



SCCF Impact Report

City of Staunton



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SCCF and the City of Staunton

- Founded in partnership with Staunton EDA in 2008
- Facilitates loans, technical assistance and mentorship
- Assists with disaster relief grants



Programs - SBI

Small Business Intensive - a 4-month hybrid program for growth stage small businesses. Pilot made possible by City of Staunton Funding in 2024.

- Eight Staunton based-businesses were selected for the pilot cohort and X more participated in subsequent cohorts
- Program was expanded to Harrisonburg and Winchester through grant from LISC due to the success of the pilot in Staunton.
- Participating entrepreneurs have been in business for 1-5 years and set goals to grow their businesses
- Since the start of the program in February 2025, one entrepreneur has applied for a grant competition, one entrepreneur is testing a new pricing model, and two entrepreneurs are expanding their service offerings

Programs - CIP

Capacitor Incubator - a hybrid coaching program for growth stage scalable businesses. Meant to prepare and validate companies that will make a meaningful impact on local tax revenue and job creation.

- Six Staunton-based businesses have participated in the program over two years.
 - Since entering the program, three Staunton businesses have expanded their operations via new product lines, additional service offerings, or larger brick-and-mortar locations
- Entrepreneurs are paired with C-suite coaches for six to twelve months for roadmap development

Staunton Participants

EatDrinkShopDo.com

Crystal Hill Cannabis

Cocoa Nouveau

Simone & Tuesday LLC (twice!)

Staunton Books & Tea

RespexTech

SBBC Partnership

Impact Metrics

- **Profiles of Success Booklet**

SBBC printed and distributed a booklet highlighting 11 profiles of local Black-owned businesses. This piece was gifted at the African American Festival and during the pitch competition as a way to uplift and honor the entrepreneurs shaping our community.

- **First Annual Black-Owned Business Pitch Competition**

For the first time, SBBC hosted a community-centered pitch competition in collaboration with the African American Heritage and Multicultural Festival and the Shenandoah Community Capital Fund. Entrepreneurs received tailored pitch training, shared their business plans with the community, and shifted narratives around what “investable” looks like in rural business spaces. We supported local vendors, awarded three winners, and distributed \$1,750 in prizes.

SBBC Partnership

Next Steps

- **Six month educational series**

These offerings are designed to strengthen the local entrepreneurial ecosystem in ways that are culturally responsive, relationship-centered, and rooted in community care. Throughout the year, Black business owners will have opportunities to engage in hands-on workshops, supper-club style gatherings, facilitated peer work sessions

- **Prep for Second Annual Black-Owned Business Pitch Competition**

SBBC will host a community-centered pitch competition in collaboration with the African American Heritage and Multicultural Festival and the Shenandoah Community Capital Fund.

Capital

SCCF's loan portfolio is comprised of a mix of internal, local, and federal funds giving the loan client flexibility and helping to mitigate risk. SCCF is a non-credit based lender and Community Development Organization.

- **Number of current Staunton loan clients - 9**
- **Principal outstanding to Staunton clients - \$78,310.37**
- **Number of Staunton loans in portfolio - 13**
- **Technical assistance hours - 250+**
- **\$769,200 lent to Staunton businesses since inception**

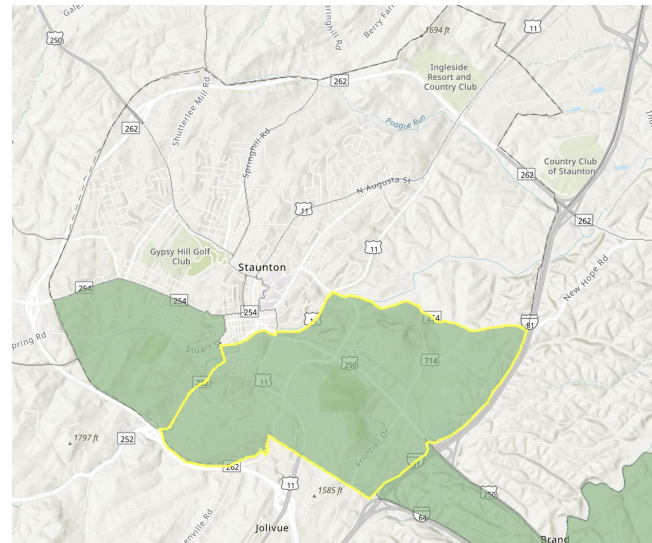
Capital

In FY26, SCCF submitted an application for Community Development Financial Institution Status (CDFI) from the U.S. Treasury.

- **CDFI certification recognizes SCCF as a trusted, mission-driven lender positioned to deploy capital where traditional financing falls short.**
- With this status, we can leverage federal programs and CRA-motivated bank investments to bring significantly more dollars into Staunton.

Capital

- The result is increased lending capacity, stronger small-business starts and expansions, and measurable economic growth for the City.
- This can be used to assist in access funding for projects like the West End Opportunity Zone, New Market Tax credits, etc...



CDFI designated census tracts in the City of Staunton

Future Partnerships

- **Dedicated Staunton Loan Fund Development**

SCCF would dedicate staff capacity to pursue federal funding through programs such as USDA IRP or RBEG to establish a City-specific small business loan fund. This effort would focus on grant writing, fund structuring, and long-term administration to expand flexible capital access for Staunton-based entrepreneurs.

- **Permanent Incubation & Early-Stage Business Space**

SCCF would partner with the City to establish a permanent, physical incubation space in Staunton that provides affordable workspace, coaching, and capital-readiness support for aspiring local businesses. This space would serve as a visible front door for entrepreneurship, helping residents test ideas, formalize businesses, and connect to financing.

- **Capital Attraction for EDA-Sanctioned Development Projects**

SCCF would dedicate staff time to securing loan capital, program-related investments, or mission-aligned funding for EDA-sanctioned community development projects. This work would focus on bridging gaps between public priorities and private or philanthropic capital to help advance catalytic projects aligned with Staunton's economic development goals.

Thank you!

Contact Us

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