

Spring 2023

LA21-CDC Newsletter

Lancaster Avenue 21st Century Business Association CDC

CELEBRATING WOMEN'S HISTORY MONTH

Did you know that 80% of our Scale-Up Your Business participants are women-owned businesses? Here are some of our outstanding alumni!



Zakia Ringgold,
Founder,
Virtual Experience Design Agency
virtualexpdesign.com

Adrienne Williams,
Founder,
Free Bird Greenery
IG: [@freebirdgreenery](https://www.instagram.com/freebirdgreenery)

FOR MORE INFO & RESOURCES VISIT: www.la21philly.org

OUR MISSION

We are a Registered Community Organization

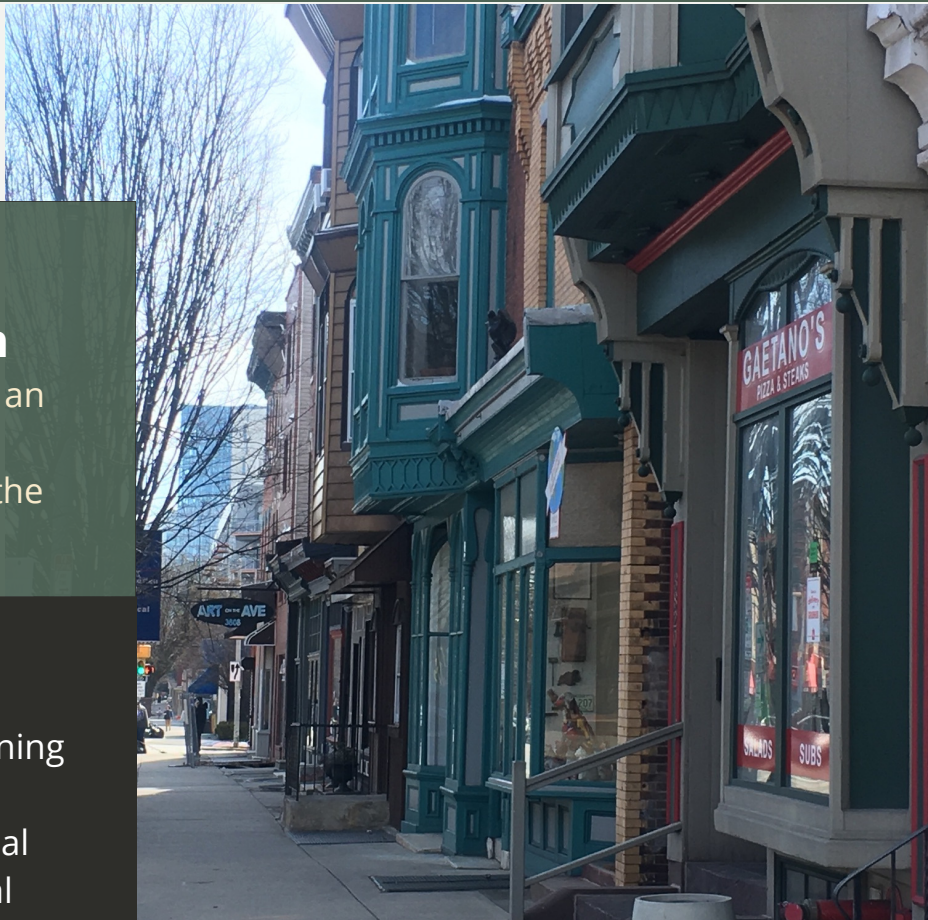
advocating for the development of an inclusive, diverse, and equitable commercial corridor that sustains the community.

We Support

- Access to entrepreneurship training programs
- free educational and professional resources to eliminate structural barriers that stand in the way of success

Our teaching methods empower people to achieve their goals.

www.la21philly.org



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FOR MORE INFO & RESOURCES VISIT: www.la21philly.org

ABOUT LA21-CDC

The **Lancaster Avenue 21st Century Business Association CDC** (LA21-CDC), founded in 2008 in Philadelphia, is a 501(c)(3) non-profit public charity organization that specifically serves the West Philadelphia community on Lancaster Avenue, from **34th to Lansdowne streets (over 20 city blocks), Market Street from 34th to 38th streets and the surrounding neighborhoods**. We are located in a federally mandated “**Promise Zone**” serving communities in the Mantua section of West Philadelphia and University City.

We are a **CDC (Community Development Corporation) business association** representing businesses and organizations along the Lancaster Avenue corridor, a rich cultural, historic, and business hub. We are also a **Registered Community Organization (RCO)** representing Lancaster Avenue. Serving as an RCO allows us to engage our community with all zoning, land use and community development on and around Lancaster Avenue.

MISSION & VISION

Our mission is to provide **training, resources,** and environments to help new and established businesses address the difficulties of starting, maintaining, and navigating the necessary changes needed to foster successful business growth and economic betterment of the Lancaster Avenue corridor and the city of Philadelphia.

Our vision is to create an environment on Lancaster Avenue and within the **Philadelphia Entrepreneurship Eco-System** where local businesses can not only survive, but also thrive.

MISSION STATEMENT

As an advocate for local business development, LA21-CDC is dedicated to supporting and encouraging the continued growth of each of our member businesses. LA21-CDC strives to participate in initiatives to improve the community, present professional enrichment programs, and provide our members with cost-efficient ways to run their businesses.

FOR MORE INFO & RESOURCES VISIT: www.la21philly.org

LA-ERIC PROGRAMS

Entrepreneurship; Resources; Innovation Center

PHL Start-up Program

Idea Stage
Entrepreneurship
Training Program

Scale Up Program

Business Growth
Entrepreneurship Program
with Coaching and
Technical Assistance

LA21 TA Program

Deep Dive Technical
Assistance Program

LA21-BAP

Business Ambassador
Program

LA21-YELP

Youth Entrepreneurship
and Leadership
Program

LA21-VEP

Veterans
Entrepreneurship
Program

LA21-HEC

Hustlers, Entrepreneurs
& Creatives Program

LA21-SEP

Silver Entrepreneurs
Program for Seniors

LA21-NEC

Non-Profit
Entrepreneurship Center

COMMUNITY DEVELOPMENT PROGRAMS

Cleaning & Beautification

Of the Lancaster
Avenue Commercial
Corridor

Commercial Corridor Management Services

Manage and Support
Businesses on Lancaster
Avenue

Registered Community Organization (RCO)

Zoning Oversight in the
19104 Zip Code

www.la21philly.org • 267.241.9199 • info@la21philly.org
3500 Lancaster Avenue, Philadelphia, PA 19104



#VisitLAPhilly

Enjoy savory snacks at Woosa Bubble Tea!

📍 3639 Lancaster Avenue

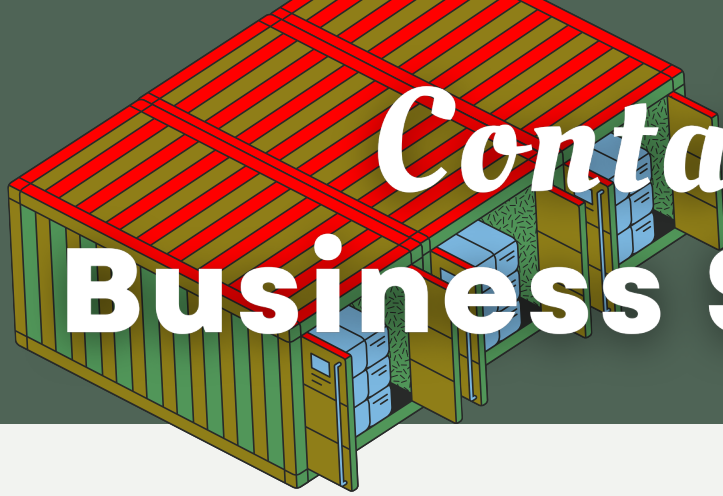


Products featured: Oreo Crispy Treat, Lychee Peach Tea, Rose Milk Bubble Tea, Sweet Potato Fries

JOIN THE #VISITLAPHILLY CHALLENGE!

Upload images of interesting restaurants and happenings on Lancaster Avenue to Facebook or Instagram, and add the hashtag #VISITLAPHILLY to be featured in our #VISITLAPHILLY series!

FOR MORE INFO & RESOURCES VISIT: www.la21philly.org



Container Village Business SPOTLIGHT

Check out the Container Village at 4870 W
Parkside Avenue Philadelphia, PA 19139.

Featured Businesses:



Kreative Lab
thecreativelab.com
IG: [@thekreativelabllc](https://www.instagram.com/thekreativelabllc)



Candygyrl
candygyrl.com
IG: [@candygyrlmobile](https://www.instagram.com/candygyrlmobile)



Bilaal Store
IG: [@bilaalstore75](https://www.instagram.com/bilaalstore75)



NerdItNow • nerditnow.com • IG: [@nerditnow](https://www.instagram.com/nerditnow)

FOR MORE INFO & RESOURCES VISIT: www.la21philly.org

SCALE-UP YOUR BUSINESS

Alumni Spotlight



Cohort 8:

CPR Epoxy



CPR Epoxy is a concrete contracting service that specializes in decorative floors.

Check them out at cprepoxyphilly.com or on instagram at [@cpr_epoxy](https://www.instagram.com/cpr_epoxy).

Scan the QR code to explore the Scale-Up Your Business Digital Directory:



FOR MORE INFO & RESOURCES VISIT: www.la21philly.org

New Biz on the Avenue!



YOU'RE BEAUTIFULLY MADE

Located at [3853 Lancaster Avenue](#), *You're Beautifully Made* provides community-based programs and services for youth and adults through collaborations with various community stakeholders. Learn more about their services at yourbeautifullymade.org.

MADIS COFFEE ROASTERS

Located at [3527 Lancaster Avenue](#), *Madis Coffee Shop* serves unique blends roasted in-house. Learn more about this coffee shop at madiscoffee.com.



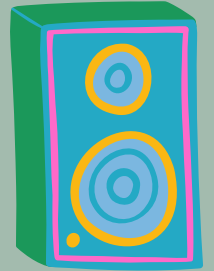
BLK IVY

Located at [3605 Lancaster Avenue](#), *BLK Ivy Thrift* is a retail store that provides curated fashion & artifacts for the radical mind and sustainable soul. Learn more at blkivythrift.com.





SCALE UP ALUMNI PODCAST



The Scale Up Podcast highlights Alumni of the **Scale Up Your Business** Start-up Accelerator program. Hear their stories and learn about their struggles, successes, and lessons learned.

Listen online: la21philly.org/news-events/podcast/

Episode 1: Starting a Business from a Negative Experience: Tales from a Successful Balloon Retailer and Scale-Up Program Graduate

Tamika's story is one of perseverance, dedication, and faith. She had always wanted to start her own business but never had the time due to working multiple jobs. After being laid off from her job at the beginning of COVID-19, she decided to start her own business using all her savings, and she never looked back after finding success.

Episode 2: Lessons Learned from a Southwest Philly Beauty Bar Owner

Tawanda's success has been driven by her ability to recognize market opportunities, her passion for taking her business to the next level, and her commitment to providing a one-stop-shopping experience for her customers. With her unique approach, Tawanda's business has seen a significant increase in customer base and growth.

Episode 3: Making Dreams a Reality: 4 Tees Custom Designs

Tommika shares the story of how she came up with the idea to start her business. After a frustrating experience of purchasing balloons for her daughter's graduation from a retail store and being treated poorly, she decided to create a business for people who might encounter similar situations.

Read about each episode in an accompanying blog post here:
www.la21philly.org/category/podcast/

FREE Entrepreneurship Training for
Philadelphia Business Owners!



YOUR SMALL BUSINESS!

FREE Weekly Classes
FREE Online Learning
FREE Business Coaching
FREE Technical Support



COHORT 9 STARTS MAY 1ST!

12 Week Virtual Class,
Mondays 6.00pm to 9pm

Requirements:

- Entrepreneurs with a viable business idea (products and services)
- Underground/side hustlers (with viable product/service and some sales) wanting to go mainstream
- COVID-19 casualties - closed businesses needing to start afresh
- Startups/existing businesses with no foundation and interested in building a new infrastructure from the bottom up

SIGN UP TODAY!
LA21philly.org/programs



"Nurturing and Supporting Both Home-based and Main Street Businesses."

www.la21philly.org

Department of Workforce Development – Call for Applicants.

Come apply for the PHS's 2023 Green Industry Bootcamp Training

The Pennsylvania Horticultural Society's department of workforce development in partnership with the City of Philadelphia are recruiting for our green industry job training bootcamp happening spring 2023. This paid, six-week program take part in classroom & hands on training in basic ecology, landscape maintenance and tool & equipment operation. Additional workshops in Job readiness will also be included in the training. Upon completion, trainees will graduate and be placed in full time jobs with long term potential within PHS's network of employer partners. The training is broken down into three phases:



- **Core Skills Training:** 4 weeks of hands-on & classroom-based training in Green Industry Fundamentals
- **On the Job Internship:** 2 weeks on the job training with an industry employer
- **Graduation & Job Placement:** Full time job placement with employer.

WHEN: Cohort II: 4/17/2023 thru 5/26/2023

WHERE: FDR Park in South Philadelphia, Philadelphia

ADMISSION CRITERIA:

1. Must be over 18 years of age and a resident of Philadelphia
2. Be legally eligible to work in Pennsylvania
3. Be comfortable working outdoors in a variety of weather conditions
4. Be able to commit to a FULL TIME job in the Landscaping Industry upon Graduation
5. Be physically able to perform all tasks associated with an outdoor, physical labor position

Interviews are being held: Tuesday March 28th at the Community Educational Center

3500 Lancaster Ave Philadelphia PA. 19104

from 10:00 AM - 3:00PM

Please call to confirm an interview time at: 215-988-8882 or kgreen@pennhort.org

Applicants are required to bring 2 forms of Identification to the interview

POWER UP YOUR SMALL BUSINESS.



LA21 in partnership with Verizon invites you to join a digital platform to support small businesses which provides personalized content, coaching, community and more to help move your business forward.



Running a small business has never been more complex. Verizon Small Business Digital Ready can help. It's a free program designed to give small businesses like yours more tools to succeed in today's digital world.

Verizon Small Business Digital Ready was developed in partnership with small business owners like you, who understand what it takes to succeed in the digital economy. The program is simple to use, with all the information available online in one place. After getting to know your business, we'll provide resources, networking and coaching tailored to your specific needs.

The program can help your business move forward in four ways:

Personalized learning

Start with the topics that are most important to your business right now. Content is presented by small business owners like you, and the brief, information-packed lessons will give you strategies you can use right away. As you complete the learning modules, you'll unlock new benefits, like coaching sessions on related topics.

Expert coaching

Get guidance from business experts across legal, marketing, business planning and more. They will help you to apply what you know and what you're learning to execute your plan of action.

Peer networking

Connect with other small businesses and build your network! Share industry information or connect on future business opportunities—it's up to you.

Incentives

By participating in the program, you'll benefit from a marketplace of tools, solutions, products and services that can help move your business forward. You'll also be eligible to apply for grant funding exclusive to users of Verizon Small Business Digital Ready.*

Our communities need diverse and thriving businesses. That's why Verizon is committed to providing support for 1 million small businesses over the next decade—including yours.

Because at Verizon, we believe no small business should be left behind. This is Citizen Verizon, our plan to move the world forward for all.

**Get more details and sign up at
LA21philly.org/verizon**



City of Philadelphia

THE COMMERCE DEPARTMENT TAX SERVICE

The Department of Commerce offers Tax Services for small businesses through the Business Technical Assistance Program (BTAP). Limited number of eligible business will be assisted during this tax season.

The program partners with professional accounting firm to provide business tax services.

Services included:

- Business Tax Prep
- Bookkeeping
- Accounting Services

WHO'S ELIGIBLE

Basic Eligibilities:

- Philadelphia based-businesses
- Low-mod income businesses
- Sole proprietors and registered businesses

APPLY FOR SERVICES

[Click here](#) to complete Interest Form to apply for services



PHILADELPHIA BUSINESS LENDING NETWORK

Simplifying the process of applying for loans



ABOUT

The Philadelphia Business Lending Network simplifies the process of applying for loans. It is a group of nonprofit lenders, for profit lenders, and other funders who work together with the Philadelphia Department of Commerce to improve access to capital for businesses throughout Philadelphia.

NEW EQUITY INCENTIVE

The Commerce Department has launched a Philadelphia Business Lending Network Incentive Grant to increase access to capital for Philadelphia's small businesses that meet the following eligibility requirements:

- Owner is a Philadelphia resident and a member of a Historically Disadvantaged Community. Historically Disadvantaged Businesses are at least 51% owned and operated by persons who are Black, Hispanic, Native American, Asian American, or Pacific Islander.
- Be located in Philadelphia with all required City of Philadelphia licenses and permits.
- Annual revenue of \$250,000 or less
- Business must be Micro Enterprise (5 or less employees, including owner)
- Be in compliance with City of Philadelphia taxes (or on an approved payment plan or in the process of getting on an approved payment plan).

All businesses can complete the Financing Interest Form to connect with Lenders. As an equity incentive, if you meet all of the above and a Network lender approves your loan, then up to \$35,000, up to 50% of that loan will be provided to you as a grant from the City.

AT A GLANCE

- ✓ Complete the Financing Interest Form at no cost. Access 35+ nonprofit and for-profit lenders with one form
- ✓ This service is **not a loan application** and there is no guarantee of approval from any of the Network lenders
- ✓ If your project and capital needs match available resources, Network lenders will contact you directly and will request more information.



APPLY

To learn more about the program, you can visit <https://bit.ly/3QWvRPs>

Questions? Email loan.info@phila.gov

 SCAN ME



CITY OF PHILADELPHIA
DEPARTMENT OF COMMERCE

One Parkway Building, 1515 Arch Street 12th Floor | Philadelphia, PA 19102

THANK YOU TO OUR PARTNERS AND SPONSORS:





LA21 Events

*Mark
Your
Calendar!*

Monthly:

- Community Meetings
- Second Fridays Event Series
- 4th Thursdays Pop-Up Vending Opportunity

Quarterly:

- Meet the Experts Series
- Business Accelerator Workshops

Annual:

- Welcome Week w/ Drexel University
- Lancaster Avenue Week & LA Day festival
- Small Business Wellness Program
- Women Making It Happen

Ongoing:

- 4th District West Philly Container Village