



Director's Communications Update

Austin Small and Minority Business Resources | February 2026

Upcoming Events - ASMBR



Small Business Office Hours

Wednesday, February 4, Noon – 2 p.m., Cepeda Branch

Small Business Office Hours

Wednesday, February 18, Noon to 2 p.m., Little Walnut Creek

Small Business Pre-Certification Workshop

Wednesday, February 18, 5:30 – 6:30 p.m., Virtual

Small Business Office Hours

Wednesday, March 4, Noon to 2 p.m., Millwood

Small Business Perspectives: Certified Business Success Panel

Wednesday, March 18, 9 a.m.

Outreach and Partnerships



Permitting and Development 101 + Understanding the Development Process

- ASMBR is collaborating with Austin Development Services (ADS) to plan and host two workshops: one in-person and one virtual.
- Workshops targeted at business owners and contractors who provide construction or skilled trade services.
- Attendees will gain a comprehensive understanding of the development process, be introduced to key ADS staff members, and learn about available tools, resources that support Austin's development community.
- First workshop (in-person) is tentatively scheduled for May 6 at the Permitting and Development Center (PDC).

Campaigns

To highlight the resilience of Austin’s certified firms and increase their market visibility through high-impact, localized storytelling, ASMBR’s Strategic Services division has invited firms to participate in the “Certified Business Success Stories” social media campaign.

- Launching Spring 2026, this series provides a weekly "Success Story" spotlight on ASMBR’s LinkedIn and Facebook pages.
- Public Information staff will conduct brief, 15-minute interviews with business owners to capture the "human element" and unique or interesting facts about the business.
- To maximize impact, each feature will be "boosted" via paid social media, specifically targeting the business owner's local zip code.
- Businesses receive a custom suite of social media assets (Hero Tiles and Fast-Fact Graphics) for their own promotional use.

This project supports ASMBR’s directive to platform more certified firms and highlight their successes. The campaign integrates with the existing Small Business Spotlight Video Series developing consistency and reinforcing brand-recognition.



Communications



- **Small Business Spotlight Series: She Means Business**
 - Spotlight 2: Tsen Engineering, Stephaine Tsen (Published Monday, February 2)
 - Spotlight 3: Carter Designs, Donna Carter (March)
- **Certified Business Success Stories Invite** (Published Wednesday, January 28)
- **Monthly Upcoming Events newsletter** (Published Tuesday, February 3)
- **Quarterly newsletter** (March)

Final Thoughts



- Nakia will share a Google Drive link that contains social media graphics (Facebook, LinkedIn and Instagram) along with associated copy for your promotional purposes.
- Follow Austin Small and Minority Business Resources on Facebook and LinkedIn for more information, share campaigns, upcoming news (Link(s) in chat.)
- More information + Small Business Success Stories submission form (Link in chat.)