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WILMINGTON ALLIANCE ANNOUNCES 2024 DIRECT SERVICES FOR SMALL BUSINESSES THROUGH THE WILMINGTONMADE PROGRAM

Wilmington entrepreneurs and small business owners can apply for direct services for marketing and back-end operating supports.

WILMINGTON, DE (February 13, 2024) – Wilmington Alliance is announcing the continuation of its WilmingtonMADE Program. In 2023, 24 Wilmington based small businesses received free, direct marketing or back-end services and 9 small business workshops were held. Wilmington Alliance has committed to providing 50 businesses free, direct services throughout 2024, in addition to monthly workshops and learning opportunities for local entrepreneurs.

Wilmington Alliance connects entrepreneurs to service providers to help grow and sustain their businesses. Marketing services can include professional photography sessions, social media strategy and templates, website design and branding assistance. Operating supports such as accounting, establishing standard operating procedures and human resource management are also being offered. Business owners who apply and are approved, will be matched with contracted vendors to provide these services, free of charge.

In 2023, 250 businesses were supported by Wilmington Alliance and program partners through several entrepreneur & small business programs, totaling over \$440,000. Since 2020, 532 businesses have been supported with over \$1.3 million in programming.

How to Apply: Wilmington entrepreneurs and small business owners can apply for services by visiting www.wilmingtonmade.com. Applications will be accepted on a rolling basis as funding remains available. New small businesses can register on the online directory to promote their business and to receive news and updates on resources, workshops, and networking opportunities.

About Wilmington Alliance: Wilmington Alliance brings people together to drive innovative solutions, leverage resources and promote opportunities to empower the city's residents and businesses. Wilmington Alliance partners with community, civic, and business leaders to prioritize the City's highest needs to drive economic opportunity and social vitality.

Our work is done through an equity lens. Our initiatives involve equitable wealth creation in traditionally marginalized Wilmington communities. The Alliance works to make Wilmington a more beautiful, safer, and thriving city that provides opportunity for all through our programs in Workforce Development; Entrepreneurship and Small Business Support; and Creative Placemaking. To learn more about Wilmington Alliance, visit: www.wilmingtonalliance.org