

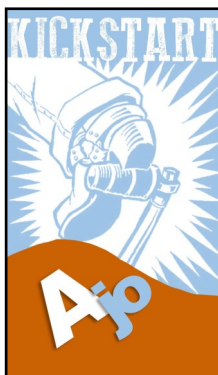


KickStartAjo.weebly.com

Kickstart Ajo
 To Increase the Number of Businesses
 Developed, Attracted and Retained

The Process

Kickstart Ajo is an outcome of a multi-year community development process facilitated by Freeport McMoRan Corporation in the community of Ajo, AZ. During this process, a cross-sector group of organizations and individuals performed a comprehensive needs assessment resulting in a single community priority: **To Increase the Number of Businesses Developed, Attracted and/or Retained.** To this end, a group of existing and emerging leaders was convened in the summer of 2016—the Leadership for Sustainable Communities Cohort. Through an Asset Based Community Development process facilitated by the ASU Lodestar Center, the Cohort developed a set of interventions designed to kickstart business activity in Ajo. With generous support from Freeport McMoRan Foundation and engagement from the Ajo District Chamber of Commerce, Ajo Center for Sustainable Agriculture and the International Sonoran Desert Alliance, the kickstarting process is well underway.



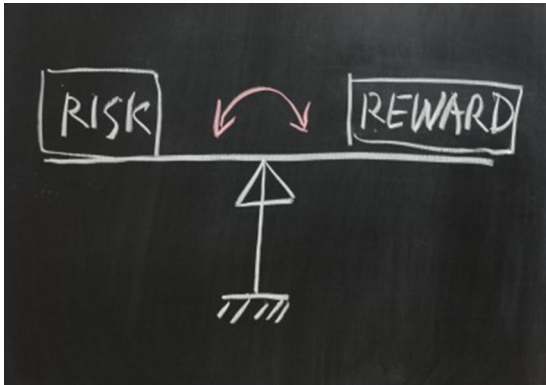
**LEADERSHIP FOR
 SUSTAINABLE
 COMMUNITIES
 AJO COHORT**

KickstartAjo.weebly.com
Cohort@isdanet.org

Sponsored by:
Freeport McMoRan Foundation

With support from:
ASU Lodestar Center

Why?



One of the challenges involved in starting and running a business in a place like Ajo is that the Risk-Reward paradigm is out of whack. The risk of failure in what can be a challenging and seasonal market is high, while the reward for running a successful business tends to be comparatively meager.

This initiative is a way to try and balance the scale. By coming together as a community and putting some “skin in the game” alongside entrepreneurs, we hope to kickstart a resurgence of business activity in Ajo.

In order to address a variety of types and levels of need, we are offering a spectrum of interventions—each designed to help bridge a specific type of business needs gap.

What?

MARKETING & TECHNICAL ASSISTANCE

Would you like some help building a website, writing a business plan or driving traffic to your Facebook page? We can connect you with the resources to do it.

1:1 MATCHED SAVINGS

Is there a particular piece of equipment that would help advance your business? Need some help saving up for it? With a matched savings account, every dollar you save toward a durable purchase is matched with another dollar, up to **\$1,000**. Want that next-level coffee roaster with a \$2,000 price tag? Save **\$1,000** and we'll pitch in the rest.

MARKET VENDOR/GROWER MINI-GRANTS

Want some help making your stall stand out at the Authentically Ajo Farmers Markets? We can help with direct investments up to **\$250**. These flexible mini-grants can go toward just about anything that makes you a better market-based business.

LOW-INTEREST REVOLVING LOAN FUND

For capital needs in the **\$1,000-\$10,000** range, we offer access to a small business revolving loan fund. Loan terms are flexible and interest rates are always below market.



TENANT AND FAÇADE IMPROVEMENTS

Are you ready to move into a physical location or upgrade your space? Do you need some help making improvements? The tenant and façade improvement funds are designed to share some of the costs, so you don't have to bear the burden alone. Whether you're starting a salon and need to add a hair wash sink or you want a mural to increase your shop's curb appeal, this resource can help. Awards will vary based on project specifics and available funds. The maximum award for a single project is **\$5,000**.

To learn more or apply, visit:
KickstartAjo.weebly.com