

CITY OF COTTAGE GROVE



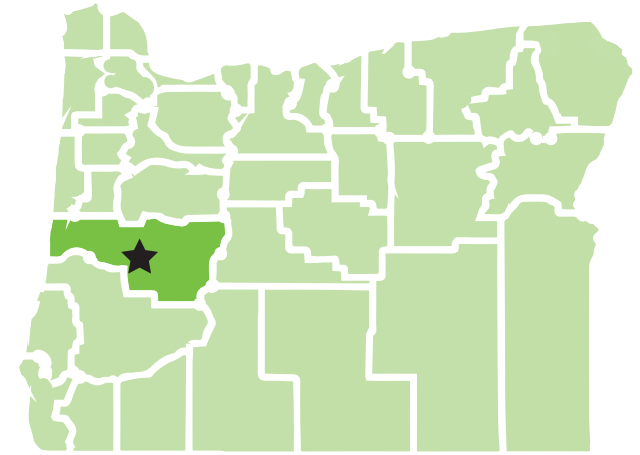
PARTNERS

- Bohemia Food Hub
- South Lane School District
- Rural Development Initiatives
- Lane County Community & Economic Development
- Lane Workforce Partnership
- Lane County Small Business Development Center
- Rural Organizing Project



COMMUNITIES SERVED

- Food business entrepreneurs
- Latino immigrants
- Mayan Mam immigrants
- High school students



This work will create space for entrepreneurs from underserved groups to explore food business ideas at low-risk, with resources in place to support them. Entrepreneurs will have a clear, supported pathway to food business ownership and success.

- Amanda Ferguson, City Planner

Utilizing ROI Funding to

- ▶ Provide financial education and training on starting a business in Spanish and which specifically addresses the needs of Latino immigrants.
- ▶ Offer mentoring for high school students.
- ▶ Offer small group mentoring for immigrants to form cooperative business around specific product ideas.
- ▶ Outfitting a food truck to act as testing ground for food-based business ideas.

Supporting Entrepreneurs by

- ▶ Providing culturally-specific training for Latino immigrants, Spanish speakers and Mam speakers.
- ▶ Supporting immigrants in conceiving, testing, refining, and launching food-based businesses.
- ▶ Increasing storefront retail space.
- ▶ Increasing opportunities for youth entrepreneurs to develop and test ideas.

Building Collective Capacity by

- ▶ Identifying gaps and opportunities in the local food entrepreneurial ecosystem.
- ▶ Bringing together diverse stakeholders for a bi-annual meeting.
- ▶ Enhancing visibility through pop-up food events.
- ▶ Piloting new partnerships between partner entities.