

NEWSLETTER

"What are three things you'd recommend to small businesses to prepare for 2025?"

As we get into the holiday season, we thought it would be a great time to ask our Business Resource Partners:

[Innovate Hampton Roads](#), **Tim Ryan** Executive Director

1. Celebrate all wins, no matter how small they may seem. Running a business is challenging. Positive and forward momentum is essential when facing day-to-day challenges.
2. You can manage what you don't measure. Consider what you need to measure; the numbers don't lie, and you can adjust your focus if needed. Your numbers may also uncover a win that you should celebrate.
3. Prepare for the new year today! If you wait to start planning for the new year when the new year starts, it's already too late.

[HPI Consulting, LLC](#), **Mary Haycox** SHRM-SCP, SPHR

1. Annual reflection can pave the way for innovation and new beginnings as our businesses grow and mature. Embrace the opportunity to reimagine your business, considering this year's experiences in your plan to achieve next year's goals.
2. Your team is your engine and high-performance equals success! As this year draws to a close, consider potential developmental investments in support of your greatest asset!
3. Wearing many hats is the role of every leader at times, be mindful in 2025 to understand when greater success can be achieved through sharing one of those hats with another. While we can do many things well, sometimes we need to rely on a teammate so we can do the critical things greatly!

[Fulton Bank](#), **LaTonya Christian** SVP, Consumer Sales Manager Virginia Market

1. Meet with their Banker and Accountant to discuss their goals.
2. Develop a networking plan - Reflect back on 2024 - How did they advertise your business? How many networking events did you attend? What will be your networking goals in 2025?
3. Review your services - What's in demand/profitable (Review profitable and loss statement to determine product or service demands)

Scan to sign up for our monthly newsletter & weekly updates!



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yesvirginiabeach.com



The HIVE at Virginia Beach
Economic Development



thehivevb



The HIVE - VB Business Resource Center

[SBN Solutions](#), **Eric Garza** Owner/CEO

1. Separate Your Business and Personal Networks: Implement network segmentation to keep your business computers separate from personal devices and Internet of Things (IoT) devices. This reduces the risk of attackers exploiting less secure IoT devices to access sensitive company information.
2. Use Secure Password Management: Adopt a robust password management system to help remember your passwords safely. Avoid using the "Remember Me" feature on websites, as attackers can steal stored cookies to impersonate you and gain unauthorized access.
3. Protect Against Fraudulent Activities: Stay vigilant against cyber threats that target financial transactions. Regularly verify requests for changes to account or routing numbers with your vendors, as attackers may attempt to redirect payments to themselves, leading to financial loss.

[757 Collab](#), **Paul Nolde** Managing Director

1. Hold a strategic planning day with your team to outline/discuss key priorities and goals for the new year.
2. Celebrate your wins from the past year.
3. Stress test the vision/mission/values of your company.

"It's all around culture-building!"

[Reservoir Financial](#), **Jacinta Gauvin** AAMS™ Investment Advisor Representative

1. Optimize Your Business Strategy. The talent landscape is more competitive than ever. Now is the time to evaluate your employee benefits program to ensure its cost-effective and aligned with what today's workforce values most. Consider enhancing health plans, adding wellness initiatives, or introducing retirement solutions that attract and retain top-tier talent.
2. Review Your Financial Wellness Offerings. Financial Stress impacts productivity. Providing resources like financial education, retirement planning tools, or even employer-sponsored savings plans can set your business apart while supporting your team's overall well-being. Employees who feel financially secure are more engaged and loyal.
3. Stay Compliant with Retirement Plan Laws. In Virginia, businesses with 25 or more employees are required by law to offer a retirement plan. If your business hasn't already implemented one, now is the time to act. Beyond compliance, offering retirement solutions positions your company as forward-thinking and employee-focused, which can give you a recruiting edge.

"Additionally, be aware of the upcoming changes to 401(K) contribution limits. In 2025, these limits will increase to \$23,500 and \$7,500, respectively. Furthermore, a new provision allows individuals aged 60 to 63 to make catch-up contributions up to \$11,250 starting in 2025."

[Pixel Financial Group](#), **Misty Leinberger** CPA, MBA President

1. Make sure you have your numbers together! Don't wait until the last minute and try to cram it in all at once. That's a great way to miss something and create inaccuracies that might bite you later.
2. Things may be different in 2025. Don't panic about the unknown. Be patient. Wait to see what the future holds and keep doing what you do.
3. Now is the time to make changes if you feel you need them. Changes in accounts. Changes in payroll companies. Make a clean break and get those meetings in now so transitions can begin.

Thank you all for a great year at The HIVE, and let's have a great 2025!

In-Person Training Schedule

Turning Strangers into Customers Using A.I.

Jeraud Marketing Group
December 5th
10:00 AM - 12:00 PM

Money Mindset: Pinpoint the Bias that Impacts Your Sexy Money

Weiss Financial Consulting LLC
December 9th
10:00 AM - 11:30 AM

Cyber Attacks: How They Work & How to Combat Them

SBN Solutions
December 10th
6:00 PM - 7:00 PM

Let's Talk Retirement!

W.I.N. Group
December 10th
1:00 PM - 2:30 PM

The Entrepreneur's Edge: Leveraging Tools, Skills, and Assets for Growth

12 Stone Consulting
December 11th
10:00 AM - 12:00 PM

Cyber Attacks: How They Work and How to Combat Them

SBN Solutions
December 12th
10:00 AM - 11:00 AM

In-Person Training Schedule

The Gift That Keeps On Giving

Armintia
December 12th
11:00 AM - 12:00 PM

Upcycling for a Greener Tomorrow: Sustainability Panel Discussion and No-Sew T-Shirts to Totes Workshop

Stretch Couture by Sonya Z.
December 12th
6:00 PM - 8:00 PM

Are YOU Social Media Savvy?

Michelle Olivia Travels
December 13th
10:00 AM - 12:00 PM

Virginia Beach Minority Business Council Winter Mixer

VB SWaM Office
December 13th
5:00 PM - 7:00 PM

Networking 102: Now What? The Fortune is in the Follow-up!

Michelle Olivia Travels
December 16th
10:00 AM - 12:00 PM

Non-Traditional Funding Options for Businesses

Trust Financial Solutions
December 17th
11:00 AM - 12:00 PM

SWaM Certification Information Session

SBSD
December 17th
10:00 AM - 12:00 PM

(Lunch & Learn) Legal-Ease: Creating a Business Plan with Legal in Mind

JMA LAW, PLC
December 19th
12:00 PM - 2:00 PM

Virtual Training Schedule

Market Research for Small Businesses

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Using Free Tools to Grow Your
Business

SCORE
December 3rd
1:00 PM - 2:00 PM

Business Development Program

Operation HOPE
December 4th
6:00 PM - 8:00 PM

Expert Tips for Starting and Growing a Successful Business

SCORE
December 5th
1:00 PM - 2:00 PM

Federal Contracting: Simplified Acquisition for Small Business Contracting

Virginia APEX Accelerator
December 10th
12:30 PM - 2:00 PM

Creating a Business Plan That Works

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Key Elements Every Entrepreneur
Needs

SCORE
December 10th
1:00 PM - 2:00 PM

Federal Contracting: WOSB (Women Owned Small Business) Certification

Virginia APEX Accelerator
December 11th
10:00 AM - 11:30 AM

How to Create a Marketing Plan for Your Small Business

SCORE
December 11th
1:00 PM - 2:30 PM

Budgeting & Saving

Operation HOPE
December 12th
4:00 PM - 5:00 PM

Virtual Training Schedule

Introduction to Federal Contracting

SBA
December 13th
12:00 PM - 1:00 PM

Loans, Grants and Other Funding Options for Small Businesses

SCORE
December 17th
1:00 PM - 2:00 PM

Building Strong Credit

Operation HOPE
December 18th
6:00 PM - 7:00 PM

Credit and Money Management

Operation HOPE
December 18th
6:00 PM - 8:00 PM

Strategies and Tips for Finding a Retail Space for Your Business

SCORE
December 19th
1:00 PM - 2:00 PM

Small Business Workshop

Operation HOPE
December 19th
6:00 PM - 7:00 PM

ONE-ON-ONE BUSINESS CONSULTATIONS

(By Appointment Only)

Meet the Banker (Fulton Bank)

December 13th
1:00 PM - 3:00 PM

Transformational Leadership Coaching (Sharonda Michell Coaching)

Tuesdays
10:00 AM - 1:00 PM

Financial Advisor on Call (Reservoir Financial)

Wednesdays
11:00 AM - 2:00 PM

Discover the Power of Coaching (Karen Price Owen Life Coaching)

Wednesdays
1:00 PM - 3:00 PM

CPA on Call (Pixel Financial Group)

Every Other Calendar Wednesday
11:00 AM - 2:00 PM

Marketing on Call (Artisan-Preneur Consulting)

Thursdays
11:00 AM - 1:00 PM

One-on-One Business Counseling (SBSD)

December 12th
9:00 AM - 5:00 PM

Small Business Counseling Sessions (SCORE)

Tuesdays & Thursdays
10:00 AM - 1:00 PM

Virginia APEX Accelerator Program

Monday - Friday
9:00 AM - 4:00 PM

UPCOMING OPPORTUNITIES

2024 Growth Activities Program

Location: The HIVE by City of Virginia Beach
December 4, 2024 5:30 PM - January 15, 2025 7:30 PM



The Growth Activities Program, or GAP, is a 3-part workshop series that includes two in-person sessions and a 30-minute one-on-one session with an executive coach. This program is designed to provide actionable insights and tools for both emerging and established business owners. After registering, you will be contacted by Dream Builders Communication, LLC (DBC), and the call will come from a (704) area code.

Session 1 - In-Person

- Understanding your "Why" and how it impacts your goals, vision, and mission
- The importance of professional development in business growth
- Effective communication: listening, speaking, and engaging
- Crafting your business pitch and value proposition
- Building the right team
- Doing business with the City of Virginia Beach
- Strategies to accelerate business growth

Session 2 - Virtual

30 Minute/Session - Business Analysis Assessment included

These sessions are customized and based upon the needs of each participant. DBC will meet business owners where they are in their business and conduct these meetings virtually.

Session 3 - In-Person

- Strategies to elevate your business to the next level
- The power of branding
- Creating and refining your business plan
- Marketing your business effectively
- Understanding your working style and collaborating with others (personality assessment)
- Best practices for doing business locally, regionally, and nationally

THE HAMPTON ROADS WORKFORCE COUNCIL PRESENTS:

APPLICATION FEST

IN PARTNERSHIP WITH VIRGINIA BEACH ECONOMIC DEVELOPMENT



Wednesday
December 11, 2024
1:00 PM - 4:00 PM
The HIVE
140 Independence Blvd
VA Beach, VA 23462

REGISTER TODAY!



Scan the QR Code
or
Follow the link below:
<https://slate.to/COzISs10>

How to Get Prepared:

- **Confirm Attendance:** RSVP by scanning the QR code or visiting the link provided
- **Register:** Ensure you are registered with the Virginia Workforce Connection at www.vawc.virginia.gov
- **Choose Positions:** Identify the job openings you wish to apply for during Application Fest
- **Be Ready:** Arrive prepared to pursue your next career opportunity!

The mission of **Application Fest** is to enhance our resume referral process and turn our traditional **Jobs Board** into a vibrant **interactive experience**.

This event will offer a range of wrap-around services, including **resume** assistance, interactive career readiness **workshops**, a professional clothing closet, mock **interviews**, and access to computers for job **applications**.

Make the application process an **engaging adventure!**

Questions? Contact Business Services at bsu@theworkforcecouncil.org OR (757)-629-4665



INTRODUCING THE BUSINESS FINANCIAL EMPOWERMENT BOOTCAMP!



Are financial complexities holding your business back? Our 8-session Foundational Level Bootcamp series is designed to demystify business finances, provide a deeper dive into crucial business topics and set you on the path to success.

FOUNDATIONAL	<p>DATES:</p> <ul style="list-style-type: none"> • Applications open on 12/02/24 • Finalists notified on 01/06/25 • Foundational Session starts 01/15/25 • Cohort 2: Intermediate Bootcamp starts 03/19/25 • Cohort 3: Advanced Bootcamp starts Fall 2025
INTERMEDIATE	
ADVANCED	

****Registration is limited to 20 participants for each Bootcamp****

Strong Candidates Are:

- Committed to being engaged learners
- Business leaders and entrepreneurs dedicated to gaining a greater understanding of their financials
- Founders at varying levels of financial mastery



 **The HIVE**
140 Independence Blvd, Suite 100

Scan to fill out the application



SMALL BUSINESS GRANTS & LOANS



Virginia Minority Business Development Agency

Funded by the U.S. Department of Commerce, Minority Business Development Agency, they help Minority Business Entrepreneurs gain greater access to contracts/markets/capital in the Federal/State/Local/Commercial space. They deliver strategic business consulting, technical assistance & work to understand your capabilities to develop near & long-term strategic growth.

37 Angels

37 angels is an organization made up of female angel investors that invest in women-owned small businesses. The organization recognizes the disadvantages that female entrepreneurs face in the loan market and seeks to close that gap. To help women keep their companies afloat, 37 Angels offers grants as large as \$150,000.

Amazon Black Business Accelerator

Grow your business with dedicated resources, financial assistance, business education & coaching, and marketing & advertising support.

SBA Microloans

These government-backed loans of up to \$50,000 can be a good choice for new or very small businesses. They're typically issued by nonprofit community financial institutions, many of which offer additional training and resources.

SMALL BUSINESS GRANTS & LOANS



National Association for the Self-Employed Growth Grants

This nonprofit trade association provides educational resources and grants for small businesses and entrepreneurs. To apply for a grant of up to \$4,000, you'll need to become an active member of the association, provide a detailed explanation of how you'll use the funds, show how the grant will support your business growth and provide supporting documentation.

Hello Alice Grants

Hello Alice provides a single application for multiple grants, as well as knowledge, networking, and connections for entrepreneurs. New grants are constantly being added.

Shea Moisture Fund

The Shea Moisture Fund offers grants and propose programs to small, Black-owned businesses, including The Next Black Millionaires program. This program awards \$100,000 grants, along with business development services and retail distribution support. To be eligible, your business must have been in business for at least two years and have annual revenue of at least \$25,000.

Small Business Innovation Research Program

The Small Business Innovation Research (SBIR) program strengthens opportunities for innovative small businesses using federally funded research. The program stimulates technological innovation, uses small businesses to meet federal research needs, and enables participation by socially and economically disadvantaged businesses.

Virginia SBDC Funding Resources

The SBDC offers information and resources on federal, state and local loan programs, tax incentives, and other financial resources available to both established small businesses and startups.

SMALL BUSINESS GRANTS & LOANS



Community Business Partnership (CBP)

The CBP serves startups and existing small business owners including women, veterans, and minorities primarily located in the DMV Metropolitan region. The business owners we serve are across most business sectors and have a wide range of financial positions. However, we focus on supporting micro-enterprises that are underbanked and underserved in our community.

Virginia Economic Development Incentive Grant (VEDIG)

The Virginia Economic Development Incentive Grant program (VEDIG) assists and encourages companies to invest and create new employment opportunities by locating significant headquarters, administrative, or service sector operations in Virginia. There must be an active and realistic competition between Virginia and another state or country for attracting the project.

Grants.gov

Grants.gov is one of the first resources you may want to investigate for business grants —both minority grants and other opportunities. The database, maintained by the Office of Management and Budget (OMB), contains information about more than 1,000 federal grants. It also includes details about the eligibility requirements for each program

To apply for a grant through the Grants.gov system, you'll need to first establish a Workspace account that you (and your team) use to access the system's applications. Once you complete this step, you'll be free to search for federal grants that align with your business goals and apply for those you believe are a good match for you.

For Women Only

SMALL BUSINESS GRANTS & LOANS



The Amber Grant

This grant is for women only, and there is an award every month. This grant was founded after the untimely death of a young women named Amber. She passed before she could realize her dreams of starting a business.

Backstage Capital

Backstage invests in startup founders who identify as a Woman, Person of Color, and/or LGBTQ. They believe these founders are underestimated and have the most potential for unlocking innovation and creating valuable businesses. To support more founders, they're growing a global community of local accelerator programs.

Grantsforwomen.org

Grants For Women helps small business owners find and research grant opportunities. The grants differ in scope, region, qualifying criteria, and amount, based on the institution offering them.

IFundWomen Universal Grant

At IFundWomen, members have access to a variety of grants, from our monthly Pay-It-Forward crowdfunding grant to those from corporate partners like Visa, Unilever, Diageo, Vista, adidas, American Express, and more.


Minority and Women Farmers and Rancher Loans

Loans to historically underserved and women farmers and ranchers are not a special type of loan program or loan type. Rather, this designation refers to a specific funding source known as Socially Disadvantaged Applicant (SDA) funding. To be considered for targeted funding, loan applicants must voluntarily provide race, ethnicity, and gender information.

Available Office Workspace



For additional business resources, visit us at: yesvirginiabeach.com/thehive or contact us at:

 (757) 385-2470

 thehive@vbgov.com



Thrive @ The HIVE

WHAT

The HIVE is offering a workspace at no cost to existing Virginia Beach startups, home-based businesses and military spouse entrepreneurs to help them grow and succeed.

WHO

The space is available to:

- Virginia Beach startups and/or
- Home-based businesses with current business licenses
- Hampton Roads military spouse entrepreneurs

WHEN

The workspace is available for two months (two business days a week).

Members of **Thrive @ the HIVE** have access to:



**Private
Conference
Rooms**



**Secure
High-Speed
WI-FI**



**Free Events &
Business Forums**



**Unlimited
Free
Parking**



**Business
Counselors**



**Access to
Computer
Technology**

At The HIVE, you also get access to our network of applicable organizations



www.yesvirginiabeach.com/thehive

WHERE

The HIVE is located in the Town Center of Virginia Beach at 140 Independence Blvd, Suite 100.

HOW

To learn more and apply, visit the HIVE's [Thrive @ the HIVE page](#). If you are interested in the program but you are not eligible, please check if you qualify for other resources here.