



FULCRUM

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South Central Planning and Development Commission - RESTORE Small Business Loan Program Outreach Recap:

December 31st, 2023

Purpose:

Over the one-month effort in December of 2023, Fulcrum was tasked to reach out to 1,000 small business owners across Calcasieu Parish in an attempt to provide financial assistance to small business owners across Louisiana that have been affected by Hurricanes Laura or Delta, Ida and/or the May 2021 Severe Storms.

Results:

Fulcrum was able to reach out to 1,222 small businesses across Calcasieu Parish and were able to assist South Central Planning and Development Commission and The Office of Community Development in Louisiana in connecting with 26 interested small business owners and spreading awareness to the other 1,196 small businesses.

Of the 26 interested small businesses interested in assistance, most of who we spoke with were unaware of the program, or were uninterested, along with a few that were already in the process of the application. Together SCPDC and Fulcrum were able to drive small business owners to the application or SCPDC team and help assist over two dozen small business owners in getting an application filled out. There may be a handful more applicants that have heard about the Restore Program from Fulcrum's efforts, we look forward to cross-referencing in the future.