

### **Startup Assets for Economic (SAFE) Opportunity) Overview:**

The [Startup Assets for Economic \(SAFE\) Opportunity](#) entrepreneurship grant program is an initiative administered by the Community Capital Fund (CCF), in partnership with The City of Kansas City, Missouri Health Department. SAFE Opportunity is awarding microgrants ranging from \$500 to \$2,000 to residents of Kansas City's LifeX Area zip codes (64126, 64127, 64128, 64129, 64130, and 64132).

Rooted in an asset-based approach to community economic development, SAFE Opportunity is providing funds to grantees to directly support expenses related to starting a small business venture. From supplies and equipment, training and certification expenses, to startup expenses like registration and business license fees, the program is supporting the development of new and aspiring entrepreneurs, while lowering individuals' risk for involvement in violent activities, and increasing individual wealth and financial stability.

CCF officially launched the SAFE Opportunity program on July 23, 2020. The Round 1 pilot was focused on supporting residents of Kansas City's 64128 zip code area, and 14 new and aspiring entrepreneurs received a total of \$27,500 in combined funding to support their entrepreneurial dreams.

### **SAFE Opportunity Round 2 Application + Review Process:**

On October 12, 2020, CCF announced SAFE Opportunity Round 2, opening the program up to residents of all LifeX Area zip codes (64126, 64127, 64128, 64129, 64130, and 64132). Applications for Round 2 were made available to residents in an online format, a fillable PDF, and a printed version.

Following the Round 2 grant application deadline on November 12, 2020, SAFE Opportunity program administrators reviewed all applications received, checking for eligibility, and scoring applicants' narratives. Scores were based on applicants' clarity in answering questions: defining business goals and purpose, resources, and skills to move business forward, and use of funds – among others. Final scores helped to set a baseline for awardees, as they seek to strengthen their ideas to meet their goals of starting and growing a business.

### **Round 2 Funding:**

Round 2 of SAFE Opportunity received 31 applications from individuals seeking support for their business ideas. Total funding request for these business ideas was \$57,700. After careful review, the applications recommended in Round 2 total \$25,000 to 13 residents representing the Kansas City LifeX Area.

## Award Recommendations

- Name:** Bennett, Quintanilla  
**Business:** Personal Concierge Service  
**Neighborhood:** The 18<sup>th</sup> and Vine Historic District, Wendell Phillips  
**Amount Requested:** \$1,500.00  
**Summary:** Quintanilla is seeking support to start her personal concierge service. The company will provide aid to people who cannot complete errands on their own. Some of the services her company will provide include pet care as well as pick-up and drop-off services. Quintanilla hopes to develop her company by utilizing her experience in education and business. She seeks to inspire her community to find success in business by supporting one another.
- Name:** Burton, Allyscia  
**Business:** Queens Kitchen LLC – Vegetarian Foods  
**Neighborhood:** Washington Wheatley  
**Amount Requested:** \$2,000.00  
**Summary:** Allyscia is seeking support for her restaurant. Queens Kitchen LLC will serve vegans, vegetarians, and pescatarians. With an emphasis on clean eating, she hopes to inspire community members to make healthier life choices. Queens Kitchen LLC will educate Allyscia's community on the benefits of clean eating by showcasing how soul food can taste great while also being good for you.
- Name:** Cook, Jordan  
**Business:** Financial Consulting  
**Neighborhood:** Blue Hills  
**Amount Requested:** \$2,000.00  
**Summary:** Jordan is seeking support for his financial consulting company. Jordan will provide planning, strategy, and consulting support to individuals seeking to pay off their debts, save money, and learn how to budget. Financial distress is at the base of many problems plaguing the community. Education is the solution. By teaching community members financial strategies and systems, Jordan hopes that his company can help bring peace to people who are struggling financially.

4. **Name:** Dean, Mimi  
**Business:** Mimi's Magical Greens – Organic Foods  
**Neighborhood:** Knoches Park  
**Amount Requested:** \$2,000.00  
**Summary:** Mimi is seeking support for her culinary company. Mimi's Magical Greens will serve fresh, organically grown food, sourcing ingredients from local farmers. Mimi believes an important way to support the community is by providing home-cooked healthy meals. She will offer an expansive menu while utilizing fresh, locally sourced, organically grown ingredients. She hopes to support her community and educate the youth by promoting healthy living through her food.
  
5. **Name:** Helms, Tiffany  
**Business:** Mobile Party Bus  
**Neighborhood:** Sheraton Estates  
**Amount Requested:** \$2,000.00  
**Summary:** Tiffany is seeking support for her entertainment company. Mobile Party Bus for Kids will convert a school bus to a one-stop-shop extreme party on wheels. The bus will be delivered to the location of the client's choice. Tiffany has experience hosting events and parties for all ages and hopes to bring these services to her neighborhood.
  
6. **Name:** Hines, Aireca  
**Business:** Seafood and Soul Food  
**Neighborhood:** Vineyard  
**Amount Requested:** \$1,500.00  
**Summary:** Aireca is seeking support for her culinary business. Aireca hopes to sell her homemade seafood and soul food meals, while also selling the seasoning. Aireca is passionate about food and wants to share her love for it with the community. She is also working on her family cookbook so that others can learn the recipes and share her recipes with their loved ones. Cooking classes are also in the future for Aireca. The end goal is to one day own a restaurant where she serves healthy food that brings joy to people.
  
7. **Name:** Jackson, Amron  
**Business:** Called Victims of Crime Speak – Non-Profit  
**Neighborhood:** Palestine  
**Amount Requested:** \$2,000.00  
**Summary:** Amron is seeking support for a new non-profit, Victims of Crime Speak (VOC Speak). VOC Speak will provide a safe space where victims of crime can speak with their offenders or other victims so that the community can find solutions that will lower the crime rate. VOC Speak will support the community through discourse. By having the necessary conversations, crime can be reduced.

8. **Name:** Johnson, Kaniyah  
**Business:** Legacy Real Estate and Investments LLC – Real Estate  
**Neighborhood:** Blenheim Square  
**Amount Requested:** \$2,000.00  
**Summary:** Kaniyah will provide safe homes for battered young mothers who have no place to go. Legacy Real Estate and Investments will support women so that they can get back on their feet. Legacy Real Estate will increase the value of neighborhoods while changing the lives of young mothers – also bettering the lives of youth.
  
9. **Name:** Lang, Sharman  
**Business:** A Round House Company – Administrative Services  
**Neighborhood:** Oak Park  
**Amount Requested:** \$2,000.00  
**Summary:** With more than 20 years in community organizing, research and development, Sharman seeks to start her own business to support business administration. Through her business, Sharman will be a positive example to her sons and community, teaching them to never give up regardless of income, handicap, or personal struggles. Sharman hopes to support her community by providing art at a reasonable price.
  
10. **Name:** Price, Tiffany  
**Business:** Youth Programming  
**Neighborhood:** Marlborough East  
**Amount Requested:** \$2,000.00  
**Summary:** Tiffany hopes to create a business that helps the youth put their ideas into fruition. Youth will create their ideas and then support them by marketing their creations. The youth will gain capital through the selling of their products and ideas, providing them an opportunity to develop business management skills as well as other life skills. Tiffany hopes to inspire more youth to become entrepreneurs.
  
11. **Name:** Shaw, Bobby  
**Business:** Shaw's Urban Farming & Art – Sustainable Urban Farming  
**Neighborhood:** Knoches Park  
**Amount Requested:** \$2,000.00  
**Summary:** Bobby is a third-generation farmer, but a first-generation urban farmer. Shaw's Urban Farming & Art will specialize in compost creation through vermicomposting, propagating niche perennial leafy greens. Bobby hopes to share his skills with community members as well as entrepreneurs who are growing their own produce. Shaw's Urban Farming & Art will change the mindset of communities, from feeling hopeless to creating markets through urban farming.

12. **Name:** Thomas, Elaina

**Business:** The Next Paige – Arts, Entertainment, & Recreation

**Neighborhood:** East Community Team North

**Amount Requested:** \$2,000.00

**Summary:** The Next Paige helps creatives pursue their dreams by providing management, artist development, and training in the entertainment industry. Elaina Thomas started her business because she saw a need in Kansas City for quality entertainment and better professionalism in the dance industry. Elain hopes to one day open a studio space, where young artists can prepare for the professional world of performance art.

13. **Name:** Ward, Brittany

**Business:** Skating Rink

**Neighborhood:** Oak Park

**Amount Requested:** \$2,000.00

**Summary:** Brittany hopes to open a skating rink in Kansas City, becoming a successful business owner, and creating jobs and a safe environment for locals. Her business will deliver what Brittany says is absent in our communities and will give her the chance to be the first business owner in her family.