



WE CREA+  
E  
OPPORTUNITIES



**URBAN**BUSINESSGROWTH*initiative*  
2016 REPORT





# BUILDING OPPORTUNITIES IN THE URBAN CORE

The Urban Business Growth Initiative (UBGI) brings together key resources within the Kansas City community to build a suite of tools, classes and counseling to create jobs and support urban business growth.

UBGI ensures successful outcomes in our urban core by identifying, assessing and supporting an active pipeline of clients with diverse training opportunities and counseling. Through a strong partnership of entrepreneurial resources, UBGI provides a seamless process that is developing and strengthening businesses in Kansas City, Missouri's urban core.

**With 92 scholarships and 119 counseling sessions, UBGI helped its businesses generate more than \$29.5 million in new sales and almost \$4.3 million in new investment capital.\* With twice the revenue and business investments of last year's results, that impact shows that UBGI is doing its part to build opportunities in the urban core and help make Kansas City America's most entrepreneurial city.**

UBGI is a collaboration of KC BizCare (the City of Kansas City, Missouri Business Customer Service Center), the UMKC Small Business and Technology Development Center (SBTDC), the Procurement Technical Assistance Center (PTAC), Justine PETERSEN, the Women's Business Center and KCSourceLink. Funding for the Urban Business Growth Initiative comes from the City of Kansas City, Missouri, and the U.S. Small Business Administration.

## BUILDING AN INFRASTRUCTURE FOR BUSINESS GROWTH IN KANSAS CITY'S URBAN CORE

**Awareness and entrepreneurial mindset**  
with focused outreach to urban community

**TRAINING:** Ice House Entrepreneurship Program  
**PARTNERS:** KCSourceLink, KC BizCare, UMKC SBTDC

**TRAINING:** KC Microloan Program  
**PARTNERS:** Women's Business Center, Justine PETERSEN

**Credit development**  
with assessment, training and tools, including secured credit cards and credit-building loans

**Business feasibility and startup**  
with high-impact training programs and one-on-one counseling

**TRAINING:** FastTrac® NewVenture™, FastTrac® TechVenture™  
**PARTNERS:** UMKC SBTDC

**TRAINING:** KC Microloan Program, Manage Your Financials  
**PARTNERS:** Women's Business Center, Justine PETERSEN, UMKC SBTDC

**Financing**  
to help entrepreneurs secure low-interest bank loans

**Growth**  
through ongoing consulting, mentoring and connections to new markets and customers

**TRAINING:** Construction Business Management, Social Media Secrets and Strategies for Business, Winning Government Contracts: The First Steps, FastTrac® GrowthVenture™  
**PARTNERS:** PTAC and UMKC SBTDC

**\$29,541,400 REVENUE GROWTH + 83 JOBS CREATED**



## MAKE LIFE BEAUTIFUL

### Adri Luna and Adri Luna Studios

Adri Luna is an abstract artist. Her business model is anything but.

After two years of painting and selling her large, site-specific installations in a haphazard fashion, Adri decided she wanted to take a more strategic approach to selling her artwork. She applied for an Urban Business Growth Initiative scholarship and took FastTrac® NewVenture™ alongside business coaching.

With fresh business knowledge and a focused business plan, Adri opened a studio space, revamped her marketing plan, turned customers into clients and is turning a healthy profit.

Thanks in part to the helpful and engaging FastTrac instructors, Adri now stands proudly by her mission: to create beautiful art that represents the passion, ideas and thoughts of her clients.

**“Kansas City is growing in the most exciting ways, there is always something you can do or learn to propel your business forward. Receiving an Urban Business Growth Initiative scholarship was the first step on a continuous journey toward entrepreneurial success.”**

— ADRI LUNA, ARTIST

## BEST NIGHT EVER

### Joshua Lewis and UpDown Nightlife

On any given night there are so many great things going on around Kansas City that it's hard to choose what to do (not to mention planning the whole thing). Joshua Lewis and the UpDown Nightlife app are poised to solve that problem in Kansas City and beyond. The social app allows fun-seekers the ability to see what's hot around town and plan their evening at the click of a button.

Joshua knew he wanted to create an app to help party-goers “turn up” or “get down,” but to get traction and garner outside investment, he needed to build a business to support his dream.

After his first pitch to Digital Sandbox KC, Joshua was advised to apply for an Urban Business Growth Initiative scholarship, take FastTrac® TechVenture™ and receive coaching from a UMKC Small Business and Technology Development Center technology commercialization consultant. The eight-session course helped Joshua build a business plan and empower his team. At the end of 2015, Joshua received proof-of-concept support from Digital Sandbox KC, and the UpDown Nightlife app launched in Kansas City in September of 2016.

Kansas City nights will never be the same.

**“FastTrac® TechVenture™ was easily the key to us receiving our first set of funding. It helped me understand finances and how they make or break startups.”**

— JOSHUA LEWIS, CEO OF UPDOWN NIGHTLIFE



## TRAINING PROGRAMS

to Test, Start, Scale and Grow

- Ice House Entrepreneurship Program
- FastTrac® NewVenture™
- FastTrac® TechVenture™
- FastTrac® GrowthVenture™
- Manage Your Financials—Don't Let Them Manage You
- Construction Business Management
- Social Media Secrets and Strategies for Business
- Winning Government Contracts: The First Steps

## PARTNERSHIP WITH IMPACT

for Kansas City's Urban Core\*

**15** business starts

**83** jobs created

**129** jobs retained

**\$29,541,400** revenue growth

**119.4** counseling hours

**92** scholarships given

**\$4,270,200**  
investment dollars into business

**\$3,152,818.52**  
in government contracts

“FastTrac® NewVenture™ was a great springboard for Freedom Companies, Inc., allowing me to not only work on a business plan, but to bounce ideas off of like-minded individuals in a safe, collaborative environment. Even though I graduated in 2012, my relationship with my UMKC SBTDC business coach continues to this day and is a key part of why my venture is growing and succeeding in Kansas City.”

— CAROL ESPINOSA, FOUNDER & PRINCIPAL  
FREEDOM COMPANIES, INC.

# PARTNERSHIP TO BUILD A STRONGER URBAN CORE



## URBAN BUSINESS GROWTH *initiative*

4747 Troost  
Kansas City, MO  
816-235-6063  
[umkcsbtdc@umkc.edu](mailto:umkcsbtdc@umkc.edu)

[sbtdc.umkc.edu](http://sbtdc.umkc.edu)

