**NY Forward NDC Loan Program Report For UCEDA August 4, 2020**

Initial outreach resulted in 14 applications

Steps to promote the program:

1. Developed a list of 655 WMBE businesses in Ulster County utilizing D & B subscription
2. Communications Plan
   1. Weekly e-blasts to business with a new short message each time
   2. Connected to Susan Diamond and Empower(Her) Community – a community of women in business dedicated to achieving financial success
   3. Connect with all Ulster County Chambers to co-promote to members
3. Work with partners in the county and faith leaders to promote the program