

**Neighborhood Housing Entrepreneurship
Redevelopment Opportunities
H.E.R.O. Program**

Clay Street Community Development Corporation

Darlene Ajayi

April 23, 2024

About us

Clay Street Community Development Corporation is dedicated to community development in the greater Annapolis communities

H.E.R.O. Program Objective

*Empower economic
self-sufficiency through
entrepreneurship education to
low-income adults in within
the City of Annapolis.*





H.E.R.O. Program Rational

- **Economic Empowerment**
- **Entrepreneurship Education**
- **Community Development**
- **Sustainable Impact**

Benefits

- ✓ **Self-Sufficiency**
- ✓ **Improved Skill Sets & Knowledge**
- ✓ **Entrepreneurial Mindset**

H.E.R.O. Program

Description & Target Demographics

Program Format: Hybrid training course, focused on development of the entrepreneurship mindset and knowledge on how to start a small or micro enterprise.

Target Demographic: Low-income adults, including minorities, disabled individuals, and

H.E.R.O. Program

Services To Be Provided

Entrepreneurship Workshops: Topics include ideation, customer discovery, marketing, finance, legal issues, etc.

Mentorship and Coaching: One-on-one sessions providing tailored business advice.

Business Development Resources: Access to planning tools, market research, and financial management resources.

Financial Literacy and Planning: Workshops on budgeting, credit building, and financial management.

Networking Opportunities: Connect with local business leaders and peers.

H.E.R.O. Program

Evaluation Methodology

Assessments: Conduct pre and post assessments to measure skills improvement.

Performance Metrics: Track business launches, revenue growth, job creation, and community impact.

Feedback: Gather participant, mentor, and stakeholder feedback for program refinement.

External Evaluation: Utilize independent consultants for objective program assessment.

H.E.R.O. Program

We look forward to your Support!

**Thank
You!**

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Darlene Ajayi

Darlene@cscdcinc.org