

CITY OF SOUTH EUCLID



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South Euclid Business Seminar
Presented by G2G consulting, llc
South Euclid Community Center
Wednesday November 16, 2011

MEETING SYNOPSIS

I. Welcome & Introductions

- a. Mayor Georgine Welo introduced herself and welcomed those in attendance.

II. First Presentation: *G2G consulting, llc*

- a. Principal Liz Powell introduced G2G consulting, llc, an organization she founded in 2007 that assists businesses, non-profits and institutions by providing strategic government affairs, economic development and public relations consulting.
- b. Stressed that over \$100 billion in government funding/ federal grants are available each year for SBIRs (Small Business Innovation Research) and STTRs (Small Business Technology Transfer) to foster economic growth.
- c. Emphasized that successful funding procurement is often the result of proper timing, clear objectives, and effective relationships with government agencies.
- d. Mid-West Director Lindsay Fello called on small business owners to become a vital resource in their specialized field for government officials to rely upon and in turn influence the process of funding/grants.
- e. The presentation concluded with several case studies detailing how various businesses successfully obtained federal funding for their organizations through long-term government relationships, lobbying, and implementation of white papers (succinct funding requests and business objectives).
- f. Individual questions were answered shortly thereafter.

III. Second Presentation: *Michael J. Daly, Economic Development Consultant, Cuyahoga County Department of Development*

- a. Recommended each business owner to consider the services of Employment Connection, a business-to-business collaboration between the City of Cleveland and Cuyahoga County that helps local businesses find suitable employees quickly and effectively as well as provide access to workplace education and training grants.
- b. Promoted the Department of Development's Storefront Renovation Rebate Program as a cost-effective way for small businesses to revitalize their infrastructure and enhance commercial areas.

IV. Final Presentation: *Grace Kilbane, U.S. Department of Labor*

- a. Grace Kilbane touched briefly on Cleveland's role in the recent "Strong Cities, Strong Communities" presidential initiative that is aimed to make more efficient use of federal funds and spur local economic development.

V. Closing Remarks

- a. Economic Development Coordinator Michael Love projected the next Business Advisory Board Meeting would occur mid/late February 2012.