

City of Cincinnati



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Jan-Michele Lemon Kearney
Councilmember

July 13, 2021

To Whom It May Concern:

Please accept this letter as my recommendation for GPD Creative Agency and its program, REVIVE BLACK CINCY.

The goal of REVIVE BLACK is to assist black-owned businesses to build a website to be more visible to the public. REVIVE BLACK CINCY's goal is to assist more than 300 black-owned businesses to cement their digital footprint online by 2027.

Through the support of sponsors which include the Urban League of Greater Southwestern Ohio and United Way of Greater Cincinnati, the program will provide black-owned businesses the opportunity to receive a free domain name and web hosting for one year, and GPD Creative Agency will work with eligible businesses to build their website. Secured grant dollars will fund the website buildouts, and after year one, businesses will assume associated website costs.

Data shows that the black population in our country was impacted most by the COVID19 crisis—not just in terms of health, but economically as well. Many small and minority-owned businesses did not receive their funds as part of the federal stimulus package, have fewer resources for securing investors, and face significant barriers in securing the capital needed to keep their businesses alive. That is why I support GPD's program and have called on all Cincinnatians to support black-owned businesses every week on Thursday in honor of #CincyBuyBlackThursdays.

Thank you for your consideration. If I may be of further assistance, please contact my office at 513-352-5205.

Sincerely,

Jan-Michele Lemon Kearney
Vice Mayor, City of Cincinnati