

FOR IMMEDIATE RELEASE

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## **Business Resiliency Team Launched to Help Businesses Navigate Through Challenges**

### ***Pairs Small Business Owners with Navigators for Resources and Technical Support***

(ST. PETERSBURG, Florida – April 28, 2020) - A partnership of business organizations has launched a Business Resiliency Team (BRT) comprised of Business Resiliency Navigators who will establish relationships with business owners and key community leaders to support the long-term survival of St. Petersburg's small business community.

Navigators will work one-on-one with businesses for 90 days to overcome the challenges caused by coronavirus. The BRT program is a partnership between Grow Smarter St. Petersburg, the St. Petersburg Greenhouse, the St. Petersburg Chamber of Commerce, and the St. Petersburg Economic Development Corporation. Grow Smarter, primarily funded by the Foundation for a Healthy St. Petersburg, will redirect awarded funds towards the BRT and other community relief efforts. The BRT will collaborate with other business support efforts, including those of One Community and the Urban League.

### **Business Resiliency Navigators**

Business owners will be paired with a Business Resiliency Navigator who will connect them to resources, technical support, and volunteer professionals (Business Resiliency Volunteers) who can help businesses survive and thrive. Navigators will meet business owners where they are in order to provide guidance and information and help to retain and grow businesses through connection, relationships, capacity building and results-based solutions. Navigators will give special consideration to minority- and women-owned businesses and sole proprietors.

### **Business Stability**

The primary goal of the BRT is business stability in 90 days. This means Navigators will assist business owners in achieving incremental growth and establishing a positive trajectory throughout their recovery. Navigators will connect business owners with targeted resources necessary to survive and grow. The BRT assists St. Petersburg's small business community, with special consideration and efforts towards minority and women-owned businesses, sole proprietors, and owners experiencing severe impacts due to their geographic location.

### **Business Resiliency Volunteers**

The team is looking for additional professionals to serve as Business Resiliency Volunteers: attorneys, accountants, bankers, and business consultants who are willing to provide some of their time, free of charge, to our business community.

### **How to Connect**

Business owners can email [brt@growsmarterstpete.com](mailto:brt@growsmarterstpete.com) or leave a voicemail at (727) 351-3249. A team member will respond within 48 hours.

Professionals who would like to volunteer their time, skills, and resources can contact Greenhouse Manager Kim Vogel at [kvogel@stpete.com](mailto:kvogel@stpete.com).

To learn more, visit [www.growsmarterstpete.com/brt](http://www.growsmarterstpete.com/brt).

## About

**The Greenhouse** is St. Petersburg's front door to business growth, providing business owners and entrepreneurs with the education, resources, and assistance necessary to thrive in the local economy. Comprised of an expert team from the City of St. Petersburg and St. Petersburg Area Chamber of Commerce, along with a wide network of partners, the Greenhouse is committed to the economic growth and development of St. Petersburg's economy through comprehensive services for St. Pete's small business community that include business consulting and mentorship, a professional network, impactful signature programs, workshops, and more. To learn more, visit <https://stpetegreenhouse.com/>.

**Grow Smarter** is an economic development strategy that aims to reduce gaps by race and place in St. Petersburg. The initiative brings together 90+ organizations for cross-sector collaboration and resource alignment. To learn more, visit <https://growsmarterstpete.com>.

**The St. Petersburg Area Chamber of Commerce**<sup>®</sup>, originally founded in 1899, now serves more than 1,300 member businesses and organizations. Continually identifying ways to create and enhance opportunities to do business in St. Petersburg, the Chamber works to improve the local economic climate and to build a thriving business environment. The Chamber represents perspectives of local business in St. Petersburg, providing and fostering leadership on important business and community issues. To learn more, visit [www.stpete.com](http://www.stpete.com).

**The Greater St. Petersburg Area Economic Development Corporation** is a partner in the Grow Smarter Strategy to create awareness of the business climate in St. Petersburg and to invigorate the growth of jobs in the target sectors of marine and life sciences, data analytics, financial and business services, specialized manufacturing and creative arts and design. To learn more, visit <https://stpeteedc.com>.

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