”



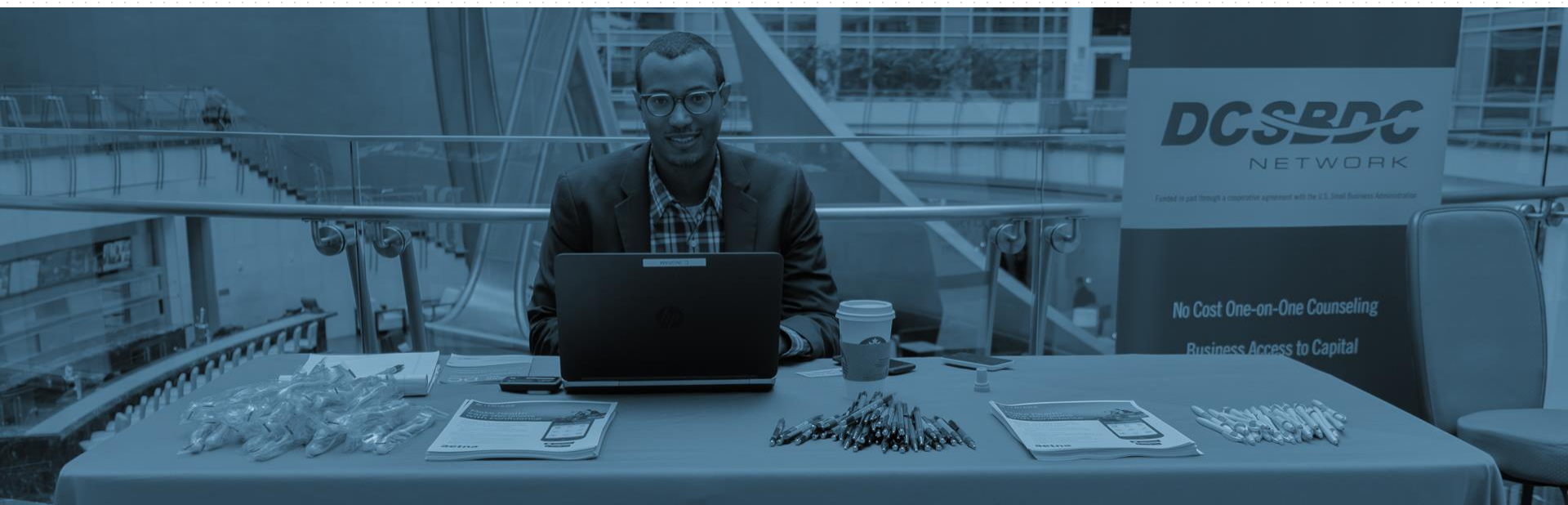
Businesses Using a Broker

Based on the 34 businesses who responded to the onsite survey.



Uses a Broker - 6 - 18%

Doesn't Use a Broker - 28 - 82%



Comments

GENERAL COMMENTS

"Everything went well..."

"Wish it could be longer"

"Such a wealth of information"

"Excellent – so informative"

"I like the networking and resource matchup sessions."

"Everything was good."

SUGGESTIONS

"I recommend more networking time."

"More diversity – Ethiopian community, Asian community"

"Provide more information in a pamphlet"

"Need more events like this"

"More time for Q&A"

HOW DID YOU HEAR ABOUT POWERUP DC?

Email Blast (Overwhelming response)

Newspaper

Website

Friend

POWERUP DC VIDEO HIGHLIGHTS

https://youtu.be/9booYZKX_x4