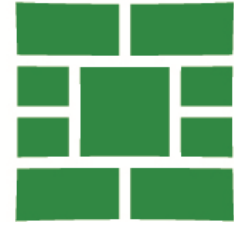


SAVANNAH

Office of Business Opportunity



Monthly Newsletter, June 2018

Volume 2, Issue 6

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Local Business Spotlight: Two Tides Brewing Company



When the idea of opening a brewery in Savannah became too exciting to contain, Savannah-native, owner, and long-time homebrewer James Massey, and his wife, Liz, jumped at the opportunity. [Two Tides Brewing Company](#) held their block party launch in the Starland district on May 12th and played hosts to Savannah favorites including [Big Bon Pizza](#), King of Pops, and live music from Roosevelt Collier. Two Tides is not only about James and Liz's love of drinking and brewing beer, but their love of sharing it with friends and the ability it has to bring people together.

Two Tides specializes in small-batch, handcrafted beers with a focus on modern styles and modern takes on the classics. The taphouse and brewery lend an intimate feel as they are located in a refurbished home on the corner of West 41st Street and DeSoto Ave. Passionate about supporting local artists, Two Tides features murals and labels designed by current SCAD student, [Alexandria Hall](#), in addition to other works on display and for sale.

Liz and James worked with the [Small Business Assistance Corporation](#) to secure the business financing they needed for a successful launch of their brewing company. "The whole process went very smooth. We made sure we had a detailed business plan in place which I think helped," says Liz of the lending process. Liz shares that "Everyone was very helpful and knowledgeable and we felt that everyone we spoke with was truly on our side. We would not be open if it wasn't for our small business loan."

Check out Two Tides Brewing Company on their [website](#), [Facebook](#), and [Instagram](#) to learn more about upcoming special events, food truck guests, and new beer releases.

For more information about business planning and financing, contact the Office of Business Opportunity to engage with our growing business resource network, (912) 652-3582.

Business News



[Expert Hurricane Preparedness Tips for Businesses](#)

Check out the SBA's six tips for hurricane preparedness for businesses. In the aftermath of hurricanes Harvey, Irma and Maria in 2017, the SBA approved more than 132,000 low-interest disaster loans for a total of \$6.8 billion. Having a preparedness plan in place will go a long way toward keeping your organization intact while supporting the long-term recovery of your community. Now is the time to plan and prepare.



[Downtown Parking for Businesses and Employees](#)

If you work downtown, finding a place to park during the busy tourism season can be frustrating. The City of Savannah has plenty of options for parking at affordable rates in areas convenient to the workplace. The City offers 10 parking garages and lots between Liberty and Bay Streets. Less expensive options include several satellite parking lots at varying rates. Use the free ParkSavannah mobile app to easily pay for meters.



[Free Learning Opportunity: Understanding Your Customer](#)

Knowing your customer is a vital part of effectively selling your product or service. The SBA Learning Center presents: Understanding your Customer. This self-paced 30-minute course will introduce you to tools and resources that will help you understand your customer and increase sales. The course offers guidelines and suggestions for identifying your customers in order to improve the effectiveness of your marketing.

2018 Business Climate Survey



The City of Savannah distributes an annual business climate survey to generate a comprehensive assessment of the state of local small business. If you are a business owner, please consider participating in the [2018 Business Climate Survey](#). Your input is valued and greatly appreciated. For more information about the survey, please contact the [Office of Business Opportunity](#) at the Savannah Entrepreneurial Center, (912) 652-3582.

Upcoming Events

[Business Education and Events](#)

Savannah Entrepreneurial Center (SEC)
801 East Gwinnett Street

[Business Cycle Navigation: Challenges and Success Strategies](#)

Thursday, June 21, 11:30am-1:00pm
SCORE, 111 East Liberty Street

[Are You Ready to Start a Business?](#)

Monday, June 25, 11:30am-1:00pm
SEC, 801 East Gwinnett Street

[How to Write a Business Plan](#)

SBA Self-Paced Online Webinar
Duration: 30 minutes

[1 Million Cups at Bull Street Labs](#)

Every Wednesday, 9:00am
The Creative Coast, 2222 Bull Street

[How to Become a City of Savannah Vendor](#)

Wednesday, July 11, 12:00pm-1:00pm
SEC, 801 East Gwinnett Street

[Small Business Credit Counseling](#)

Tuesday, July 17, 12:00pm-1:00pm
SBAC, 111 East Liberty Street

Featured Resource: Credit Building for Entrepreneurs

SBAC & CCCS

Give your business the credit it deserves

OUR COMPANIES CAN HELP YOU

ATTEND ONE CLASS AND ONE CREDIT COUNSELING SESSION ON ESTABLISHING OR REBUILDING YOUR CREDIT. NEXT CLASS - JULY 17, 2018 12PM - 1PM

***ASK HOW TO QUALIFY FOR A SECURED CREDIT CARD

The [Small Business Assistance Corporation](#) (SBAC) and the [Consumer Credit Counseling Service of Savannah](#) (CCCS) have collaborated to offer a brand new workshop focused on credit building for entrepreneurs. The introductory session is designed to empower small business owners with a roadmap to give their businesses the credit it deserves. Whether an entrepreneur needs to establish or reestablish credit, this class will give participants a jump start on financing their business.

Upon completion of the one-hour lunchtime session, participants are encouraged to schedule a free one-on-one session with a certified credit counselor to go over their credit report and FICO score, learn how to correct errors, and leave with a plan to improve credit, build a budget, and manage cash flow.

The next step in the credit building process is to apply for a secured credit card through the SBAC. With 0% interest and a year to pay off the credit card, the financing can be used toward business expenses while rebuilding credit and improving applications for future lending.

With two classes already completed, the SBAC and CCCS have already assisted 40 business owners in the pursuit of rebuilding credit. The next session will be held on **July 17th** from 12:00pm to 1:00pm at the SBAC at 111 East Liberty Street. For more information and to register, contact Sheree Darien, (912) 232-4700.

City of Savannah
Office of Business Opportunity
Savannah Entrepreneurial Center
801 East Gwinnett Street
P.O. Box 1027, Savannah, GA 31402
Phone: 912.652.3582

"To coordinate economic and small business development programs to foster a strong local economy, spur business and job growth, and provide for a better quality of life in Savannah."

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