

A network diagram on a light blue background. A central teal circle contains the text 'COLUMBIA PIKE'. Surrounding this central circle are several smaller circles, each containing a stylized icon of a person. These icons are connected to the central circle and to each other by thin teal lines. The background is also decorated with a network of teal lines and colored circles (red, orange, blue, purple) scattered across the space.

COLUMBIA  
PIKE

**CONNECT & COLLABORATE**

**SWaM Certification & ReLaunch**

# Today's Agenda



- 1) **Welcome & Introductions**
- 2) **SWaM Certification with SBSD**
- 3) **Relaunch with BizLaunch**
- 4) **Questions & Answers**

# Our Team



**Stephen G. Smith**  
**Program Director**

Stephen Gregory Smith is a long time resident of Arlington, for 21 years Stephen has built incredible professional experience in a variety of fields, from Landscape Design, Landscape Team Leader, Dog Daycare Manager, Film Series Curator, Actor, Director, Writer, and Podcast host, Stephen's multifaceted experience brings a broader understanding of business management, culture and diversity vital to the Columbia Pike Partnership.

Stephen joined the Columbia Pike Partnership in 2016 and has been an unstoppable force creating and promoting events and spaces to connect our beloved community of businesses and residents.

# Our Team



**Alejandra Underwood**  
**Business Engagement  
Specialist**

Alejandra is a dedicated professional with an extensive track record assessing needs, improving efficiencies, and strengthening communities. Alejandra has over 10 years of outreach, training & technical assistance, and operations management experience in the non-profit, education, business, and government sectors. She is passionate about connecting others to resources and is eager to use her experience and skills to help businesses on The Pike.

# Virginia Department of Small Business and Supplier Diversity



**Christhien Tran Ley**  
Business Services Manager

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**The Virginia Department of Small Business and Supplier Diversity (SBSD)** is the state agency dedicated to enhancing the participation of our small, women- and minority-owned businesses in Virginia’s procurement opportunities. SBSD is responsible for the administration of two certification programs: the Small, Women- and Minority-owned Businesses under Virginia’s “SWaM” Procurement Initiative and the federal U.S. Department of Transportation’s Disadvantaged Business Enterprise (“DBE”) Program.

# *SWaM Certification Overview*

# DSBSD Agency Overview



## ACCESS TO CAPITAL

- Virginia Small Business Financing Authority (VSBFA)

## BUSINESS DEVELOPMENT & OUTREACH

- Supporting economic development through workshops/training, access to resources and one-on-one business counseling sessions.

## CERTIFICATION

- Micro, Small, Women and Minority Owned (SWaM) and Disadvantaged Business Enterprise (DBE)

## SOURCING & COMPLIANCE

- Strategic sourcing support of SWaM participation

# SWaM Certification



## *Small, Women-owned and Minority-owned (SWaM) Certification*

- ▣ The Commonwealth of Virginia's small business program.*
- ▣ To enhance procurement and contracting opportunities for SWaM businesses participating in state-funded projects.*



# SWaM Designations



- **Small Business:** *No more than 250 employees OR No more than \$10 Million in gross receipts averaged over the 3-year period prior to certification application.*
- **Women-Owned Business:** *At least 51% owned and controlled by one or more women who are U.S. citizens or legal resident aliens.*
- **Minority-Owned Business:** *At least 51% owned and controlled by one or more minorities who are U.S. citizens or legal resident aliens.*
- **Micro Business Certification:** *No more than 25 employees AND no more than \$3 Million in average annual revenue over the 3-year period prior to certification application.*

## *Advantages to SWaM certification*

- *Priority of awards – Micro and Small*
- *Opportunities based on lowest price*
- *Small business utilization plans*

***Christhien Tran Ley***  
[chris.ley@sbsd.virginia.gov](mailto:chris.ley@sbsd.virginia.gov)  
[www.sbsd.virginia.gov](http://www.sbsd.virginia.gov)

**Business Services Manager**

# Arlington Economic Development (AED) BizLaunch



**Tara Palacios**  
BizLaunch Director



**Prakriti Deuja**  
BizLaunch Administrative Specialist

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**Arlington Economic Development** (AED) is dedicated to the preservation and enhancement of an economically competitive and sustainable community, and the creation of exciting, diverse and amenity-rich places.

**BizLaunch** is Arlington's small business and entrepreneurial assistance network, and your one-stop-shop for everything you'll need to know about starting or growing a business in Arlington.

# **BizLaunch Resources: ReLaunch, Databases & More**

Tara Palacios & Prakriti Deuja



**BizLaunch**

MARCH 18, 2022

# About BizLaunch

Arlington Economic Development a  
Division within Arlington County Government

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# What is BizLaunch?

Curated resources for small businesses located in Arlington, Virginia

- Education
- Counseling
- Marketing Toolkit
- Business Directory
- Networking



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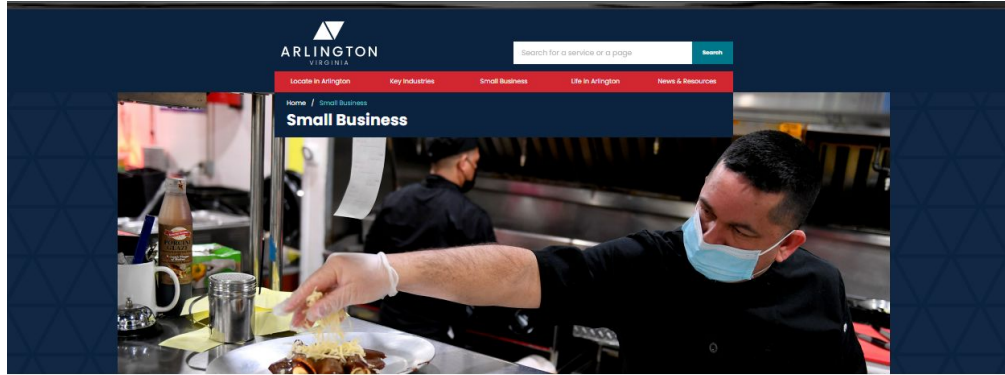
# FREE, FREE, FREE!!

A great 4-letter word.



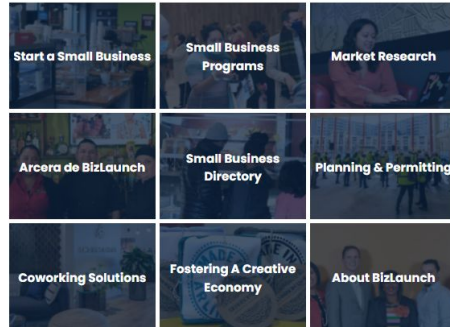
**BizLaunch**





## Powering Small Business

Entrepreneurs and innovators come from all over to start a small business in Arlington, VA. From photographers and furniture makers to artists and acupuncturists, our small businesses are as diverse as the Arlington community itself. We are proud to serve such a wide range of businesses, and our BizLaunch small business assistance program offers curated support that helps small businesses grow and thrive.



## Small Business Programs



### Supporting Small Businesses in a Big Way

Small businesses are the fabric of Arlington's community. We understand the unique challenges that come with starting or growing a small business, and we are proud to offer a variety of small business assistance programs. We can provide you with the support, education and resources you need to turn your passion into progress. We're here to help you turn your small business into a big success.

One-on-One  
Counseling

Marketing &  
Promotional Support

Workshops &  
Webinars

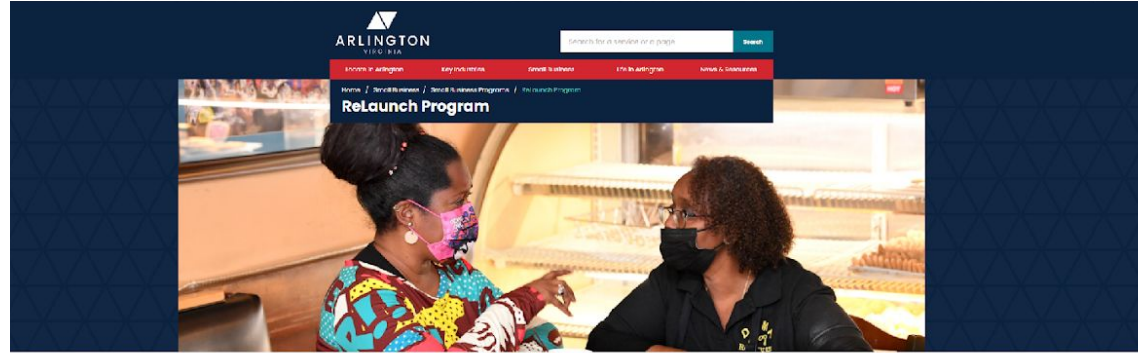
Relaunch Program

Marketing Resources



**All those  
FREE  
Resources  
can be  
found here!**

# ReLaunch



## Ready to Seize Opportunities?

ReLaunch is a small business grant program designed to help your business to thrive post-pandemic. Through our exclusive, re-launch program, small businesses can access a wealth of resources, including business consulting services and the development of technology solutions.

Depending on the specific needs of each business, services are individually curated to support your unique challenges. Services could include a new website, help with the development of marketing strategy, support in accessing capital, or Government tools and more!

Accepted applicants will have an initial (1-hour) assessment with Revby, an expert at providing business coaching and consulting services, helping meet its unique return on investment challenges. Successful business owners and applicants will continue working with Revby, receive up to 10 hours of service or move to work with our technology partner Hublo to develop a website or e-commerce solution.

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“Finding ReLaunch was like finding light at the end of the tunnel. ReLaunch was perfect for my small business. I was thankful to be able to gain assistance with developing my website.”

**Danliza Gailindo, Owner Island Jewelry**

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# ReLaunch

## Examples of Assistance

- Financial Management and Sourcing Capital
- Strategic Planning
- Marketing & Branding
- Digital Presence
- Basic Legal Structure, Documentation and Policy Requirements



**ReVitalize**  
(Customized Strategic Assistance)



**ReNew**  
(Website/eCommerce Tools)

# Eligibility Requirements for ReLaunch



**Located in  
Arlington,  
Virginia**



**Less than 50  
Employees**



**2022 Arlington  
Business  
License**



**Operating a  
minimum of  
30 days in  
Arlington, VA**

# Examples of ReLaunch Websites



Lyon Park Barber Shop

Since 2016 in Arlington

ABOUT US

The screenshot shows a dark-themed website for Lyon Park Barber Shop. On the left is a red vertical bar with the text 'Lyon Park Barber Shop'. The main content area features a black and white photo of a barber cutting a man's hair. The text 'Lyon Park Barber Shop' is prominently displayed in white, with 'Since 2016 in Arlington' and 'ABOUT US' below it. A small logo is in the top left corner.

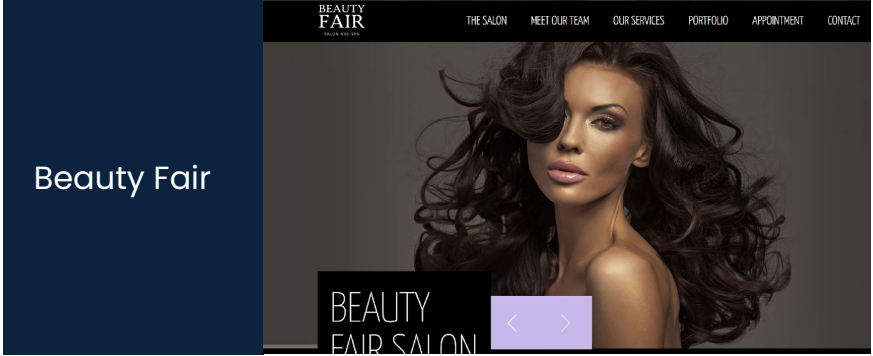


Los Chamaocs

PREMIUM UNRIVALLED MEXICAN CUISINE

Our Story Our Shop Our Ser

The screenshot shows a website for Los Chamaocs. On the left is a teal vertical bar with the text 'Los Chamaocs'. The main content area features a vibrant image of Mexican food, including corn on the cob and a plate of meat. The text 'Los Chamaocs' is written in a white script font, with 'PREMIUM UNRIVALLED MEXICAN CUISINE' above it. Navigation links 'Our Story', 'Our Shop', and 'Our Ser' are in the top right corner.

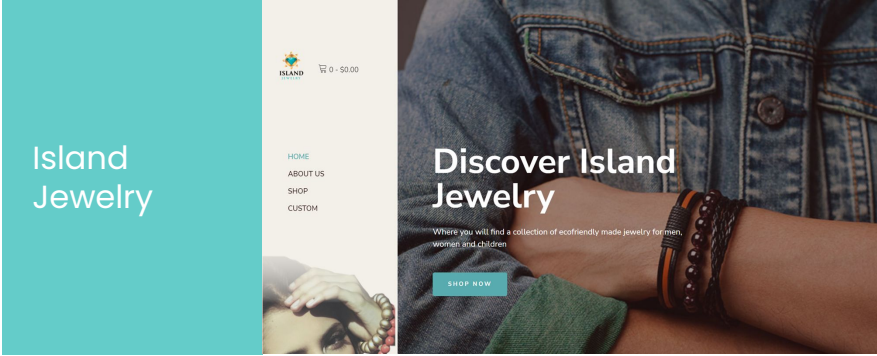


Beauty Fair

BEAUTY FAIR SALON

THE SALON MEET OUR TEAM OUR SERVICES PORTFOLIO APPOINTMENT CONTACT

The screenshot shows a website for Beauty Fair. On the left is a dark blue vertical bar with the text 'Beauty Fair'. The main content area features a large, high-quality photo of a woman with long, wavy brown hair. The text 'BEAUTY FAIR SALON' is overlaid on the bottom left of the photo. A navigation menu is at the top with links: 'THE SALON', 'MEET OUR TEAM', 'OUR SERVICES', 'PORTFOLIO', 'APPOINTMENT', and 'CONTACT'.



Island Jewelry

Discover Island Jewelry

Where you will find a collection of ecofriendly made jewelry for men, women, and children.

SHOP NOW

ISLAND 0 - \$0.00

HOME ABOUT US SHOP CUSTOM

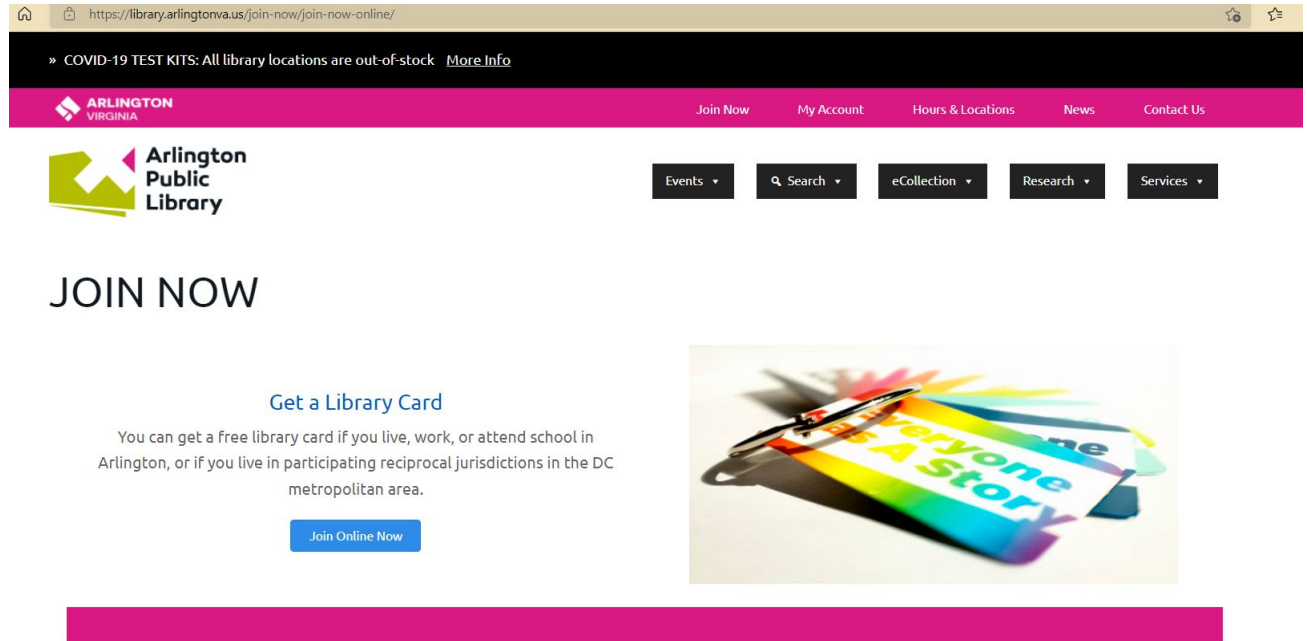
The screenshot shows a website for Island Jewelry. On the left is a teal vertical bar with the text 'Island Jewelry'. The main content area features a close-up photo of a person's arm wearing several bracelets and a denim jacket. The text 'Discover Island Jewelry' is in white, with a sub-headline below it. A 'SHOP NOW' button is at the bottom. A navigation menu is on the left with links: 'HOME', 'ABOUT US', 'SHOP', and 'CUSTOM'. A shopping cart icon and '0 - \$0.00' are in the top right.

# **New Tools to Kick Start Small Business**

Prakriti Deuja – March 18, 2022

# How to Access

## [Arlington County library card](#)



The screenshot shows the Arlington Public Library website. At the top, there is a navigation bar with links for 'Join Now', 'My Account', 'Hours & Locations', 'News', and 'Contact Us'. Below this is the Arlington Public Library logo. The main content area features a large 'JOIN NOW' heading. Underneath, there is a section titled 'Get a Library Card' with a sub-heading 'Get a Library Card' and a paragraph: 'You can get a free library card if you live, work, or attend school in Arlington, or if you live in participating reciprocal jurisdictions in the DC metropolitan area.' A blue button labeled 'Join Online Now' is positioned below the text. To the right of the text is an image of a clipboard with a rainbow-colored background and the text 'Everyone has a story' written on it.

https://library.arlingtonva.us/join-now/join-now-online/

» COVID-19 TEST KITS: All library locations are out-of-stock [More Info](#)

ARLINGTON VIRGINIA

Join Now My Account Hours & Locations News Contact Us


Events Search eCollection Research Services

## JOIN NOW

### Get a Library Card

You can get a free library card if you live, work, or attend school in Arlington, or if you live in participating reciprocal jurisdictions in the DC metropolitan area.

[Join Online Now](#)





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# What are the Databases?

DemographicsNow, IBISWorld, Statista



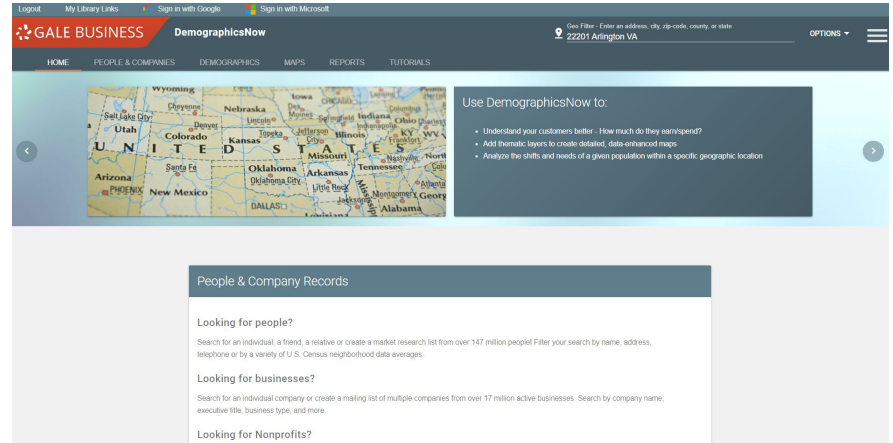
**BizLaunch**

# DemographicsNow

 DemographicsNow™  
A Kalibrate Company

# DemographicsNow

- Full-service spatial analytics firm
- Features:
  - Sales forecasting, market analysis, etc.
- Think: who, when, where, and how for consumer engagement
  - Psychographics and consumer spending
- Mapping feature
  - Geo-filters
  - Traffic count



# IBISWorld



WHERE KNOWLEDGE IS POWER

50<sup>th</sup>  
ANNIVERSARY

# IBISWorld

The screenshot shows the IBISWorld website interface. At the top right, there are buttons for 'CONTACT US', 'REQUEST DEMO', and 'LOG IN'. Below these is a navigation menu with 'Industry Reports', 'Research Solutions', 'About Us', and 'Resources'. A search bar is located below the navigation menu with the placeholder text 'Enter search term'. The main content area features a dark background with the text 'MORE INDUSTRIES, IN GREATER DEPTH & DETAIL, THAN ANY OTHER PROVIDER' and 'Expert Industry Research You Can Trust'. Below this is a search bar with the placeholder text 'Search by industry, keyword, country or industry code'. At the bottom, there is a 'BROWSE BY SECTOR' section with buttons for 'ACCOMMODATION & FOOD SERVICES', 'MANUFACTURING', 'HEALTHCARE & SOCIAL ASSISTANCE', 'RETAIL TRADE', 'CONSTRUCTION', 'FINANCE & INSURANCE', 'ARTS, ENTERTAINMENT & RECREATION', 'AGRICULTURE', 'TRANSPORTATION & STORAGE', and 'REAL ESTATE'. In the background, a laptop displays a report titled 'Global Fruit & Vegetable Processing' with a 'Cost Structure Benchmarks' chart.

- Created in 1971
- In-house analysts that provide economic, demographic, and market data
- Products include:
  - Industry research, financial ratios, risk ratings, and Business Environment Profiles
- Globally accessible
- Provides services to commercial banks, academic institutions, etc.

**Statista**

**statista** 

# Statista

- Created in 2007
- All data is vetted
  - Majority of data = primary sources
- Key word search
- 2m+ registered users, 1M+ statistics, 31M+ visits per month and 170 industries covered
- Services offered:
  - Research, analysis, eCommerce, etc.
- Available in different languages

The image shows two screenshots of the Statista website. The top screenshot is the homepage, featuring the Statista logo, navigation links (Prices & Access, Statistics, Reports, Outlooks, Company DB, Infographics, Services, Global Survey, Login), and a search bar. Below the search bar are several topic tags: Russia-Ukraine War, Social Media Usage, E-Commerce, Electric Vehicles, Netflix, COVID-19, Metaverse, Inflation, Coffee, and Fintech. The main headline reads "Global No.1 Business Data Platform" with the subtitle "Insights and facts across 170 industries and 150+ countries". Below this are logos for Google, SAMSUNG, PayPal, and Adobe. The bottom screenshot shows search results for the keyword "restaurants". The search bar contains "restaurants" and the location is set to "United States". The results are sorted by "Relevance". On the left, there is a sidebar menu with categories: Statistics (1,000), Forecasts & surveys (30), Infographics (0), Topics (0), Studies & Reports (13), Doosiers & DossierPlus (13), Markets & Countries (42), Companies & Consumers (26), Additional Reports (180), and Expert tools (1,000). The main content area displays "SEARCH RESULTS (> 1,000)" with a list of results, including "Restaurants & Nightlife in the U.S. 2021", "Sales of the leading chain restaurants in the U.S. 2020", "Pizza restaurant industry in the U.S.", "Quick service restaurants in the U.S.", "Number of quick service restaurants in the United States from 2011 to 2020 with a forecast for 2021", "Number of Denny's restaurants in the U.S. 2012-2020", "Views on healthy eating at restaurants among selected countries worldwide in 2021", and "U.S. cities with the highest share of vegan-friendly restaurants 2021".

# What is this all for?



Accessibility

Up-to-Date Info

Easy to Find & Understand





**BizLaunch**

# Question & Answers



**BizLaunch**

**THANK YOU!**


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**[tpalacios@arlingtonva.us](mailto:tpalacios@arlingtonva.us) / 703-228-0853**



# Questions & Answers



# COLUMBIA PIKE

**PROGRESS LUNCHEON**

Thursday, April 21st | 12:00 - 1:15 PM



**CONNECT & COLLABORATE**

Friday, May 20th | 10:00 - 11:00 AM



2611 Columbia Pike, Arlington, VA 22204  
703-892-2776 | [partner@columbiapike.org](mailto:partner@columbiapike.org)

[www.columbia-pike.org](http://www.columbia-pike.org)