

News Release

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Durham Brings Entrepreneurial Training to Women-Owned Small Businesses *October 1 Program Application Deadline*

DURHAM, N.C. – Women-owned small business owners interested in expanding their operations should make plans now to apply for Momentum 360, a new program designed to expand their business management skills.

The City of Durham Office of Economic and Workforce Development, in collaboration with the members of its Small Business Advisory Committee, have launched Durham Business 360, a small business development program designed to connect small business owners and entrepreneurs with the tools and resources they need to grow and thrive. Durham Business 360 kicks off its training program with Momentum 360, an accelerated path for women-owned small business owners seeking to improve the growth, profitability, and sustainability of their business.

Momentum 360 participants will have an opportunity to develop a business model and action plan for their business through interactive sessions, instructional training, and peer learning from business counselors and local business owners. Topics covered include: management fundamentals; monitoring and managing cash flow; understanding and completing financial statements; completing market research; creating an effective marketing plan; and building a team. Interested business owners and entrepreneurs must complete an application and agree to commit to attending all eight weeks of training.

Momentum 360's first cohort will be held October 15 to December 3 at Durham Technical Community College's Small Business Center, located inside the Chesterfield Building at 701 W. Main St., Ste. 203, Durham. The cohort is open to any Durham woman-owned small business looking to learn more about accelerating their business growth. The City's Office of Economic and Workforce Development, Durham Technical Community College's Small Business Center, North Carolina Central University's Small Business and Technology Development Center, and the Durham Rotary Clubs are co-sponsors of this cohort.

Applications can now be found on the [Durham Business 360 website](#), and must be submitted by the October 1st deadline. For more information, visit the Durham Business 360 Training [webpage](#) or contact Senior Economic Development Coordinator Brian Smith with the City's Office of Economic and Workforce Development at (919) 560-4965, extension 15205 or Brian.Smith@DurhamNC.gov.

About the City of Durham Office of Economic and Workforce Development

Guided by the City's [Strategic Plan](#), the [Office of Economic and Workforce Development](#) helps ensure that Durham has a strong and diverse economy by increasing the city's tax base through several revitalization initiatives, including new development efforts in the central city area. The department also plans and promotes cultural awareness and events, identifies and recruits target industries as well as assesses and trains Durham residents to fill new jobs.

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