

2020 TECHNICAL ASSISTANCE PROJECT

City of Independence | City of Monmouth

INDY IDEA HUB

Indy Idea Hub is a non-profit organization whose mission is to assist individuals and communities with business and entrepreneurship education to help people start, build, and scale lasting businesses.

Indy Idea Hub provides business development services to create quality local jobs, build sustainable communities, create a culture of entrepreneurship in the community, and inspire the next generation through mentoring and investing.



PROJECT NEED



Small businesses are working hard to navigate this unprecedented time due to the impacts of COVID-19. In addition to rapidly adapting and trying to maintain daily operations, they are now faced with needing to predict - and plan - for an uncertain future.

Small business owners, many who are sole proprietors, are already stretched to capacity with their time and technical knowledge. In addition, COVID-19 has put many businesses in a difficult financial position, and they are hesitant, or unable, to invest in needed resources that will help position them to withstand COVID-19.

PROJECT SOLUTION

Our program worked one-on-one with business owners to implement a project from a pre-defined list of specific technical assistance that would help address impacts due to COVID-19. The focus was on providing clearly defined services that created a tangible outcome and could be implemented quickly, such as print media, brand identity, website development, photography, social media presence, and client outreach strategy. Businesses also received a review of their digital footprint to better understand how they show up during an online search. As an added benefit to our community, we hired local service providers to perform the work.



CREATING A CULTURE OF CAN DO

154 S MAIN STREET, INDEPENDENCE, OR 97351 | WWW.INDYIDEAHUB.ORG

FOR MORE INFORMATION CONTACT KATE SCHWARZLER AT 503-930-4840

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30 BUSINESSES

20 Independence
10 Monmouth

70K FUNDING

45k Independence
25k Monmouth

31 PROJECTS

13 Websites
5 Client Engagement Strategy
4 Social Media
3 Software
3 Logos
2 Print Media Design
1 Professional Photography

95 JOBS*

12 Independence FTE
48 Independence PTE
12 Monmouth FTE
23 Monmouth PTE

* Estimate

TESTIMONIALS

"Due to COVID, our tourism driven business halted almost entirely. I was at a loss for how to market a business that is rooted in travel. My instinct initially was to stop marketing entirely, but I also didn't want people to forget we existed. I also had no revenue to pay for any type of marketing. This technical assistance grant came at just the right time! I am excited to implement our social media plan and learned some new skills that will positively impact my business now and post COVID." - MaMere's Guest House

"The Technical Assistance Program offered us a very quick and effective way to build out our website and digital presence. Given the abrupt changes to how our business was allowed to operate during the COVID19 pandemic, we needed to change how we offered our products to our customers very quickly. We had our initial website and online ordering system up in a matter of days. Without this program, this project could easily have taken weeks to months to complete causing us to miss out on critically needed sales." - Parallel 45 Brewing

"I'm so grateful to have had the opportunity to participate as a recipient of the Technical Assistance Program. Because of the digital footprint review, and the website I received, I have gained many new customers. I'm THRILLED with the attention to detail, the beauty and functionality of the site. I'm happy to be able to serve our local community better as more customers are aware of my business services. I'm looking forward to growing my services in 2021 as a direct result of my new website." - Sensible K9

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