



CASE STUDY #2

SMALL BUSINESS FESTIVAL COMES TO BUFFALO NIAGARA



THE MISSION

Bring the national Small Business Festival to the Buffalo Niagara region

THE CHALLENGE

Creating a brand new small business event in a region already crowded with small business organizations and chambers of commerce, and make it both financially sustainably and purpose-driven.

ENTER MOMENTUM

Momentum was pitched the idea of bringing Small Business Festival to Buffalo Niagara by SBF founder Matthew Pollard in early 2017, after reading about the festival's in FORTUNE magazine. Working with the Small Business Alliance of WNY (SEAWNY), Momentum helped Buffalo become one of four cities across the United States to host SBF that year, a week-long event started in Austin in 2016 to coincide with National Small Business Week (first week in May). Momentum president Craig Turner chaired the event, organizing more than 32 educational sessions for small businesses over two days on topics such as digital marketing, traditional marketing, sales and networking. To do so, Momentum organized a slew of WNY business people and tapped into their partnerships with various regional business organizations to teach, host and attend the various sessions.

THE RESULTS

More than 400 small business people attended events at ten different locations throughout the region during the two-day event. SBF was kicked off with a speech and proclamation by New York's Lieutenant Governor Kathy Hochul, whom Momentum recruited to participate. Momentum was also able to secure financial support for the event, making it long-term viable, and has remained involved with Small Business Festival, prepping for new content and small business energy in the region for 2019 and 2020.

Learn more at www.momentumforbusinessgrowth.com