

## **BizWorks 2024–2025 Impact Report**

### **Executive Summary**

The 2024–2025 fiscal year marked a defining period of transformation and growth for BizWorks. Guided by a commitment to empowering entrepreneurs and strengthening Central Virginia’s business ecosystem, BizWorks transitioned to a decentralized service model, expanded educational programming, deepened mentorship engagement, and strengthened financial sustainability through partnerships and grants. The organization’s impact reached 428 business owners through 31 educational programs, delivering measurable progress in community engagement, digital outreach, and business development.

### **I. Strategic Transformation**

#### **Decentralization of Services**

BizWorks evolved from a traditional central-office model to a decentralized service delivery approach, bringing workshops and events directly into communities throughout Chesterfield County and Central Virginia. This transition allowed the organization to reach emerging entrepreneurs in previously underserved areas.

#### **Revamped Programming**

In response to feedback from participants and community partners, BizWorks replaced one-time workshops with multi-week learning series and personalized mentoring. This shift promotes sustained learning, peer collaboration, and measurable long-term business outcomes.

### **II. Program and Community Engagement**

BizWorks successfully expanded its reach and impact throughout Central Virginia during 2024–2025.

- 31 educational programs/workshops delivered
- 428 business owners impacted
- Peak participation: 66 attendees in August 2024
- 63 business meetings and off-site visits completed
- 3,009 miles traveled to maintain local presence
- New partnerships with Hanover, Goochland, and Henrico Economic Development Directors



#### **Signature Programs**

- Pathways to Success Business Series
- Building the Future: Strategies for Successful Entrepreneurs
- Table Talk Tea Time (Quarterly)

#### **Graduations**

A total of 23 business owners completed BizWorks’ business series and received graduation recognition.

### **Mentorship Impact**

The BizWorks mentoring initiative delivered 58 hours of mentoring across multiple entrepreneurs, focusing on business development, leadership, and operational resilience. Measurement criteria now include total mentoring hours and the number of businesses served, reflecting deeper individual engagement.

### **III. Development, Fundraising, and Partnerships**

BizWorks strengthened its financial position and collaborative partnerships during the fiscal year through diversified funding sources:

- Sponsorship Revenue: Over \$9,000 (supported by 11 business partners)
- Business Donations: \$950 (local business and individual contributions)
- Grant Funding: \$10,000 (Wells Fargo, for Hispanic outreach and mentoring)



### **IV. Marketing and Digital Engagement**

BizWorks enhanced its communications strategy to strengthen engagement and visibility across digital channels.

#### **Email Engagement**

Transitioning from weekly to bi-weekly newsletters in December 2024 resulted in a 12% increase in engagement within six months.

- Dec 2023 – Jun 2024: 26% open rate (weekly)
- Jun 2024 – Dec 2024: 34% open rate (weekly)
- Dec 2024 – Jun 2025: 38% open rate (bi-weekly)



#### **Website Engagement**

Total visits (July 2024 – June 2025): 5,759

Unique visitors: 1,786

Monthly comparison: June 2024 (868 visits) vs. June 2025 (383 visits)

### **V. Looking Ahead: 2025–2026 Priorities**

BizWorks enters the 2025–2026 fiscal year with momentum, guided by three core objectives:

1. Sustain Multi-Week Programming: Continue building series-based learning experiences.
2. Leadership Evolution: Strengthen organizational alignment following structural changes.
3. Tailored Entrepreneur Support: Continue meeting business owners where they are by offering customized tools, mentorship, and networks.

### **VI. Conclusion**

The 2024–2025 period was defined by innovation, accessibility, and measurable community impact. BizWorks expanded its reach, reinforced partnerships, and empowered hundreds of entrepreneurs with the skills, connections, and confidence to succeed. The organization remains steadfast in its mission to drive long-term growth and success for Central Virginia's business community. BizWorks looks forward to building upon this strong foundation in the coming year.