

Growing **GREEN & GOLD** *Together*

National Main Street Day - Downtown Business Breakfast **Monday, April 7, 2025**

Main Street Greencastle and Growing Green and Gold Together (GGaGT) hosted a vibrant Downtown Business Breakfast at Music on the Square in celebration of National Main Street Day. The event brought together entrepreneurs, city officials, and community leaders to reflect on the resilience of local businesses and share exciting news.

Executive Director Kate Knaul praised the community's creativity and commitment to preserving Greencastle's unique downtown. Mayor Linda Dunbar highlighted ongoing investments in infrastructure and the importance of collaboration.

A major announcement came from Dionne Jackson of DePauw University, unveiling three new support initiatives: the Existing Business Cohort Program, New Business Cohort Program, and the Small Business Grant Program—developed in partnership with Main Street Greencastle and the Indiana Small Business Development Center.

Board President Tammy Keenan closed by reaffirming support for downtown businesses and encouraging owners to tap into these new resources.



Kate Knaul discusses Main Street Greencastle's role in assisting businesses



Dr. Jackson announces new programs

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The Robert C. McDermond Center for Management & Entrepreneurship 2025 Spring Pitch Competition



Membi Mtsi pitches her Tiger Trail Tours idea



Steve Fouty prepares to announce winning pitches

On March 8th, over 30 DePauw students showcased 21 innovative business proposals at the Galleria at the Inn at DePauw—each aimed at revitalizing historic downtown Greencastle.

The event, held in partnership with the Growing Green and Gold Business Accelerator, gave students the chance to present their ideas to a panel of expert judges and an engaged community audience.

Winners of the competition include:

- 1st Place: Oasis Mini Golf – Feroza Murad, Eli Ellis, Chau Anh Cao
- 2nd Place: Tiger Trail Tours – Membi Mtsi
- 3rd Place: Raritee – Jordan Faily
- Honorable Mention: Flyers – Clark Simpson

"We're proud to provide a platform for student innovation that connects DePauw with the Greencastle business community," said Steven Fouty, Director of the McDermond Center.

Special thanks to judges Kate Knaul, Eric Wolfe, Chris Hebb, and Ken Eitel, and to moderator Dave Bittner of the West Central Indiana Small Business Development Center.



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Small Business Cohorts Coming Soon

In collaboration with the West Central Indiana Small Business Development Center, small business owners and entrepreneurs in the Greencastle area can now access personalized support through a cohort-based program. Ecosystem Navigator Jared Ell has developed two collaborative models designed to provide essential resources and guidance for both established business leaders seeking additional support and aspiring new business owners.

The programs aim to equip participants with the knowledge, skills, and confidence to grow or launch their businesses. Cohort members will meet collectively and can access one-on-one support as needed throughout the program. Additionally, participants may apply for grants through the Growing Green and Gold Together Business Accelerator Program.

New Business Cohort

This program is designed to guide you through the essentials of starting and sustaining a successful business. You'll learn how to create a lean business model canvas, conduct market research, and successfully launch your venture. The cohort will also cover branding, building a strong social media presence, expanding your customer base, and properly registering your business. Throughout the program, you'll have access to valuable resources to help you achieve your goals.

Existing Business Cohort

This program is centered on expanding each member's existing business. You'll begin by assessing your business's strengths, weaknesses, opportunities, and threats. From there, you'll engage in targeted programming designed to enhance these areas. Through these cohorts, you'll receive valuable feedback from fellow business owners, helping you refine your processes and drive growth.



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Small Business Grants

Administered by Main Street Greencastle in collaboration with DePauw University's Growing Green and Gold Together Initiative.

Purpose

Main Street Greencastle and the Green & Gold Business Accelerator Fund supports small business development in downtown Greencastle, helping to revitalize the local economy, reduce storefront vacancies, increase employment, increase access to capital, and encourage entrepreneurship.

Eligibility

Applicants must meet the following criteria:

- Be a new or existing small business operating (or planning to operate) in downtown Greencastle. Downtown Greencastle is determined by the footprint of Main Street Greencastle.
- Have a business plan demonstrating viability and growth potential.
- Participate in business development training through the cohort-based programs delivered by Main Street Greencastle, the Growing Green and Gold Together Initiative, and the West Central Indiana Small Business Development Center.

Funding Priorities

Preference will be given to businesses that:

- Address community needs by filling gaps in the downtown business landscape.
- Promote innovation and sustainability in business practices.
- Contribute to a thriving, inclusive, and diverse business ecosystem.
- Offer internship or employment opportunities to DePauw students.

Grant Amounts

- New Business Startups: Up to \$25,000
- Existing Businesses: Up to \$50,000

For more information contact: growinggreenandgoldtogether@depauw.edu.

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