



FOR IMMEDIATE RELEASE

Contact: Renee Bennett,
Director of Development and Marketing
Renee@wilmingtonalliance.org

WILMINGTON ALLIANCE ANNOUNCES 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 (June 8, 2023) – Wilmington Alliance is announcing the expansion of its WilmingtonMADE Program to include providing direct services to Wilmington based, small businesses in need of marketing and back end operating supports. In 2020, Wilmington Alliance created WilmingtonMADE as an online directory of Wilmington small businesses, to promote a “shop local” movement for those that were suffering during the pandemic. This campaign has utilized features in print, social media, direct mailers, and other promotions to advertise many local businesses.

To further its commitment to Wilmington’s entrepreneurs, Wilmington Alliance will now connect 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 for a select number of small businesses. Business owners who apply and are approved, will be matched with contracted vendors to provide these services, free of charge.

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. Wilmington Alliance also hosts educational workshops throughout the year for local entrepreneurs. All business owners on the registry will be notified of these workshops and opportunities.

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.

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