

INNER CITY CAPITAL CONNECTIONS



[Inner City Capital Connections \(ICCC\)](#) is a tuition-free program designed by the [Initiative for a Competitive Inner City \(ICIC\)](#) to help small business owners in under-resourced communities survive the economic impact of the COVID-19 pandemic and build capacity and resiliency for sustainable growth.

We know that the small business community, particularly those in underserved communities, has been hit the hardest by the pandemic. **Now, more than ever**, they need **access to capital**, **one-on-one coaching**, and **capacity-building education**, fundamental components of the ICCC program.

COMING VIRTUALLY TO HAWAII ON OCTOBER 12TH AND 14TH!

Thanks to the support of Kaiser Permanente, the ICCC program will take place virtually in Hawai'i over two half-days on the **morning of Tuesday, October 12th from 8am-12pm HT** and the **morning of Thursday, October 14th from 8am-12:30pm HT**. Learn more about the ICCC Hawai'i Program [here](#).

WHO WE SERVE

We recruit businesses with the following qualifications to participate in ICCC:

- Be an independent, for-profit or non-profit corporation, partnership or proprietorship.
- Have its headquarters or more than 51% of its physical operations located in an economically-distressed area OR have more than 40% of employees residing in an economically-distressed area.
- Be past the proof-of-concept stage.
- Have been in operation for two years or more. ICCC does not accept start-up companies.

KEY PROGRAM TAKEAWAYS:

BUSINESS RECOVERY STRATEGIES

CAPITAL RELIEF SOLUTIONS

COMMUNITY BUILDING

ONE-ON-ONE COACHING

“ICCC HAS TRULY BECOME MY 'COVID' LIFE JACKET.”

KEYS ENTERPRISE, ICCC BALTIMORE 2020

HOW TO GET INVOLVED



Nominate

Know of any businesses that fit this profile?
NOMINATE them today at
nominate.iccapitalconnections.org



Apply

Does your business fit this profile?
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PROGRAM STRUCTURE

Strategies for Small Businesses to Lead, Survive and Thrive

OPENING SEMINAR



The ICCC program begins with an interactive virtual two-day seminar series that focuses on actionable business recovery strategies and provides essential information on available capital and technical assistance resources.

WEBINARS



The webinar series deepens the learnings from the Opening Seminar, and offers applicable resources and timely information that participants can easily implement in their business.

COACHING



Participants receive one-on-one general business and capital coaching to tackle specific challenges, navigate uncertainty, and prepare to access much-needed capital.

NATIONAL CONFERENCE



The culminating conference ties together all the program components, and participants exit the program with the tools to access immediate capital solutions, a vibrant network, and an effective strategy for their business to survive, recover and grow.

OUR IMPACT

Since 2005, ICCC has helped over **3,836 businesses** access **\$2.3 billion** in capital and create **22,707 jobs** in their communities. In 2020, we served **1,220 businesses** in **17 markets**, with **74% identifying as BIPOC-owned** and **61% as women-owned businesses**. Read more about ICCC's impact, and how our alumni have displayed extraordinary resilience in our [2020 ICCC Impact Overview](#).

“I gained so much useful information for my business survival strategy as I continue to pivot. I am excited for 2021.”

KHEPERA'S KITCHEN
ICCC BALTIMORE 2020

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For questions, contact Dustin Farris, *Senior Program Coordinator*, at dfarris@icic.org or (617) 238-3052.

For additional COVID-19 resources, visit the [Small Business Resource Center here](#).