



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2024.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: County of Henrico
Program Title: Pop Up Mentoring Program
Program Category: Community & Economic Development

CONTACT INFORMATION

Name: Victoria Davis
Title: Public Relations Specialist
Department: Public Relations
Telephone: 804-501-4933 Website: www.henrico.gov
Email: dav127@henrico.gov

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Monica Smith-Callahan
Title: Deputy County Manager for Community Affairs
Signature: *MS Callahan*

Program Overview

Aspiring entrepreneurs and business owners often lack the knowledge or support to advance their ideas or businesses and can be unsure of where to turn for help. In response, Henrico Economic Development Authority (Henrico EDA) developed the Pop-Up Mentoring Program (PUMP) in collaboration with SCORE, the country's largest association of volunteer expert business mentors.

PUMP is a monthly “pop-up” mentoring event for Henrico’s prospective and established businesses to connect with SCORE’s volunteer business experts. SCORE mentors offer personalized technical assistance focused on business and marketing plans, customer exploration, and business development strategies, which all allow PUMP attendees to best position themselves for funding and/or future growth. In addition to receiving complimentary business consultation, PUMP participants are also connected to many other available business resources through Henrico EDA and its partners.

PUMP's accessibility and flexibility are its key strengths. Its innovative “pop-up” concept requires no attendee registration, appointment, or fee. PUMP is also intentionally held in an inclusive space rich with additional resources—a Henrico library—to serve Henrico’s diverse community members.

PUMP meets entrepreneurs and business owners where they are and stands ready for deployment across the nation as the new blueprint for small business and economic development.

Problem/Challenge/Situation Faced by Locality

Budding entrepreneurs and small business owners typically possess a passion for success and a commitment to hard work, but they can often lack necessary resources or connections to propel

their business ideas forward. Factors such as limited finances, inexperience with regulations, and inadequate support networks can be detrimental to their missions. Other considerations like transportation reliability, caregiver responsibilities, and language barriers can also impede their business goals.

Henrico EDA recognized these needs and obstacles and, in collaboration with SCORE, developed PUMP to provide Henrico's entrepreneurs and small business owners with direct access to strategic support and immediate connections to crucial resources for business and economic growth. PUMP's inclusive, flexible format strategically eliminates a number of barriers that can deter new or small businesses from growing and flourishing.

How Program Fulfilled Awards Criteria

PUMP fulfills the VACo achievement awards selection criteria in several ways. First, the increasingly complicated nature of the business landscape as well as ongoing technological advances require economic development agencies to be nimble and ready to serve today's businesses. PUMP provides these agencies with an innovative tool to support and strengthen their business communities, and it functions as a catalyst for positive economic change. Entrepreneurs and small business owners attending PUMP gain knowledge, skills, and insight from the collaborative efforts of SCORE mentors, Henrico EDA, and their partners to realize business dreams and to transform hard work into tax-generating businesses. Also, PUMP's accessible and flexible platform seeks to support as many participants as possible, making it an inclusive hub of economic development. Finally, PUMP's ability to create significant economic impact while operating with minimal cost requirements means that any community across the Commonwealth of Virginia can easily replicate it and reap its positive results.

How Program Was Carried Out

An established partnership between Henrico EDA and SCORE led to discussions in January 2023 of creating a potential mentorship program specifically for Henrico businesses. After a series of calls and follow-up meetings over the next several weeks, the parties quickly moved from a conceptual idea to determining technical aspects of a new program that included a unique, flexible format with a welcoming location. Shortly thereafter, the Pop-Up Mentoring Program (PUMP) was ready to launch in Henrico, and the first PUMP event was held on March 22, 2023.

PUMP was intentionally created as a monthly “pop-up” type of program, so no pre-registration, appointment time, or fees are required to attend. PUMP events are scheduled for a 2-hour window, giving participants the flexibility of choosing when they “pop in” and “pop out” of the program. PUMP events also alternate between morning and evening meeting times from month to month to accommodate individuals with work, caregiving, or other commitments.

PUMP was also purposefully designed to be as accessible as possible, so Henrico EDA collaborated with Henrico County Public Library (HCPL) for its Libbie Mill Library branch to serve as PUMP’s initial host site. Libbie Mill Library is a LEED-Silver Certified public facility centrally located within Henrico’s borders and just minutes from several major interstates. A bus route operated by the Greater Richmond Transit Company (GRTC) also serves a stop at the Libbie Mill Library. Libbie Mill Library’s facilities are ADA accessible and welcoming to patrons from all walks of life.

As the PUMP program progressed, it expanded its reach to the eastern portion of Henrico via HCPL’s Fairfield Area Library. Fairfield Area Library is a LEED-Gold Certified, ADA-accessible facility recognized with numerous awards for its outstanding interior design, including its

innovative, Computer Work and Play Stations for caregivers with small children. Fairfield Library operates within a busy Henrico corridor and is also served by a GRTC bus route.

Holding PUMP events at Henrico's libraries eliminates any intimidation individuals can feel when locating or entering an office complex or building. In addition, PUMP events occur in the libraries' smaller meeting rooms to allow the entrepreneur or business owner to discuss their business concerns with a SCORE mentor confidentially, rather than in a classroom-like setting within earshot of other participants. Finally, PUMP events are held at the library so participants can access countless other HCPL resources, including wifi, online computer stations, business publications, and searchable catalogs and databases. PUMP participants with childcare responsibilities can also take advantage of the amenities and programs provided in the dedicated children's sections of the library, which include HCPL's award-winning Computer Work and Play Stations for caregivers with small children.

Henrico EDA advertises upcoming PUMP events on its social media platforms, and PUMP posters are displayed at the appropriate library to market the event. On the day of a scheduled PUMP event, Henrico EDA staff arrive somewhat early to circulate throughout the library and invite any other interested patrons to PUMP.

As participants arrive for PUMP, Henrico EDA staff greet them, provide a brief overview of the event, and introduce the SCORE mentor(s) along with any other partners from business support organizations in attendance. Then, a SCORE mentor, Henrico EDA staff member, and business support organization partner (if attending) will invite a participant to the meeting room to begin the mentoring session. The role of Henrico EDA and its partners in the session is to provide additional information and connect participants with other available resources, including funding sources. For instance, some PUMP attendees can benefit from referrals to the Capital Region Small

Business Development Center, and having a representative from this organization present can immediately initiate the process of expanding the PUMP participant's support network.

The length of a PUMP session is determined by the PUMP participant and the topics they wish to cover. If the participant is pressed for time or unable to bring all their concerns to one PUMP event, the SCORE mentor might recommend the participant attend an additional PUMP event. Participants who require deeper guidance might be directed to SCORE's webpage to request a longer-term mentorship opportunity.

After the PUMP session concludes, Henrico EDA connects with the participant to gather sufficient contact information for future communications. This information is most efficiently captured by utilizing a QR code that brings the participant to a Henrico EDA landing page, hosted by Flowcode. The landing page includes links to the PUMP calendar and Henrico EDA's website as well as a form to submit contact information. This allows Henrico EDA to continue engaging with PUMP attendees throughout their individual business journeys and share upcoming programs, important resources, and more.

Financing and Staffing

Capital and operating costs for PUMP are minimal. No costs were incurred for use of Henrico County Public Library's meeting space or for the mentoring hours provided by SCORE volunteers. Marketing assets for PUMP, such as promotional flyers and content for social media, were developed in-house by Henrico EDA staff. Several larger PUMP posters for display within the libraries were printed professionally at an approximate cost of \$130 each.

The annual Flowcode subscription to capture PUMP attendee contact information costs approximately \$300. However, this service is not integral to operating a PUMP event. Attendee contact information can be captured through another electronic means developed internally or even by a manual sign-in sheet.

PUMP events were typically staffed by one or two SCORE mentors, one or two Henrico EDA staff members, and a small number of business resource partners, when available. Additionally, a third Henrico EDA staff member assisted with marketing tasks related to PUMP.

Program Results

A total of seven PUMP sessions were held from the program's inception in March 2023 throughout the remainder of the year, and the program averaged three to five participants per session. The seven PUMP sessions included a total of 18 mentorship hours in which participants were able to address any business-related need or question, ranging from idea creation to funding and more. PUMP's format proved popular with participants as they saw the value in its efficient and private nature compared to attending an hours-long workshop or conference along with other participants who might have competing priorities or needs.

PUMP's primary objective related to business and community development was achieved: Henrico's business owners were given the opportunity to "pop up" to the local library and connect, at no cost, with experienced business mentors for proper guidance related to business scaling and growth. PUMP participants also gained access to a comprehensive network of support, including Henrico EDA and county staff and partners from both private and public sectors. These partners collectively provided resources, technical assistance, traditional and alternative

financing, grants, networking opportunities, and periodic education courses—all of which were also offered free of charge.

Beyond its main objective of guiding budding businesses toward success, PUMP also provides a new, approachable avenue for Henrico EDA to stay engaged with the business community. In addition to face-to-face interactions at PUMP sessions, Henrico EDA utilizes a Flowcode landing page to bring awareness of its other pertinent programming and available resources to PUMP participants. This engagement allows Henrico EDA to strengthen its support of Henrico businesses well into the future.

Brief Summary

Even though aspiring entrepreneurs and small business owners possess extraordinary grit and a passion for success, they can lack necessary resources and experience to propel their business ideas forward. Henrico Economic Development Authority recognized this critical need and, in response, developed the Pop-Up Mentoring Program (PUMP) in collaboration with SCORE, the largest network of volunteer, expert business mentors in the nation.

PUMP is a free, monthly business mentoring event linking Henrico's prospective and existing small businesses with SCORE's volunteer experts for technical business assistance. In contrast to traditional workshops, PUMP's customized approach allows SCORE volunteers to tailor sessions to the participant's needs, such as developing business and marketing plans or customer exploration. This approach puts Henrico's businesses on a direct path to achieving their goals. In addition to receiving mentoring services, PUMP attendees are connected to many other complimentary business resources through Henrico EDA and its partners.

PUMP has a revolutionary focus on accessibility and flexibility. PUMP events require no registration or fee and are offered over a 2-hour timeframe so participants can “pop in” and “pop out” at their convenience. PUMP events are intentionally held at Henrico’s public libraries, which are ADA compliant, offer access to computers, the internet, and numerous business publications and databases, and are served by public transit. Additionally, PUMP can serve non-native English-speaking attendees with translation services or a multilingual mentor.

Since PUMP launched in March 2023, approximately 30 participants received 18 hours of personalized business mentorship. They also gained access to further opportunities for no-cost technical assistance, traditional and alternative financing, grants, networking, and education courses through Henrico EDA and its many partners. As PUMP participants meet their business goals and program participation grows, PUMP’s impact is virtually limitless.

PUMP Session in action:



PUMP informational flyer:

PUMP

Pop-Up Mentoring Program

HENRICO BUSINESS MENTORSHIP SERIES

Get guidance on how to meet your business goals and foster growth. Join the evening session of our award-winning PUMP series where you can connect with accomplished professionals who are in tune with the local landscape. Get in-person coaching from a rotating list of experienced SCORE Richmond mentors who will offer personalized insights catered to your unique needs. Ebonie Atkins, Henrico EDA Managing Director for Existing Business, will also be available to offer expert tips and advice.

MAY

5/22 PUMP at Libbie Mill Library, 2100 Libbie Lake East Street, 5:00-7:00 P.M.

JUNE

6/12 PUMP at Fairfield Library, 1401 N Laburnum Avenue, 9:30-11:30 A.M.

6/26 PUMP at Libbie Mill Library, 2100 Libbie Lake East Street, 5:00-7:00 P.M.

AUGUST

8/14 PUMP at Fairfield Library, 1401 N Laburnum Avenue, 9:30-11:30 A.M.

8/28 PUMP at Libbie Mill Library, 2100 Libbie Lake East Street, 5:00-7:00 P.M.

SEPTEMBER

9/11 PUMP at Fairfield Library, 1401 N Laburnum Avenue, 9:30-11:30 A.M.

9/25 PUMP at Libbie Mill Library, 2100 Libbie Lake East Street, 5:00-7:00 P.M.

OCTOBER

10/09 PUMP at Fairfield Library, 1401 N Laburnum Avenue, 9:30-11:30 A.M.

10/23 PUMP at Libbie Mill Library, 2100 Libbie Lake East Street, 5:00-7:00 P.M.

For more information, reach out to ebonie@henrico.com

PRESENTED BY:



Website event page for PUMP:



BUSINESS MENTORSHIP SERIES

PUMP

Pop-Up Mentoring Program

LIBBIE MILL LIBRARY | EVENING SESSION | 5:00-7:00 P.M.

SCORE 
FOR THE LIFE OF YOUR BUSINESS

 **HENRICO EDA**
VIRGINIA • USA

Looking for guidance on how to meet your business goals and foster growth? Join the morning session of our award-winning PUMP series.

Connect with accomplished professionals who are in tune with the local landscape. Get in-person coaching from a rotating list of experienced SCORE Richmond mentors who will offer personalized insights and advice catered to your unique needs. Past guests include Doug Carleton, chairman of the small business incubator BizWorks Enterprise Center, and Peter Williamson, a seasoned technology expert. Ebonie Atkins, Henrico EDA Managing Director for Existing Business, will also be available to offer expert tips and advice.

It's just one more way we're lending a hand to our new and existing businesses to make sure they have everything they need to grow and succeed.

PUMP sessions are open to the public. There is no cost, and no reservations are necessary – just stop by! For more information, check out our official PUMP page or reach out to Ebonie Atkins at ebonie@henrico.com. We look forward to seeing you there!


Social media event page for PUMP:

The graphic is a light blue rectangular banner. At the top, it says 'BUSINESS MENTORSHIP SERIES' in a small, dark blue, sans-serif font. Below that, the word 'PUMP' is written in a very large, light blue, sans-serif font. Underneath 'PUMP', the words 'Pop-Up Mentoring Program' are written in a dark blue, serif font. Below the title, the text 'FAIRFIELD LIBRARY | MORNING SESSION | 9:30-11:30 A.M' is written in a dark blue, sans-serif font. At the bottom of the banner, there are two logos: on the left, the SCORE logo with the tagline 'FOR THE LIFE OF YOUR BUSINESS' and on the right, the HENRICOEDA logo with 'VIRGINIA • USA' below it.

Get guidance on how to meet your business goals and foster growth. Join the morning session of our award-winning PUMP series where you can connect with accomplished professionals who are in tune with the local landscape. Get in-person coaching from a rotating list of experienced SCORE Richmond mentors who will offer personalized insights catered to your unique needs. Ebonie Atkins, Henrico EDA Managing Director for Existing Business, will also be available to offer expert tips and advice. Looking forward to seeing you there!

#business #experience #growth #development
#entrepreneurship #entrepreneurs #mentoring #SCORE
#HenricoEDA #HomeOfTheExtraMile

Flowcode landing page for PUMP:



Pop-Up Mentoring Program (PUMP)

The EDA is your single point of contact for business development.

[PUMP Calendar](#)

Sign up for our newsletter

Be in the know in all things Henrico.

Name

Email

[Submit](#)

By submitting, I agree to the [Terms of Use](#) and [Privacy Policy](#)

henrico.com

[Add to Contacts](#) [Share](#)

The landing page features a blue background with an aerial view of a park and a river. The Henrico EDA logo is at the top center. Below it is the title 'Pop-Up Mentoring Program (PUMP)' and a subtitle 'The EDA is your single point of contact for business development.' There are three main rounded rectangular sections: a 'PUMP Calendar' button, a newsletter sign-up form with fields for 'Name' and 'Email', and a 'henrico.com' button. At the bottom, there are social sharing icons for phone, email, location, and globe, followed by 'Add to Contacts' and 'Share' buttons.