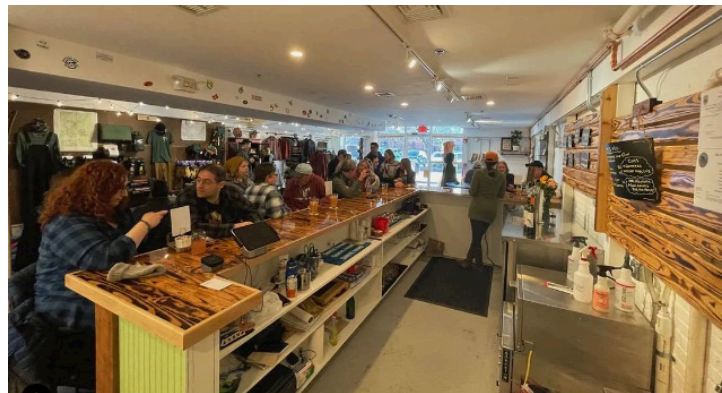


CDFA Microenterprise Direct Grant Impact Report

April 9, 2024





Facilitating the Community Development Finance Authority's (CDFA) Microenterprise Direct Grant program in the past year has been a rewarding experience that we are proud to have participated in. As we reflect upon the program's impact from July 1, 2023, to date, we are pleased to report the successful dispersal of 20 equipment grants totaling \$99,049.87. These grants, although modest in monetary value, have had a profound effect on the small businesses they have supported throughout New Hampshire.

Furthermore, beyond the financial assistance provided by the grants, recipients have also benefited from additional resources offered by REDC, including technical assistance, financing options, and access to our Kiva program. The feedback from grant recipients has been overwhelmingly positive, with many expressing gratitude for the support that has enabled their business growth, as reflected in the following stories.

We would like to extend our sincere appreciation to CDFA for their continued partnership and support of this program. Together, we have facilitated opportunities for start-ups and small businesses in New Hampshire to develop and thrive, ultimately contributing to the economic prosperity of our region.

Thank you once again for the opportunity to collaborate on this impactful initiative. We look forward to continuing our partnership and making a lasting difference in our community.

Warm regards,

Laurel Adams,
President



Overview

July 1, 2023, to June 30, 2024

REDC had **\$100,000** available for grants up to **\$5,000** for qualifying New Hampshire businesses.

20 grants have been received by clients.

Marketing was done through **social media, word of mouth,** and the **REDC website.**

Businesses ranged from **start-ups** to **well-seasoned.**

Eligibility included:

- Have five or fewer FT or equivalent employees, including the owner
- Participate in REDC's Technical Assistance program
- Have not received a microenterprise direct grant in the past
- Meet income guidelines (must be low-to-moderate income) determined by the CDFA Family Income Verification Form

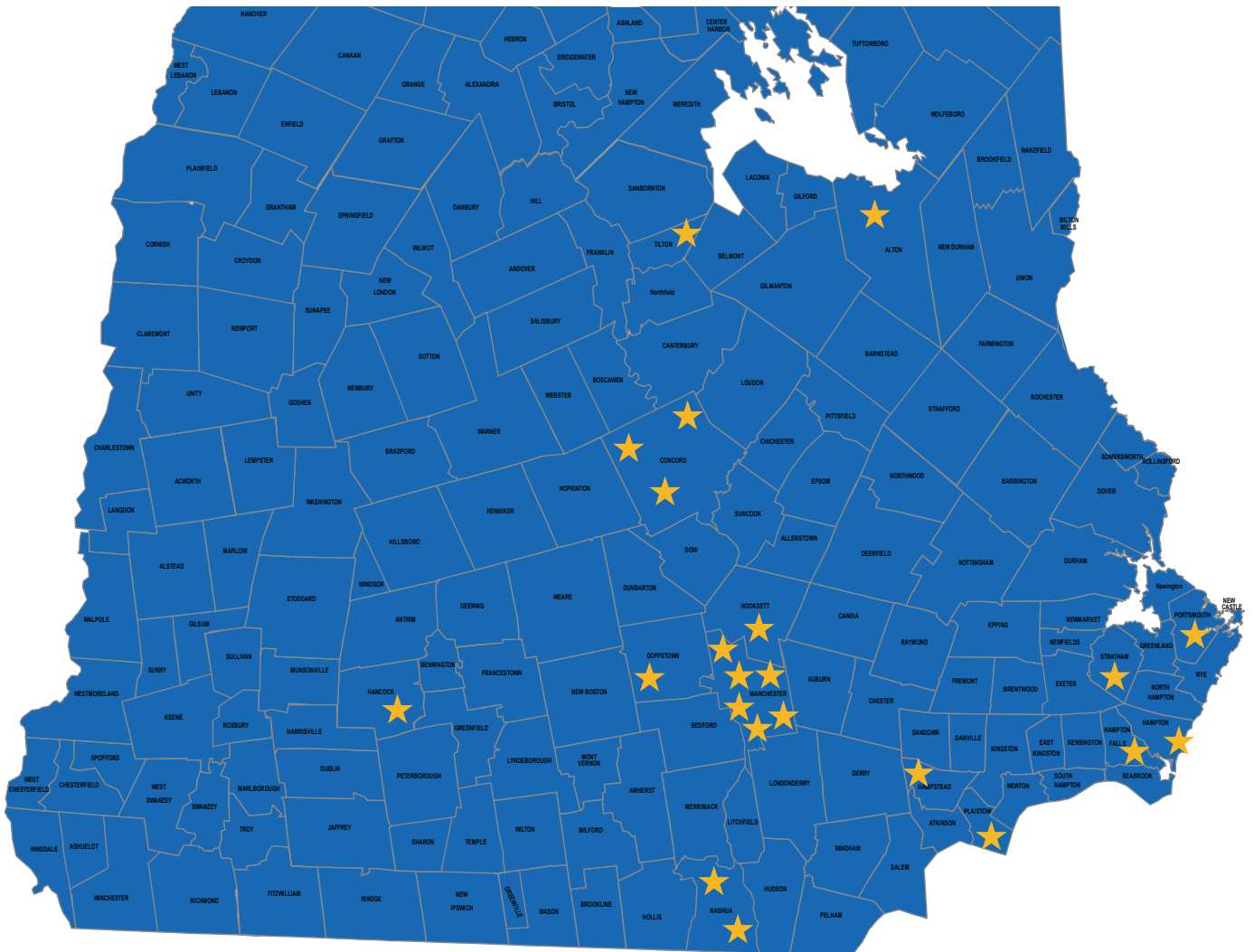
38 requests were received within the **first 30 days.** Eight clients did not qualify due to income requirements. 20 clients worked with staff to fill out the application. 10 clients were put on a waitlist and emailed to inquire in late Spring of 2024.



Grant Recipients by Location

Gloss Skin & Nail Center – [Hampstead](#)
Forever Memories – [Manchester NH/Mall of NH](#)
Katered Transport & Logistics – [Manchester](#)
Drinkwater Productions – [Hampton Falls](#)
Moderno Barber Shop – [Concord and Tilton](#)
Chewlin Group – [Nashua](#)
Melo Tax Services – [Manchester](#)
HYPE Mobility & Wellness – [Hooksett](#)
Glow Season – [Nashua](#)
Hugs Broth – [Stratham](#)

Space Platform – [Manchester](#)
Christine O'Brien Real Estate – [Alton](#)
St. John Enterprise – [Hancock](#)
Treeline Outfitters – [Portsmouth](#)
Cali Arepa – [Penacook](#)
Her Wild Soul – [Plaistow](#)
Penumbra – [Concord and Goffstown](#)
DefiantApp – [Manchester](#)
D.E.A.R's Cleaning – [Manchester](#)
Swell Oyster Bar – [Hampton](#)



Gloss Skin & Nail Center

Full Service Spa | Hampstead, NH | www.glossnh.com

Angela Frisone, owner of Gloss Skin & Nail Center, LLC, 265 East Main Street Unit 14, Hampstead, NH, received a loan from REDC in the spring of 2023 to expand and move her in-home salon to Colby Corner Plaza in Hampstead, NH. This grant assisted with the purchase of a HydraFacial machine to offer these services to her clients. This will add to her already extensive line of services to her clients and therefore increase her profits.

REDC has additionally provided Design & Marketing services, including a website redesign and event photography for their grand opening.



Forever Memories

Apparel and Gift Shop | Manchester, NH | www.forevermemoriesnh.com

Brandi Wallace and her husband operate Forever Memories, located at the Mall of NH in Manchester. They were looking to initially utilize the equipment grant to purchase a Roland VersaUV® LEJ-640FT large-format UV Flatbed printer, but during their search they found a used printer at a fantastic price and jumped on the deal, so this grant assisted with that cost.

“ The piece of equipment is a UV printer. As far as I am aware, there isn't a company in this area with this printer. Well, at least the capabilities of this exact printer. It provides the possibility to print on almost anything with a flat surface. What does this mean for Forever Memories? It will increase our sales. The goal will be to eventually be able to hire one to three people. I expect this printer to take Forever Memories to the next phase of our business growth. With this printer, we will be able to target the individual that wants one item for a gift or just because. We will be able to target the small business that can't afford ordering signage for advertising by making it affordable. We will be able to target the larger business and offer full packages of apparel, promotional items and signage.”

Brandi Wallace



Chewlin Group

Workplace Well-Being Consultancy | Nashua, NH | www.chewlingroup.com

Jennice Chewlin launched Chewlin Group in 2016 with the mission to provide equitable access to health education and well-being promotion to improve individuals' knowledge, skills, and tools to make positive lifestyle changes. She does this by working with large corporations, small businesses, and nonprofits across all cultures.

As a workplace well-being consultancy, Chewlin Group approaches mental well-being through the lens of culture, identities, norms, and conditions - living within structures and systems - that impacts the way one takes care of their mind and body. From this, participants engage in reflective dialogue to design solutions to improve mental well-being.

“ The equipment I am applying for will help support virtual trainings I provide to workplaces globally. The Vibe Board and its related attachments will help enhance my virtual trainings by providing top quality audio and visual broadcasting; meet and brainstorm with clients in real time; and presenting and delivering interactive trainings with state-of-the-art equipment. The laptop will allow me to bring my presentations to in-person trainings when I travel, and conduct business administration tasks. The projector will allow me to present in-person to audiences who may not have audio/visual connections. ”

Jennice Chewlin



Her Wild Soul

Metaphysical & Spiritual Wellness Shop | Plaistow, NH | www.herwildsoul.com

Jenessa MacKenzie is the owner of Her Wild Soul LLC, a metaphysical and spiritual wellness shop. This grant assisted with the purchase of a POS/inventory system and a laptop to benefit her business by streamlining customer service and customer transactions; simplifying the inventory system to track and report with more detail and accuracy; and having a dependable computer to manage the business's website, marketing, email, reporting, and accounting.

Her Wild Soul offers Reiki Healing, Crystal Healing Reiki, Quantum Healing Hypnosis, Red Light Therapy, Spiritual Business Coaching, and a host of other services.



Melo Tax Services

Tax Services | Manchester, NH | www.melotaxservices.com

Laura Diaz, owner of Melo Tax Services, received a grant to purchase electronic payment equipment and digital signage to provide better services to clients. This equipment includes a Stripe reader, mobile card reader, cloud service digital signage, and smart screen display.

Melo Tax Services is a Kiva borrower.



“ Thank you for your support with the grant because I was able to get my equipment to help my community for my Tax and multiservices business in Manchester, NH.”

Laura Diaz

HYPE Mobility and Wellness

Reiki and Yoga studio | Hooksett, NH

LaToya Olson is the owner of HYPE Mobility & Wellness. This business received a \$5,000 grant to purchase yoga mats, a new desk, and other items for their studio. She incorporates restorative yoga, chakra movements, and various cultural modalities into her practice. The equipment purchased with this grant will be used in her diverse range of classes, as well as provide organization in her business.

LaToya has been a guest on 'Quiet The Clock' where she discussed her struggles with fertility and advocating for yourself in this area. She also shared that after her mom passed, she became her siblings' guardian. When she was 30, she was diagnosed with stage 4 colon cancer. She relocated from NYC to New Hampshire, is in remission, found a passion for dance and movement therapy, and started her own business to help others.

“ I am extremely grateful and honored to have received this grant, which is instrumental in launching my business with the necessary props and tools. This support enables me to create diverse classes, incorporating restorative yoga, chakra movements, sound healing, and various cultural modalities into my practice as a Reiki practitioner, yoga instructor, and mental health psychology student specializing in dance movement therapy. The grant provides organization and professionalism, especially when handling client paperwork, and allows me the flexibility to travel to different studios, communities, and organizations. With this equipment, I can offer tailored classes to different themes and mentalities, enriching my practice and extending its reach beyond a single location.”

LaToya Olson

Glow Season

Spa | Nashua, NH

Glow Season is a startup business, which received a \$5,000 grant to upgrade current sunless tanning equipment. Glow Season hopes to expand its business to include spa services in the upcoming year.

“ Since working with the REDC & receiving the grant, I have been able to accomplish more & work more efficiently than before. When I started out spray tanning, I was doing well, but I was missing some of the tools needed for my business. Thanks to the grant I received, I was able to get the remaining tools & equipment needed to do my work well and present a better-quality experience. The help from the REDC gave me the confidence I needed to truly grow my business, I couldn't have done it without their help! Thank you, REDC.”

Dalia Ruiz

Space Platform

Software & Database Engineer | Manchester, NH

Alberto Santana is the owner of Space Platform. This grant was used to purchase a Star Link Business Kit. Space Platform seeks to better innovate using the development of applications and neural databases to help small and medium-sized companies in making decisions and strengthen their growth by using tools that facilitate business administration in the automotive sector.

“ With the help of the purchase of this equipment we will be providing remote assistance to our clients in web applications and databases, using connectivity with programmers from other countries. And high-speed, low-latency Internet is required for data flow and transmission.”

Alberto Santana

Hugs Broth

Food | Stratham, NH | www.hugsbroth.com

Jessica Kliskey is the owner of Hugs Broth, based in Stratham, NH. Hugs Broth received a \$5,000 grant to purchase an electric kettle, making it easier and faster for her to make bone broth, which is sold in retail locations such as Fiddlehead Farms Marketplace, Hampton Natural Food, Rising Tide, Tendercrop Farm, Stoney Brook Farm, North of Boston Farm Store, and Richardson's Market.

Hugs Broth is a current Kiva and TA client.

“ Thank you, REDC! This kettle will greatly help increase production and make my current process more efficient. I will also be able to fulfill larger orders and potentially reduce operating expenses.”

Jessica Kliskey



Cali Arepa

Mobile Food Service | Penacook, NH | cali-arepa.square.site

Cali Arepa offers authentic Colombian street food based on corn, sweet plantain, and meat topped with house sauces from the region of Valle, Colombia. Owner Olga Muriel received a \$5,000 grant to purchase a portable generator, grill, refrigerator, and food warmer for her mobile catering business.

“ The equipment purchased with the grant will allow me to start up my catering business. My company does pop-ups at business locations that allow food businesses to cater authentic food to their customers and/or the presence of our company at major fairs around the state.

The equipment purchased is fundamental for the operations of my company and allows us to comply with state food and service regulations. As a new entrepreneur and woman-owned business, the most difficult step was to think about the initial funds of investment to obtain the basic equipment to start, and thankfully, I was able to find that the REDC provided this huge help, so now I am able to start with the right equipment and move forward toward a successful business strategy.”

Olga Muriel



Drinkwater Productions

Marketing Firm | Hampton Falls, NH | www.drinkwatermarketing.com

Lisa Carter-Knight owns Drinkwater Productions Marketing, a firm that develops and executes strategies to improve their clients' digital footprint to grow sales. This company purchased podcast equipment, including a MacBook Pro, Rode Rodecaster Duo, Dell Latitude Laptop, Tascam Stereo Digital Recorder, and BSW GoingProKit Podcast add-on kit, to aid their work with clients.



“ The grant award from the REDC was instrumental in our marketing firm, kicking off a branded podcast, called “Real Estate Leads Uncovered”. Today we have published over a dozen podcast episodes and we are gaining and building our audience each day.”

Lisa Carter-Knight

St. John Enterprise

Concrete Contractor | Hancock, NH

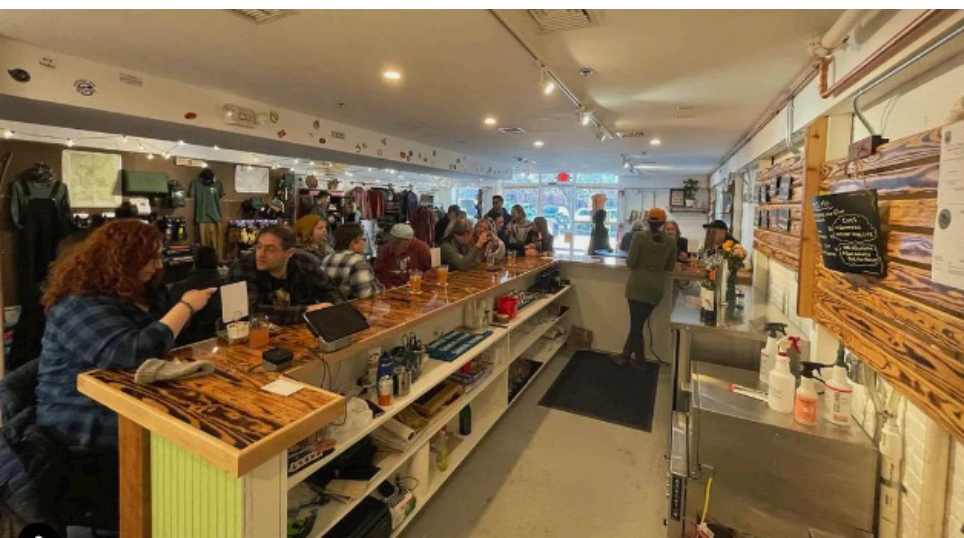
St. John Enterprise, LLC is a family-owned concrete company, specializing in patios, walkways, foundations, and floors. Based in Hancock, they have been in business for four years and are consistently strategizing to market changes to ensure steady growth. This grant purchased a Tomahawk Power Trowel, Ridgid cordless power inverter, Ridgid lithium ion battery, Tomahawk Vibratory Concrete Power Screed, Ridgid Sequential Charger, and a Ridgid Cordless 10 tool combo kit.

Treeline Outfitters

Retail and Taproom | Portsmouth, NH | www.treelineoutfittersco.com

Treeline Outfitters is a startup outdoor retail store and taproom in Portsmouth, owned by Cody Whelan. Grant funds allowed Treeline Outfitters to purchase a countertop convection oven, refrigerator, draft beer cooler, and a hand sink to prepare and store food and beverages for the taproom.

Treeline Outfitters aims to create an inspiring outdoor community where passionate individuals, conscious brands, and forward-thinking institutions unite, empowering sustainability, environmental stewardship, and local economies.



Moderno Barber Shop

Barber Shop | Concord and Tilton, NH

Moderno Barber Shop is a barber shop owned by Amaury Mercado. Equipment purchased with this grant includes: three barber chairs, seven mats for barber chairs, and two couches for their waiting room.

“ Our tenth year in business is approaching and this project would be very helpful to us because most of our equipment is outdated. It'll be a great way to show our barbers and also our regulars that we do care for the business. I really appreciate the effort you guys have put forward. I'm excited to be able to work with you guys.”

Amaury Mercado



Katered Transport & Logistics

Freight Carrier | Manchester, NH

Katered Transport & Logistics has been in business since 2022 as an interstate freight carrier based out of Manchester. Ruben Saldana, owner of Katered Transport, used this grant to purchase an electric pallet jack for his business to streamline loading freight onto the trucks. This will help his business by being able to load trucks quicker and more safely than with a manual jack or by hand.

Christine O'Brien Real Estate

Real Estate | Alton, NH

This grant helped Christine O'Brien Real Estate LLC upgrade office equipment to allow their small independent brokerage to better compete with local larger brokerages. It will also provide needed equipment to furnish a training room to expand into teaching real estate pre-licensing and continuing education classes providing an additional revenue stream.

Penumbra

Retail, Plants, & Cafe | Concord and Goffstown, NH | www.penumbra.shop

Penumbra offers a variety of indoor houseplants, plant accessories, stationery, jewelry, stickers, craft kits, and more. They have a storefront in Concord, and they opened a second location on Main Street in Goffstown, where they partnered with Apotheca Flowers and their café where one can get a bouquet, a coffee, and a plant all at once.

The grant helped owner Alison Murphy purchase POS supplies from Square to accept payments from their second location in Goffstown and various other items to help them with their website and online sales.

PENUMBRA
THOUGHTFUL GOODS & PLANTS

“ We connected with the REDC, and all the pieces started coming together. With a lot of help from Angel, we were able to submit the grant to receive funds for these hard goods. It feels like a gift and the push we need to keep Penumbra going through these times. Thank you so much!!”

Alison Murphy



DefiantApp

Application Developer | Manchester, NH

DefiantApp is committed to pushing the boundaries of high-quality educational applications (apps) development, constantly challenging limits, and setting a new standard in the industry.

This grant assisted with the purchase of a computer and equipment to help with app development.

D.E.A.R.'s Cleaning Services

Cleaning Service | Manchester, NH

www.residentialcleaningservicemanchester.com

D.E.A.R.'s Cleaning Services received a grant to assist with the purchase of a floor buffer, a floor auto scrubber, a wet/dry vacuum, a backpack vacuum, and various other small things, such as extension cords, etc., for their cleaning service.

Swell Oyster Bar

Oyster Harvesting Company | Hampton, NH | www.swelloysterco.com

Swell Oyster has received several REDC/CEDC loans for their oyster harvesting company. They are also opening an oyster bar. This grant assisted with the purchase of a convection oven, coolers, and stainless steel tables for the oyster bar.





The Regional Economic Development Center (REDC) is a private, non-profit organization that offers business financing, provides no-cost business advising, design and marketing assistance, and seeks to promote responsible, sustainable economic development activities in Southern New Hampshire.

Learn more about us at www.REDC.com.