



D O W N T O W N   D A Y T O N

R E T A I L L A B



**BE DOWNTOWN.**  
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DOWNTOWN DAYTON

**RETAILLAB**

## APPLICATION & SELECTION STATS

	Fall 2020	Spring 2021	Total
<b>Applicants</b>	36	32	68
Minority-Owned	19	17	36
Woman-Owned	25	21	46
<b>Participants</b>	11	9	20
Minority-Owned	5	5	10
Woman-Owned	11	7	18
Downtown Location	8	3	11
2nd Street Market	2	2	4
Newcomers	1	5	6



## **COHORT 1 BUSINESSES – FALL 2020**

- Vanessa Lloyd - **A+ Cleaners** - [www.drycleandayton.com](http://www.drycleandayton.com)
- Vaniti Byrd - **Baba Love Organics** - [www.babaloveorganics.com](http://www.babaloveorganics.com)
- Mary Baldino - **Connect E-Sports** - [www.connectesports.com](http://www.connectesports.com)
- Deborah Samuels - **D. Bra Boutique**
- Katie Hall- **Fox in Socks Soapery** - [www.FoxinSocksSoapery.com](http://www.FoxinSocksSoapery.com)
- Jennifer Herrera - **Napales Mexican Street Food** - [www.napales.com](http://www.napales.com)
- Paula Willis - **Now and Zen DIY Studio** - [www.shopnowandzen.com](http://www.shopnowandzen.com)
- Dana Calhoun - **Picture Perfect Paint Parties** - [www.PicturePerfectPaintParties.com](http://www.PicturePerfectPaintParties.com)
- Lindsey Deck - **Space Three** - [www.spacethreedayton.com](http://www.spacethreedayton.com)
- Kelsey Calderone - **Two Social** - [www.gemcitysocialsports.com](http://www.gemcitysocialsports.com)
- Davia Allen - **Vidia's Closet** - [www.vidiascloset.com](http://www.vidiascloset.com)



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## **COHORT 1 FEEDBACK & OUTCOMES**

*(10 evaluation form responses)*

- How would you **rate** the Retail Lab experience?
  - 3 satisfied, 7 very satisfied
- Would you **recommend** the Retail Lab to another business owner?
  - 8 definitely would, 2 probably would

## **COHORT 1 FEEDBACK & OUTCOMES**

*(10 evaluation form responses)*

Comparing your business's performance now to before the Retail Lab started, **how much would you estimate your monthly revenue has changed** because of the program?

- 75-100% increase in monthly sales – 1
- 25-50% increase in monthly sales – 1
- 15-25% increase in monthly sales – 1
- Sales have increased, but only slightly – 1
- No measurable change – 2 (both opened in 2020)
- Too new or not fully operating due to pandemic – 4



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## **COHORT 1 FEEDBACK & OUTCOMES**

*(10 evaluation form responses)*

Some favorite sessions & topics:

- Goal Setting
- Business Model Canvas
- Customer Discovery
- Payroll & HR
- Financial Foundations (Bookkeeping Overview)



## **COHORT 1 FEEDBACK & OUTCOMES**

*(10 evaluation form responses)*

“I got my books in order. This has been huge. I couldn’t do it on my own, as much as I would try. Now I have a P/L statement every month that tells me right where I stand. 100% invaluable.”

“It helped me to get systems into place for my business that will assist with the overall scaling of my business. The funding provided for service providers was really amazing in helping to kickstart necessary improvements in my business.”



## **COHORT 1 FEEDBACK & OUTCOMES**

*(10 evaluation form responses)*

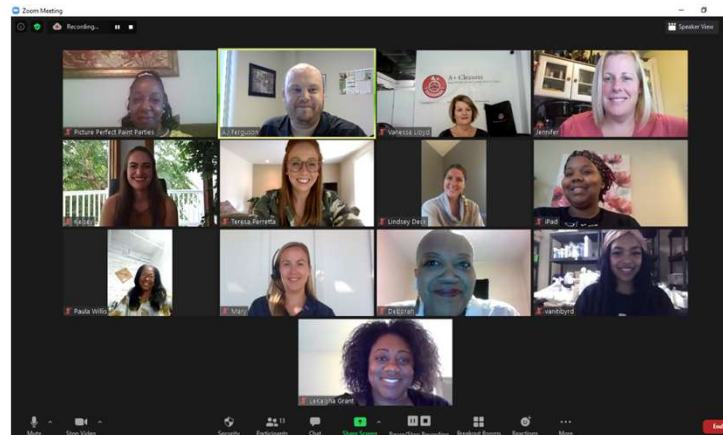
“This workshop has the potential to do big things for small businesses! I was so happy to be a part of the first year and I truly think that this workshop was something special. Personally, I looked forward to it every week. I made me sit down and focus on my business. This workshop made me excited to work during a year where I could have easily given up.”

“The Retail Lab was an experience that really helped to elevate our business to the next level. We had access and presentations from experts who 'actually work' with small businesses on a regular basis and they understood our needs.”



## NEW POINTS OF EMPHASIS FOR COHORT 2

- Entrepreneur in Residence – Teresa Perretta
- Workbook
- Weekly Goal Setting & Accountability Structure
- Peer Mentoring & Relationship Building





## **COHORT 2 BUSINESSES – SPRING 2021**

- Danielle Goodman - **Grace Lane Boutique**
- Kathleen Hotmer - **Pink Moon Goods**
- Adrian Bailey - **Plant Bay ReMedi**
- Rachel Blanks - **Simply Savory by Rachel**
- AJ Bauer - **Smokin Bar-B-Que**
- Regina Emery - **Studio Regina Glass**
- Danielle Edwards - **Sweet P's Handcrafted Ice Pops**
- Isiah Davis - **The Cookie Joint**
- Jhazlyn Sanders - **Wick Therapy Candle**



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