



CITY OF ORMOND BEACH

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Press Release:

The City of Ormond Beach made a formal commitment to the National League of Cities City Innovation Ecosystem Program. The National League of Cities and the Ewing Kauffman Foundation, through their City Innovation Ecosystems (CIE) program, have asked city leaders to commit to creating policies, programs, and practices to ensure equitable and inclusive economic growth that supports innovation and entrepreneurship in their community. The programs, policies, and practices are organized around four pillars. Those pillars include (1) Opportunity – building opportunities and reducing barriers to representation (2) Funding – equal access to capital for historically underrepresented entrepreneurs (3) Knowledge – sharing the skills to start and grow business (4) Support – a strong local foundation that can support diverse businesses. Each pillar supports specific initiatives that support new and young businesses.

The City of Ormond Beach selected the pillar Knowledge, and the initiative is Entrepreneurship Training, which focuses on equipping aspiring entrepreneurs with the skills they need to succeed. Through the Economic Development Department, the City of Ormond Beach has established a local affiliate for entrepreneurship curriculum to accomplish this goal. Kauffman FastTrac supports this initiative. The FastTrac program is a flexible course with a framework to provide information, tips, exercises, and tools to help aspiring entrepreneurs think about and build their business from idea to launch. The staff has partnered with Volusia/Flagler SCORE Vice President Adrienne Barker, MAS, a Certified, experienced business mentor, will host the 10-week program for entrepreneurs.

"Ormond Beach is a great place for entrepreneurs to bring their business ideas, develop a business plan around them, and ultimately start doing business," said Mayor Bill Partington. "We want to make sure we provide the resources and support necessary for them to succeed."

"I am thrilled to be able to teach FastTrac and look forward to all of us in class learning from the program and each other. We all have a lot to share, learn and gain, and to go through this course together will be the first steps to a successful business foundation," shared Adrienne Barker.

"We are excited to offer this program in Ormond Beach. We hope that in collaborating with SCORE and other organizations involved in small business and entrepreneurial development, this course will provide a framework to support entrepreneurs to start their journey," said Brian Rademacher, Director of Economic Development.

(continued...)



The FastTrac program will start virtually on April 5 until June 09. The course consists of two 1.5 hour sessions Monday and Wednesday. Ormond Beach and Volusia County residents are encouraged to apply at the website below. Sign up will be limited; however, additional courses may be added in the future depending on demand.

To learn more about the program and to fill out an application, please visit the following website: <https://www.ormondbeach.org/985/Kauffman-FastTrac>

Please contact Brian Rademacher, Economic Development Director with questions or for additional information. He can be reached at (386) 676-3266 or brian.rademacher@ormondbeach.org



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