



FOR IMMEDIATE RELEASE

New North microgrant fund makes awards to 20 non-profit organizations

Grants totaling \$110,000 will assist ethnic and small business owners, entrepreneurs

NEW NORTH, June 26, 2023 – Twenty non-profit organizations within the New North region this week received awards totaling \$110,000 from a microgrant fund designed to support ethnic and diverse businesses in their startup or growth phase. The fund was established earlier this year by New North Inc. in partnership with The Business Council (TBC) and the Ethnic & Diverse Business Coalition (EDBC).

“After careful evaluation and consideration of submitted applications, we are grateful to be able to provide meaningful support to so many organizations across the New North region,” says Juan Corpus, vice president of diversity, equity & inclusion for New North Inc. “Funding recipients aligned with our mission and criteria, and we believe their events and/or initiatives will make a significant impact in their respective communities.”

Microgrant applications were evaluated on the potential impact of their intended project(s), the overall feasibility and sustainability of an initiative, and alignment with the goals of the New North-TBC-EDBC partnership. Award amounts were based on each organization’s proposal and its budgetary needs.

Use of grant funds ranges from impactful assistance to small business owners and entrepreneurs through learning sessions, marketing and technical support to a variety of events designed to spotlight small and diverse-owned businesses.

Recipients of microgrant funds (listed alphabetically) and their intended purpose are:

| <u>Non-profit organization, Location</u> | <u>Intended use of microgrant</u> |
|---|---|
| 365 Media Foundation | NEW Leadership Summit |
| Asian Corporate + Entrepreneur Leaders of Northeast Wisconsin, Green Bay/Appleton | ACEL-NEW networking events at diverse-owned businesses |
| Bay Area Workforce Development Board, Green Bay | Outreach to underserved business owners, entrepreneurs in 11 counties |
| Casa Alba Melanie, Green Bay | Pop-Up shops highlighted at Estamos Aqui festival in Green Bay |
| Color Bold Business Association, Green Bay | Pop-Up shops to highlight diverse businesses |
| Dragon Boat Festival, Oshkosh | Pop-Up shops highlighted at festival in Oshkosh |
| Fox Cities Chamber Foundation, Appleton | Venues for monthly events to serve 1,000 ethnic and diverse businesses |
| Fox Valley Workforce Development Board, Neenah | Food truck rally of minority-owned restaurants in conjunction with job fair |
| Friends of Appleton Public Library, Appleton | Co-working experiences for BIPOC small-business owners, entrepreneurs |
| Lovin’ The Skin I’m In, De Pere | Celebration of Black Women Brunch, utilizing diverse vendors |
| Multicultural Coalition, Appleton | Community-wide learning sessions to raise up small, minority businesses |
| NEW Hmong Professionals, Appleton | Technical assistance and strategies to help Hmong-owned businesses |
| NWTC Educational Foundation, Green Bay | Trade-show event to highlight diverse businesses and entrepreneurs |
| People of Progression, Appleton | Entrepreneurial support through technical assistance and connections |
| Pointers Community Initiatives, Menasha | Women in Business seminars targeted to minority women |
| St. Norbert College Mulva Library, De Pere | Creation of open-air market celebrating Black-owned businesses |
| Sheboygan County EDC, Sheboygan | Launch of BIPOC business networking and product development events where entrepreneurs/participants are paired based on industry, business stage and needs, including partnerships with different minority chambers |
| Someday Studios, Kaukauna | Highlighting of diverse business vendors during community mural reveal |
| United Way Fox Cities, Menasha | Startup support of 10 businesses located inside Long Cheng Marketplace |
| We All Rise: African American Resource Center, Green Bay | Hosting of Black Business Technology Center |

—more—

PAGE TWO

Applications were accepted this past March and April, and microgrant funds are required to be used for initiatives or events taking place prior to Dec. 31, 2023.

“We are pleased to assist diverse companies in our region meet their ongoing opportunity challenge of capital,” says Barb LaMue, president and CEO of New North Inc. “We thank The Business Council and the Ethnic & Diverse Business Coalition for their partnership in support of projects and events which will have a substantial impact on minority business enterprises.”

[The Business Council](#) (TBC) is a business membership organization, serving as the architect of high-quality resources, education and tools to assist ethnically diverse businesses. Members of the TBC include the [Ethnic & Diverse Business Coalition](#) (EDBC), whose respective organizations work to improve the business environment in Wisconsin in order to build stronger, ethnically diverse businesses who can compete in a global economy. Member organizations of the EDBC are focused on working collaboratively to facilitate entrepreneurship and growth, to advocate collectively on shared issues and to increase each member’s organizational efficiency.

A second round of microgrant fund applications is expected in 2024. Additional information can be obtained by contacting Corpus at juan.corpus@thenewnorth.com.

###

New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. www.thenewnorth.com

Media Contact: Jeff Blumb, 920.328.5454 or media@blumbcc.com