

Modernizing Municipal Policy

to support local business development





NeighborWorks Housing Solutions





NeighborWorks Housing Solutions



NeighborWorks® Housing Solutions (NHS) is a one-stop-shop for finding and maintaining safe, affordable, high-quality housing and growing financial skills and resources. We provide the answers and support individuals and families need.

Our services include rental assistance; emergency financial help; shelter and homelessness prevention; first-time homebuyer education and counseling; financial coaching; foreclosure prevention; affordable residential and small business loans; and construction and management of high-quality rental housing across Southern Massachusetts.



NeighborWorks Building a Better Business Program



Building a Better Business

In 2019, NeighborWorks Housing Solutions was tasked with managing a \$1M Venture Loan Fund for the City of Brockton. Created by five financial entities, [HarborOne Bank](#), [Eastern Bank](#), [SCU Credit Union](#), [Rockland Trust](#) and [North Easton Savings Bank](#), this fund is for small businesses who want to start, grow and/or relocate to Brockton.

Each new or growing business helps to fuel the city's economic engine by creating jobs and stimulating the need for housing. Through the banking partnership, opportunities can be envisioned in the local business community.

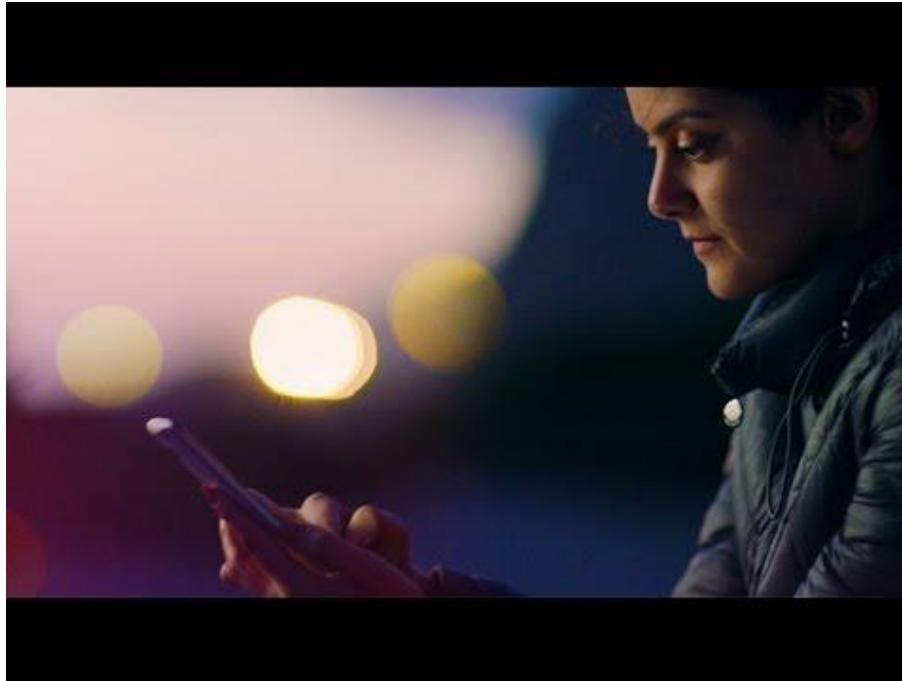
This fund allows small businesses loans of up to \$50,000 for businesses in Brockton. To qualify for the fund, NeighborWorks has developed a small business



General Business Facts



We live in a world of “micro moments”





Why?

Marketing Mishaps

Inadequate Management

Lack of Funding | Working Capital

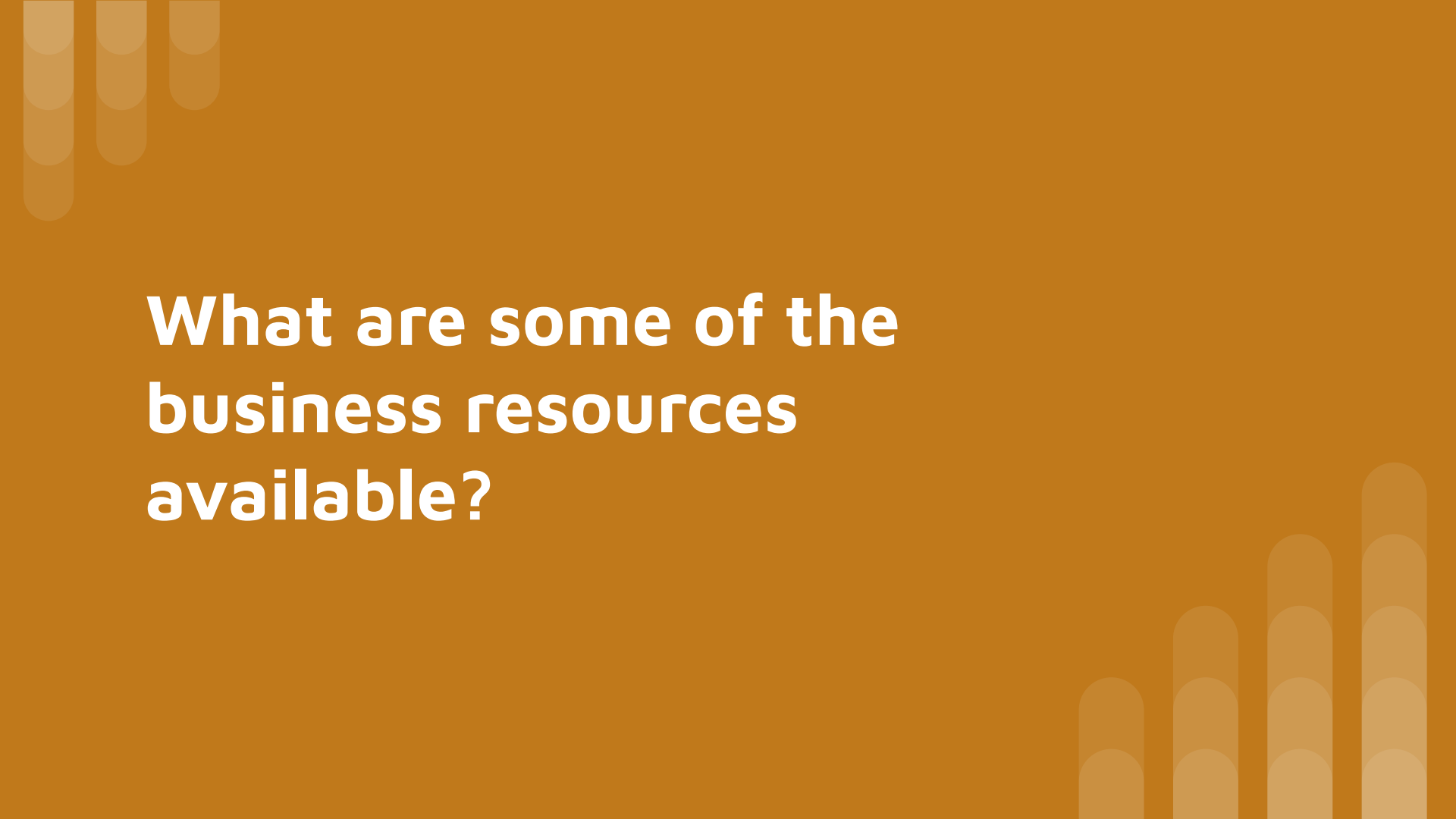
Ineffective Business Planning





Digital Inadequacy

“Digital inequity, also known as the digital divide, refers to the economic, educational, and sociocultural disparities that arise from inadequate access to and utilization of technology.”

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**What are some of the
business resources
available?**



SBA Resources





State Resources

Executive Office of
Housing and Economic
Development (EOHED)



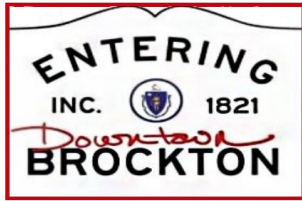
Regional Business Resources



South Shore
Women's Business
Network



Local Business Interest Groups





What do Businesses Need?





Education, Education, Education

1. Town/City Business Resource Page
2. Leaflets with Business Resources
3. How to Start a Business in “Town/City” Guide or Page
4. The Importance of Business Planning
5. Monthly Updates



Access to Capital through Grants and Loans



Streamlined & Collaborative Resources Using Consistent Messaging

The screenshot displays the City of Brockton website interface. On the left is a dark blue sidebar menu titled "DOING BUSINESS IN EASTON?" with a search box labeled "ThinkEaston!". The main content area features a header with the City of Brockton logo and navigation links for "Discover Plymouth", "Departments", and "Boards & Committees". A "VISITORS" button is visible in the top right. The main content area is titled "Economic Development &" and includes a "COVID Information Center Read more »" link. A navigation bar at the bottom contains links for "RESIDENTS", "BUSINESSES", "VISITORS", "CITY OFFICES", and "GOVERNMENT", along with social media icons. A "NAVIGATE THIS PAGE" section on the right lists: "Brockton Investor Prospectus", "Economic Development Resources", and "Economic Development Partners".

DOING BUSINESS IN EASTON?
ThinkEaston!
Easton Economic Development Council
About Easton
Easton Chamber of Commerce
Metro South Chamber of Commerce
Resources for Massachusetts Businesses
Obtaining Tax Identification Numbers
Obtaining a Certificate of Good Standing
Other Resources
FAQ

Home | Businesses | Doing Business in Easton?

Discover Plymouth | Departments | Boards & Committees

2022 Town Permitted Events
Activities & Public Events
Economic Development Self-Assessment Tool (EDSAT)
Grant Application 2021 (Part I & Part II)
Micro Enterprise Business Loan Guidelines and Application
Pilgrim Path a Walk Though History Map
Plymouth Area Chamber of Commerce
Plymouth Film Location Request Form
Plymouth Regional Economic

COVID Information Center Read more »

Home » Departments

Economic Development &

RESIDENTS | **BUSINESSES** | VISITORS | CITY OFFICES | GOVERNMENT

BROCKTON
CITY OF CHAMPIONS

NAVIGATE THIS PAGE
Brockton Investor Prospectus
Economic Development Resources
Economic Development Partners



How can Municipalities Support Small Businesses



Communication: A Clear Pathway to Business Resources



- Social Media Updates
- Email Newsletters
- SMS (Especially for Emergencies)
- Online Permitting
- Clear Zoning Practices
- New Business Checklist



Parking and Signage Planning and Collaborating



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**What do parking
requirements do to
businesses?**

Make it easy to visit local stores





Local Rules Outdated for Modern Business



Liquor Licenses, Commercial Kitchens, and Permitting Fees, OH MY!



Q&A

questions and answers



Tricia White

**NeighborWorks Housing Solutions
Small Business Development Officer
nhsmass.org**

pwhite@nhsmass.org