

# City of Cincinnati



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**Jan-Michele Lemon Kearney**  
*Councilmember*

June 9, 2021

## MOTION

WE MOVE that Cincinnati City Council allocate to MORTAR \$1 million from the capital budget for the creation of a business mall: a retail and restaurant space for minority businesses and MORTAR program graduates.

  
Councilmember Jan-Michele Lemon Kearney

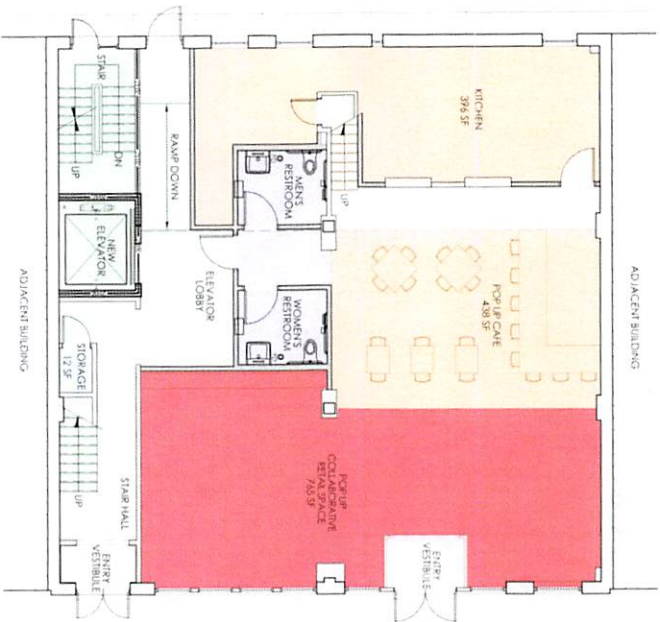
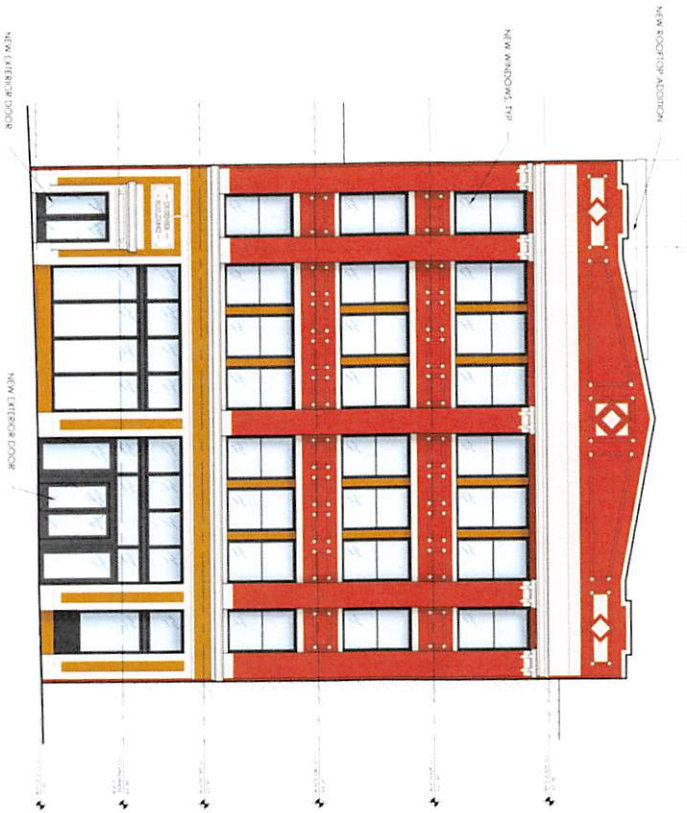
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## STATEMENT

See attached documentation.

# MORTAR

## MALL



# MORTAR

## MALL

Over the course of the last seven years, as MORTAR has been working in various communities across Cincinnati, we've had an opportunity to not only provide training & resources for over 300 entrepreneurs, but also collaborated to carve out spaces for them to operate, learn and scale. Explorations of this concept have been tested in both Walnut Hills and Clifton, and we're convinced that the MORTAR Mall will be a nationwide model of how collaborative economics can be an answer to economic recovery from the effects that the pandemic has had on many small businesses in the area.

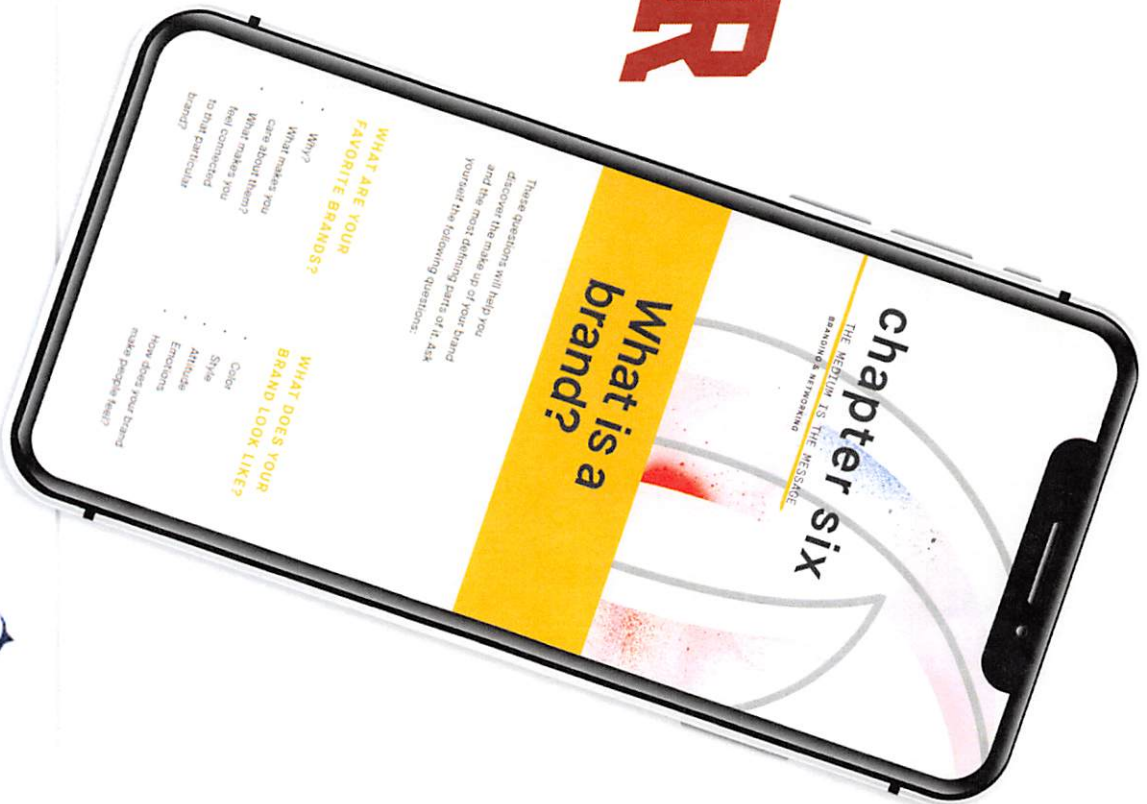
The MORTAR Mall takes will be a multi-use space located in Walnut Hills on Peebles Corner, in close proximity to other thriving minority owned businesses, such as Esoteric Brewing, Just Qin, Gomez Salsa, and Jazzy Sweeties Bakery. This space will provide minority entrepreneurs from around the city with centralized access to resources such as retail space, a community kitchen/pop up cafe, warehousing space, order fulfillment center, training & workshop classrooms, and an event space.

We are requesting \$2.5 million in capital dollar support from the American Rescue Plan Act for MORTAR to lead the development of this plan.



# MORTAR

DIGITAL



# MORTAR

## DIGITAL

An extensive, visually stunning, interactive online and mobile learning experience designed for the entrepreneur on the go. The MORTAR Digital platform will be both an online learning platform and an app that will provide minority entrepreneurs with the immediate access to the high-quality training for which MORTAR has become nationally known.

By developing these learning tools, MORTAR will exponentially deepen our impact in Cincinnati by drastically increasing our capacity to reach entrepreneurs who are unable to attend our in-person program.

Our plan is to release the technology in three different tiers. Tier One will be an estimated seven modules - and available at no charge for the end user. Tier Two, will be the digital version of our extensive 15-week, culturally competent curriculum. Finally, Tier Three will take the learnings from our existing program to the next level; introducing additional growth strategies, learning more about the benefits of certifications, processes of expanding or selling a business & more.

We are requesting \$500k in capital dollar support from the American Rescue Plan Act for MORTAR to lead the development of this plan.

