



◆ The Treasure Tank

Making Cleveland a National Treasures for entrepreneurs small businesses

Tri- sector connections that provide the investment small business need and the resources they deserve.

1. Aspiration Statement

- The treasure tank is an inclusive community of minority and majority investors who create, develop, and inspire opportunities for all minority businesses. This is done by connecting tri-sector industries alike with inclusive continuity with a focus on building and investing in our community businesses, creating optimal restoration and revitalization that strengthens employment, equity and economic development. We have created an economically sound environment without racial disparities, educational obstacles and bias for involvement. Undeserved groups have access to sound capital resources. We cultivate partnerships which allow residents to have a voice for the growth and development in the communities in which they live. Cleveland is now a safe haven which includes a strong and united global city which we are all proud to call home.



2. Action Plan

- Research and development contingent strategy for mission
- Connect with local organizations with similar aspirations
- Stay connected as a group to ensure sound communications
- Interview understand needs of all parties involved
- Gather Tri-sector individuals able willing to participate
- Create marketing strategy to attract entrepreneurs and small business owners
- Create social media platform
- Execute strategy

3. The Change We Want to See in the Data

Today's Data

- Data recorded in 2016 found that white business owners start their businesses with an average of \$106,720 in working capital compared to African-American-owned businesses, which are started with an average of just \$35,205.

2030 after Action Plan

- 10- 25% increase in resources extended to Minority businesses
- 5-20% increase in community opportunity zone equity
- Increase of collaborative Tri-sector investing

4. The Change We Want to See in the Lived Experience

Today's Lived Experience

- Small businesses owners, particularly women and minorities, face acute and unique challenges when it comes to getting a loan to help them grow and create new jobs.

2030 after Action Plan

- Create a system of support that ensures all entrepreneurs and small businesses have adequate and fair access to capital that contributes to community growth and job creation.

5. How Our Action Plan Leads to the Change

Lived Experience

- We believe this action plan will improve the data point and the lived experience of Greater Clevelanders because it helps create equity and growth for individuals and communities that need it the most. It also contributes to a inclusive based system that promotes fair access to resources that promote opportunity for Tri- sector investment towards community growth, equity and development.

Economic Growth

YES or NO	Plan will influence
Yes	Workforce – The attraction, growth or retention of a skilled workforce.
Yes	Infrastructure – Investments or improvements in things needed for commerce such as roads, machines, factories and airports.
Yes	Natural Resources – The amount and availability of natural resources like water, electricity and fuel.
Yes	Technology – Improvements or investments in technology and innovation.

6. Updates, Reflections, Help Needed

Highlights

We have confirmed a growing issue and concern that needs to be addressed and we've identified potential investors and entrepreneurs looking for support.

Reflections

Fair Access to resources and capital and fair lending is still an issue in Cleveland and bias still very much exist.

Help Needed/Next Steps

Help is needed to gather support from the cities movers and shakers who may already be connected to existing resources that are willing to expand and consider investing.

7. Optional slide

What else does the public need to know before Phase II?

This is a Tri- Sector mission focused on building equity while connecting all entrepreneurs and investors alike not limited to private or non profit organizations, with a goal toward making CLEVELAND a national treasure for small businesses



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