

**Small Business
Development
Committee**

Lima / Allen County
CHAMBER
of Commerce

The small business committee assists small businesses in the region to develop and prosper through educational opportunities and focus groups. It is the purpose of this committee to ensure there is an avenue for the voice of small businesses to be heard.

2022 GOALS:

- Continue to Support Shop Small Saturday with Allen County Businesses & other regional businesses that are involved. Market program more throughout community to get businesses involved. #ShopsSmall, #LimaChamber
- Host Google workshops to remain in Gold status-partner with SBDC
- Webinar training for businesses, partner with SBDC and others to accomplish. Recorded for anytime access by members. Once per month, 30 minutes or less with Q&A. Consistent time and day.
- Table talks per quarter with targeted business categories-online-focus groups
- Continue video testimonials-partnering with WLIO-Business Spotlight
- Continue blog posting
 - Create guidelines/template with specific questions and examples for businesses to use to create their story.
 - Create a request letter to be used along with template

2021 ACCOMPLISHMENTS:

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- Create broadcast video testimonials-partnering with WLIO-Business Spotlight
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