

# NEWSLETTER

## Mid-Year Tips for Small Business Owners: Navigating 2025 with Strategy & Innovation

As you reach the midpoint of 2025, it's the perfect time for small business owners to pause, reflect, and revise. An in-depth mid-year review can provide valuable insights to steer your business toward success in the remaining months.

**Marketing:** Small businesses can enhance their online visibility and engagement by leveraging digital marketing strategies; businesses can increase brand observability and create stronger relationships with their target audience.

**New Endeavors:** Small businesses can explore new opportunities by forming strategic partnerships, branching out with their product or service offerings, and developing into new markets. Attending networking events and seeking mentorship can also provide valuable insights and connections to fuel growth.

**Staying Ahead and On-Top:** Small business owners can stay ahead of the curve by using their dexterity to adapt to trends and customer needs, allowing for unique services that tailor to their buyers.

**Investing in You and Your Team:** Knowledge is Key! Invest in your business by researching and taking advantage of the free resources that are out there for entrepreneurs. By utilizing what is out there, you positively invest professional development as well as professional comprehension.

Join us at The HIVE to explore and implement some strategies to ensure a solid foundation for the continued growth and success of your small business into the next half of the year.

### Business Growth Strategies



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updates!



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The HIVE - VB Business Resource  
Center



thehivevb



The HIVE - VB Business Resource Center

# In-Person Training Schedule

## **Build a Landing Page That Converts**

Courtney Jacobs Web Design

June 6th

9:00 AM - 10:30 AM

## **Mastering the Modern Business**

### **Mindset for Success**

12 Stone Consulting

June 10th

10:00 AM - 12:00 PM

## **Business Succession Planning: Securing Your Business's Future**

TJS Financial Solutions, LLC

June 12th

10:00 AM - 12:00 PM

## **Preventing Burnout**

Karen Price Owen, Executive & Life  
Coach

June 12th

10:00 AM - 12:00 PM

## **Effective Storytelling: From Presentations to Social Media and Beyond**

Managing Communications

June 13th

10:00 AM - 12:00 PM

## **Nonprofit Foundations: Building a Mission-Driven Organization**

SCORE

June 14th

10:00 AM - 12:00 PM

## **SWaM Certification Information Session**

SBSD

June 17th

9:00 AM - 11:30 AM

## **Beyond the Bank: Alternative Financing Solutions for Business Growth**

Trust Financing Solutions

June 17th

11:00 AM - 12:00 PM

# In-Person Training Schedule

**Freedom to Navigate:**  
**Building Your Own Cannabis Roadmap**

Armintia  
June 17th  
11:00 AM - 12:00 PM

**Business Beyond the Obvious:**  
**Designing Profit with Purpose**

Wealth Avenue  
June 17th  
6:00 PM - 8:00 PM

**How to Start Your Own Commercial**  
**Cleaning Business**

Navilife Coaching  
June 18th  
10:00 AM - 12:00 PM

**Set Up to Grow:**  
**Every Small Business Needs Before**

**Scaling**  
Invisara  
June 18th  
12:00 PM - 1:00 PM

**(Lunch & Learn) Marketing Series:**

**Part 3 - Personal Branding**

Open Door Media Solutions  
June 20th  
12:00 PM - 1:30 PM

**Build Your very Own Marketing**  
**Director - Powered by AI**

Jeraud Marketing Group  
June 23rd  
10:00 AM - 12:00 PM

**Business Essentials for**  
**Entrepreneurs:**  
**Navigating Commercial Real Estate**

BP Real Estate  
June 25th  
10:00 AM - 12:00 PM

**Business Finance Basics**

Truist Bank  
June 25th  
1:00 PM - 2:00 PM

# Virtual Training Schedule

## **Business Foundations - Management**

SBDC  
June 3rd  
12:00 PM - 1:00 PM

### **Intro to Selling to Virginia - Workshop #1**

Virginia Department of General  
Services  
June 4th  
10:00 AM - 11:30 AM

### **Business Plans 101**

SBA  
June 4th  
10:30 AM - 11:30 AM

### **Instagram Marketing for Your Business: Strategies for Promoting and Growing Your Brand**

SCORE  
June 5th  
1:00 PM - 2:00 PM

## **Business Foundations - Marketing**

SBDC  
June 10th  
12:00 PM - 1:00 PM

### **How to Create a Marketing Plan for Your Small Business**

SCORE  
June 10th  
1:00 PM - 2:30 PM

### **Generating Leads Using eVA - Workshop #2**

Virginia Department of General  
Services  
June 11th  
10:00 AM - 12:00 PM

### **Government Contracting 101: What You Need to Know to Get Started**

SBDC  
June 12th  
11:00 AM - 12:00 PM

# Virtual Training Schedule

## **Small Business Development Workshop Suite**

Operation HOPE

June 12th

6:00 PM - 7:30 PM

## **Credit and Money Management Suite**

Operation HOPE

June 16th

12:30 PM - 2:30 PM

## **Understanding Simplified Acquisition Procedures**

Virginia APEX Accelerator

June 17th

10:15 AM - 11:45 AM

## **Business Foundations - Money**

SBDC

June 17th

12:00 PM - 1:00 PM

## **Creating a Personalized AI Marketing Agent for Your Business**

SCORE

June 17th

1:00 PM - 2:00 PM

## **The Fundamentals of Website Design: Turning Online Visitors Into Customers**

SCORE

June 19th

1:00 PM - 2:00 PM

## **Building the Foundation for Your New Business**

SBDC

June 25th

9:00 AM - 10:00 AM

# ONE-ON-ONE BUSINESS CONSULTATIONS

(By Appointment Only)

## Meet the Banker (Fulton Bank)

June 13th  
1:00 PM - 3:00 PM

## Financial Advisor on Call (Wealth Avenue)

Wednesdays  
11:00 AM - 2:00 PM

## CPA on Call (Pixel Financial Group)

Tuesday - Friday  
9:00 AM - 5:00 PM

## Business Counseling (SBSD)

June 18th  
9:00 AM - 5:00 PM

## Small Business Counseling Sessions (SCORE)

Tuesdays & Thursdays  
10:00 AM - 1:00 PM

## Marketing Consultation with Simon (Open Door Media Solutions, LLC)

Wednesdays, Thursdays, & Fridays  
10:00 AM - 4:00 PM

## Marketing on Call (Artisan-Preneur Consulting)

Monday - Friday  
9:00 AM - 4:00 PM

## Mindset Shifting (Release Your Radiance Coaching)

Tuesdays  
11:00 AM - 4:00 PM

## Discover the Power of Coaching (Karen Price Owen Life Coaching)

Wednesdays  
1:00 PM - 3:00 PM

## Virginia APEX Accelerator

Select Wednesdays  
10:00 AM - 4:00 PM

# CRECIENDO JUNTOS @ THE HIVE

## (By Appointment Only)

**Posicionamos tu Marca e  
incrementamos tus Ventas  
(ExpandLogy).**

Spanish

English

**Desarrollo y Emprendimiento de Empresas  
(Chamber for Hispanic Progress)**

June 2nd  
11:00 AM - 12:00 PM

## NUESTRA MISIÓN

El HIVE es un centro de recursos empresariales que tiene el objetivo de promover un ecosistema innovador y empresarial en Virginia Beach. El HIVE se compromete a prestar servicios a las pequeñas empresas, en particular a aquellas que se encuentran en comunidades con desventajas sociales y económicas.

## QUÉ

El HIVE ofrece consultoría individualizada, programas de capacitación, seminarios, asistencia de adquisición, formación de capital, mentoría, redes y una variedad de recursos fundamentales para pequeñas empresas que comienzan y las ya establecidas dentro de una red cooperativa de agencias gubernamentales, instituciones educativas, sectores privados y organizaciones comunitarias.

## DÓNDE

El HIVE se encuentra en el centro de Virginia Beach, en el corazón del distrito empresarial de la ciudad, donde algunas de las empresas más destacadas de la región tienen su sede. Es un lugar conveniente para reunirse con mentores y acceder a una variedad de recursos.

## QUIÉN

El HIVE está reservado para el uso exclusivo de nuevas empresas y ya existentes que necesitan recursos in situ para orientarlas hacia el crecimiento y el éxito.

El HIVE es perfecto para:

- Empresas nuevas y en la fase de madurez
- Nuevos participantes de la comunidad empresarial de Virginia Beach
- Empresas internacionales nuevas en los EE. UU. o la ciudad
- Personas que buscan ampliar sus habilidades para aprovechar las oportunidades de educación continua que se ofrecen en el HIVE
- Empresas existentes que desean crecer y expandirse

# ***UPCOMING OPPORTUNITIES***

## **Walker Business Leaders Conference & MIC Awards**

Thursday, June 5th

3:00 PM - 7:00 PM

4100 Virginia Beach Blvd | Virginia Beach, VA 23452

"Join us for an afternoon of networking, learning, and celebration! We will be honoring outstanding achievers in the business community!"

### **Offering Sessions in:**

- Public Speaking
- Operations & Human Resources
- Finances & Investments
- Health & Wellness

### **Tickets Available Now**

- \$30 General Admission
- \$40 VIP

*Serving Heavy Hors D'oeuvres*





# ***UPCOMING OPPORTUNITIES***

## **Hampton Roads Start-Up Celebration**

Wednesday, June 18th | 6:30 PM - 10:30 PM

"Join us for an evening where innovation meets legacy as we celebrate the 757 Accelerate cohort, regional creativity, and the community that makes it all possible. Held inside Nauticus, this event honors where we've been - and where we're headed."



**Celebrate the 757 Accelerate cohort**



**See innovation from across the region**



**Honor Norfolk's rich history of entrepreneurship**



**Vote for your favorite startup**



**Location: Nauticus | Norfolk, VA**

**Scan Here | Get Your Tickets**



# SMALL BUSINESS GRANTS & LOANS



## **Virginia Minority Business Development Agency**

Funded by the U.S. Department of Commerce, Minority Business Development Agency, they help Minority Business Entrepreneurs gain greater access to contracts/markets/capital in the Federal/State/Local/Commercial space. They deliver strategic business consulting, technical assistance & work to understand your capabilities to develop near & long-term strategic growth.

## **37 Angels**

37 angels is an organization made up of female angel investors that invest in women-owned small businesses. The organization recognizes the disadvantages that female entrepreneurs face in the loan market and seeks to close that gap. To help women keep their companies afloat, 37 Angels offers grants as large as \$150,000.

## **Amazon Black Business Accelerator**

Grow your business with dedicated resources, financial assistance, business education & coaching, and marketing & advertising support.

## **SBA Microloans**

These government-backed loans of up to \$50,000 can be a good choice for new or very small businesses. They're typically issued by nonprofit community financial institutions, many of which offer additional training and resources.

## **The Freed Fellowship Grant**

Each month, a small-business owner can receive a \$500 micro-grant from the Freed Fellowship. Monthly grant recipients are also eligible for a \$2,500 annual grant. Applications are accepted on a rolling basis. While this grant is open to all small-business owners, women and minority entrepreneurs are encouraged to apply.

## **The Commonwealth of Virginia's Business and Economic Development Financing Arm**

Aligned within Virginia's Department of Small Business and Supplier Diversity, the VSBFA offers programs to provide businesses, not-for-profits, and economic development authorities with the financing needed for economic growth and expansion throughout the Commonwealth. To accomplish this goal, we offer loans directly to businesses & non-profits, credit enhancements to banks that are lending to businesses & non-profits, as well as bond financings to benefit for-profit businesses, 501 (c) (3) not-for-profit entities, and to support clean energy and P3 transportation projects. We also help small businesses seeking to attract equity investments by providing an equity incentive grant

# SMALL BUSINESS GRANTS & LOANS



## **National Association for the Self-Employed Growth Grants**

This nonprofit trade association provides educational resources and grants for small businesses and entrepreneurs. To apply for a grant of up to \$4,000, you'll need to become an active member of the association, provide a detailed explanation of how you'll use the funds, show how the grant will support your business growth and provide supporting documentation.

## **Small Business Innovation Research Program**

The Small Business Innovation Research (SBIR) program strengthens opportunities for innovative small businesses using federally funded research. The program stimulates technological innovation, uses small businesses to meet federal research needs, and enables participation by socially and economically disadvantaged businesses.

## **Hello Alice Grants**

Hello Alice provides a single application for multiple grants, as well as knowledge, networking, and connections for entrepreneurs. New grants are constantly being added.

## **Virginia SBDC Funding Resources**

The SBDC offers information and resources on federal, state and local loan programs, tax incentives, and other financial resources available to both established small businesses and startups.

## **Virginia Innovation Partnership Corporation (VIPC)**

VIPC grows and diversifies Virginia's economy by investing in and accelerating innovation, commercialization, and entrepreneurship. Its funding programs are designed to bridge critical financial gaps that startups, researchers, and innovators face, including through grants, seed funding, and other investments. Learn more about the funding opportunities VIPC offers to best support you and your technology throughout the "innovation continuum".

## **757 Angels**

757 Angels, part of the 757 Collab network or programs in Hampton Roads, connects qualified investors with vetted companies. Since its inception, 757 Angels has invested more than \$105 million into 52 companies. Its angels network, is a thriving network of more than 130 regionally minded, accredited investors who, in addition to providing capital, offer a variety of expertise to support entrepreneurs on their journey.

## **Grantsforwomen.org**

Grants For Women helps small business owners find and research grant opportunities. The grants differ in scope, region, qualifying criteria, and amount, based on the institution offering them.



# SMALL BUSINESS GRANTS & LOANS



## **Community Business Partnership (CBP)**

The CBP serves startups and existing small business owners including women, veterans, and minorities primarily located in the DMV Metropolitan region. The business owners we serve are across most business sectors and have a wide range of financial positions. However, we focus on supporting micro-enterprises that are underbanked and underserved in our community.

## **Virginia Economic Development Incentive Grant (VEDIG)**

The Virginia Economic Development Incentive Grant program (VEDIG) assists and encourages companies to invest and create new employment opportunities by locating significant headquarters, administrative, or service sector operations in Virginia. There must be an active and realistic competition between Virginia and another state or country for attracting the project.

## **Grants.gov**

Grants.gov is one of the first resources you may want to investigate for business grants —both minority grants and other opportunities. The database, maintained by the Office of Management and Budget (OMB), contains information about more than 1,000 federal grants. It also includes details about the eligibility requirements for each program

To apply for a grant through the Grants.gov system, you'll need to first establish a Workspace account that you (and your team) use to access the system's applications. Once you complete this step, you'll be free to search for federal grants that align with your business goals and apply for those you believe are a good match for you.

# Available Office Workspace



For additional business resources, visit us at:  
[yesvirginiabeach.com/thehive](http://yesvirginiabeach.com/thehive)  
or contact us at:



(757) 385-2470



[thehive@vbgov.com](mailto:thehive@vbgov.com)



## Thrive @ The HIVE

### WHAT

The HIVE is offering a workspace at no cost to existing Virginia Beach startups, home-based businesses and military spouse entrepreneurs to help them grow and succeed.

### WHO

The space is available to:

- Virginia Beach startups and/or
- Home-based businesses with current business licenses
- Hampton Roads military spouse entrepreneurs

### WHEN

The workspace is available for two months (two business days a week).

Members of **Thrive @ the HIVE** have access to:



**Private  
Conference  
Rooms**



**Secure  
High-Speed  
WI-FI**



**Free Events &  
Business Forums**



**Unlimited  
Free  
Parking**



**Business  
Counselors**



**Access to  
Computer  
Technology**

At The HIVE, you also get access to our network of applicable organizations



[www.yesvirginiabeach.com/thehive](http://www.yesvirginiabeach.com/thehive)

### WHERE

The HIVE is located in the Town Center of Virginia Beach at 140 Independence Blvd, Suite 100.

### HOW

To learn more and apply, visit the HIVE's [Thrive @ the HIVE page](#). If you are interested in the program but you are not eligible, please check if you qualify for other resources here.