Pyramid CDC

THE POINT.
SMALL BUSINESS DEVELOPMENT PROGRAM

THE
POINT.

BUSINESS GROWTH & RESOURCES

Pyramid CDC - The Point. Small Business Development Program provides Training and Technical Assistance to grow your business.

(614) 259-7993

www.pyramidcdc.org

240 N. 5th Street, Suite 340
Columbus, Ohio 43215

Pyramid CDC - The Point. offers Small Business Development and Training and Technical Assistance (TTA) Services to the Linden Community and its vicinity in Columbus, Ohio. Our services include Small Business Training, Mentoring, Financial Literacy, Legal Aid and Access to Business Loan Capital.

In 2023, The Point.'s Program hired Small Business Coordinator Gayle Warren to assist in developing a new project, **Biz & Tech Networking.** Within this project, Gayle collaborated with Executive Director Linda Nelson to create a stronger network of small business owners interested in Training and Technical Assistance, as well as building foundational ecosystems to support business growth.

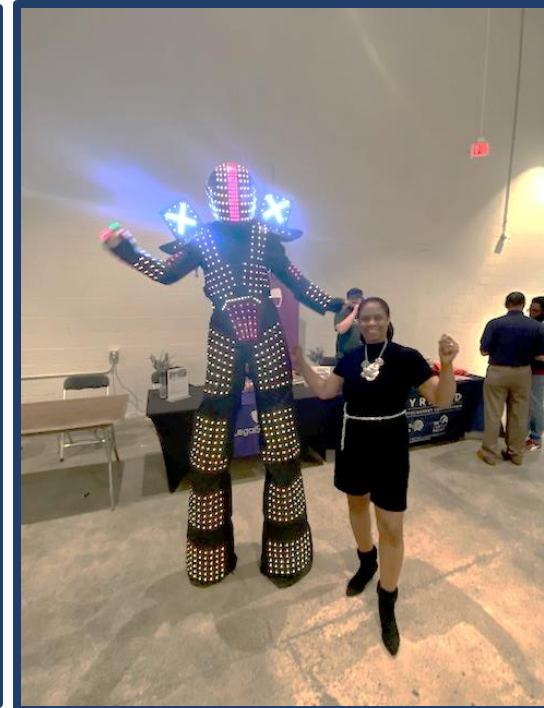**Linda Nelson**
Executive Director

The Point. Biz & Tech Networking Impact

154
Small Business Attended

89%
Minority Small Businesses Served
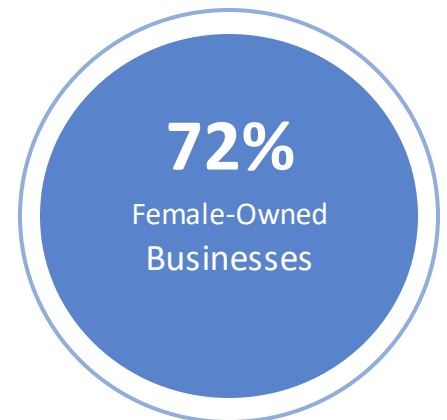
72%
Female-Owned Businesses

Throughout 2023, The Point. hosted Biz & Tech Networking Breakfasts at the Columbus Downtown Library and The Kee Columbus Restaurant, featuring special guests discussing topics such as:

- Business Assessment
- Financial Statement Assistance
- One-on-one Business Counseling
- Identifying Sources of Capital

- Inventory Control Assessment
- Marketing Strategy Development
- Strategic Business Planning
- Workshops and Training Programs

Biz & Tech Networking events concluded in October 2023, with a Small Business Owner Showcase at The Kee Restaurant Ballroom, where over 35 small business owners presented their goods and services to more than 120 guests. Additionally, an Attorney-led panel provided legal, bookkeeping and small business advice.

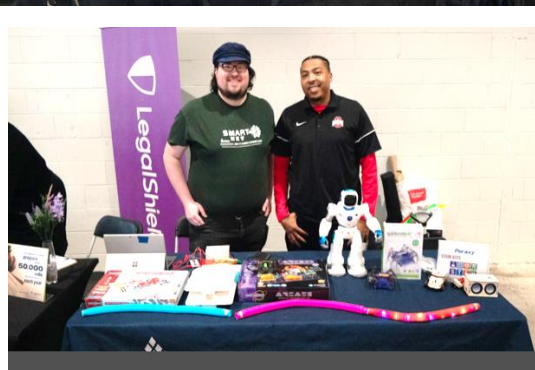Maurice McGee, Accountant
Brightlight Bookkeeping

Attorney Ambrose Moses, III
Moses Law Office

Ronald Nelson, Pyramid CDC
Board Vice Chairperson

Attorney Gregory Williams -
The Law Office of Gregory L.
Williams and Associates

Attorney Maritza S. Nelson
Law Office of
Maritza S. Nelson, LLC

Attorney Paul Bryson
Small Business Legal Aid

The Op! Marketplace

To sustain the momentum of showcasing businesses, Pyramid CDC revived its retail development model, The Op!, opening a 13,000 square foot Vendor Pop-up Shop at 222 Neilston Street in the Columbus Warehouse District for the Holiday Season. From November to December 2023, businesses gained training in the following areas:

- Customer Service
- Sales Techniques
- Inventory Management
- Merchandising
- Operational Aspects of the Retail

Over 20 Small Business Retail Vendors and 20 Entrepreneurial Events from various cultures were featured, servicing over 1,000 customers.
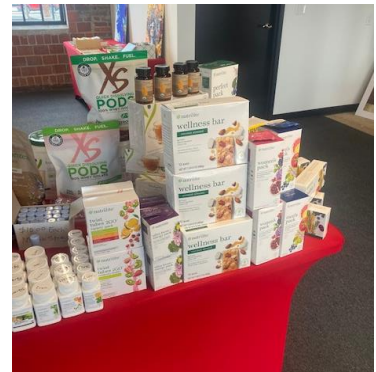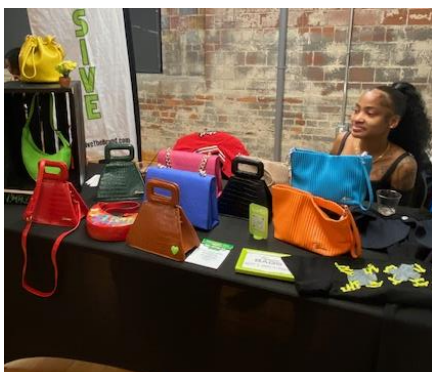
The Op! Marketplace – Vendor Events

The Op! Marketplace drew in over 20 Small Business Retail Vendors and 20 Entrepreneurial Events for all ages and cultures. The Op! Marketplace Vendors represented Ghana, Haiti, Nigeria, South African and the United States. In addition to the goods and services, Vendors hosted various Events, such as:

- Caterer Food Tastings
- Designer Fashion Shows
- Downtown Trolley Event
- Mural Artists Showcase

- New Minority Products Showcase
- Real Estate Seminars
- SMARTech Computer Resale Tag Sale
- Female Wine Showcase

The Op! Marketplace Vendors represented Ghana, Haiti, Nigeria, South African and the United States.

Pyramid CDC

In 2023, Pyramid CDC served over 200 small businesses. Success stories from The Op! Marketplace includes:

- **Ludie Senatus Arts is designing a Film Production Readiness Program for Pyramid CDC – Youth Camp**
- **Next Step Beauty opened a retail store on Morse Road**
- **Afro Wear, LLC securing a small business loan through Kiva's Crowdfunding platform**
- **Attitudes By Aishata applying for the City of Columbus, Downtown Ground Floor Growth initiative**

With generous funding from The City of Columbus, City Council Nick Bankston's Office, Ohio CDC Association, Nationwide Children's Hospital (HNHF) and JPMorgan Chase, Pyramid CDC - The Point. Program and The Op! Marketplace was able to employ the following new positions:

- **Small Business Coordinator**
- **The Op! Marketplace Business Manager**
- **Part-time Sales Associates**
- **Part-time Instructor**

In conclusion, 2023 marked a stepping stone into 2024, where The Point. will continue its community work, serving micro and small business owners.

THE CITY OF **COLUMBUS** CITY COUNCIL • **PYRAMID** COMMUNITY DEVELOPMENT CORPORATION • NATIONWIDE CHILDREN'S • OHIO CDC *association* • JPMorganChase

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