



# INNER CITY 1000

2022

WINNER COMMUNICATIONS TOOLKIT



**ICIC**

# Congratulations!

Initiative for a Competitive Inner City (ICIC) is proud to recognize and celebrate your company as one of the 2022 Inner City 100 (IC100), celebrating the 100 fastest-growing businesses in under-resourced communities across the country.

This document includes everything you need to announce your IC100 award to your customers, stakeholders, employees, media, and community, including:

- Sample press release
- Pre-approved quotes
- Sample blog post outline
- Sample social media posts
- 2022 Inner City 100 Winner logo
- 2022 Inner City 100 Winners list

If your company is new to the IC100 list this year – welcome! With this accolade, you have joined an esteemed group of businesses that are catalysts of opportunity, optimism, and transformation in their respective communities.

All IC100 winners gain membership in ICIC’s exclusive Inner City Alumni Network (ICAN), which provides continuing education and networking opportunities for our more than 6,000 ICIC program alumni.

Whether you are new to the IC100 list, a multi-year winner, or an IC100 Hall of Famer, the ICAN Membership Guide will provide you with more information about ICAN and ways you and your company can leverage the resources available to you and connections you can make. Access the **ICAN Membership Guide**, [here](#).

Again, congratulations on being named to the 2022 IC100!

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# Promote your Inner City 100 award

Initiative for a Competitive Inner City (ICIC) has identified and celebrated the 100 fastest-growing businesses in under-resourced communities across the nation annually since 1999 through the Inner City 100 (IC100).

In that time, we have had the pleasure of learning about and highlighting more than 1,000 incredible business leaders and their companies from around the U.S. who continuously inspire us. These firms have been engines of job growth and a healthy, inclusive economy in these incredibly challenging times. They have also been actively engaged in strengthening their communities by donating their time and resources to local organizations and charities.

And we're excited to expand upon and further diversify this impressive group of business leaders by celebrating and promoting our [2022 Inner City 100 \(IC100\) winners](#).

From 2017 to 2021, the 2022 Inner City 100 companies averaged 421% revenue growth and created 4,011 total jobs. Of these 100 winners, 50 are woman-owned/led, and 50 are BIPOC-owned/led.

### 2022 IC100 Winners by the Numbers:

Average Company Age:	19 Years
Cities Represented:	57
States Represented:	28
Industries Represented:	25
Woman-Owned/Led:	50%
BIPOC-Owned/Led:	50%
Veteran-Owned/Led:	2%
First-Time Winners:	36%
Hall of Famers (won IC100 5 or more times):	22%
Average Four-Year Revenue Growth Rate:	421%
Average 2021 Revenue:	\$16.17M
Total Jobs Created (2017-2021):	4,011
Total Employed by IC100 Winners in 2021:	7,260

In light of the profound socioeconomic issues that have severely tested your ability to remain open for business: the global pandemic, inflation, severe workforce limitations, and supply chain issues, we are tremendously proud of you, 2022 winners, and look forward to seeing and celebrating your continued growth and success!

*This kit will help you tell and promote your company's story, share news of your award and post about the growth of your business and your impact on your local community.*

**This toolkit includes materials that will help you generate publicity for your IC100 award by following 5 key recommendations:**

- **Distribute a press release** – A sample press release you can use to increase the coverage of your award and share the news with members of your local, regional, or national press. Also, post the release on your website and share via your social media accounts.
- **Post a blog** – A guide to help you write a blog post about your award which can be shared on your website and via social media.
- **Share social media posts** – Sample Facebook, LinkedIn and Twitter posts to help you easily share news of your IC100 award via your social media accounts.
- **Showcase the 2022 Inner City 100 Winner logo on your website, email signature, and social media** – The 2022 Inner City 100 Winner logo can be paired with news of your award and in your email communications to increase awareness of your achievement and show your connection to ICIC.
- **Use a quote from ICIC** – Approved quotes from ICIC CEO Steve Grossman to use to promote your IC100 award in blog posts and press releases.

## Distribute a press release

Distributing a press release detailing the news of your award can help increase awareness of your achievement and generate greater interest in your company, the work you do, and the goods and/or services you provide.

We've included a link to a sample press release that can be downloaded, filled in with the details of your company and its ranking on the IC100, and then shared on your company

website and distributed to media outlets. Be sure to include information on how readers can contact your company with follow up questions and interview requests.

[DOWNLOAD SAMPLE PRESS RELEASE \(word document\)](#)

## Post a blog

In the wake of receiving a major award, a blog post on your own website or on an industry platform is an opportunity for your company to share more about the work that helped make it an award-winning operation.

A blog post can help you to:

- Share your success with your target audiences in your company's authentic voice
- Have editorial control over the story you're telling
- Publicly recognize individuals within your organization who contribute to its success
- Reassert your company's commitment to its employees, customers, and community

Sample outline for a blog post:

- **Announce the award:** Open the post by sharing with readers information about the IC100 award you won, what it represents, which organization presented the award (ICIC), and what your company and staff did that earned you the award.
- **Present any challenges you may have faced, and the approach you took to address the challenge:** Small businesses faced unprecedented challenges throughout the pandemic and continue to face hurdles in its wake. How did your company adapt or pivot strategically to remain open for business during the past several years? Are there any lessons learned or bits of knowledge gained that you can share with your audience(s)?
- **Highlight your company's culture, employee-focused development, and contributions to building a more vibrant community where you are located and do business:** In particular, highlight those activities that show how you did well (grew your business) by doing good.
- **Share insight into what's next for the company:** This is an opportunity to provide a glimpse into your company's future and share any news or plans to keep the company on a growth trajectory.

## ICIC-approved quotes

### QUOTE #1:

Steve Grossman, CEO of ICIC stated, “Businesses continue to contend with profound socioeconomic issues that have severely tested their ability to emerge stronger. The global pandemic, inflation, severe workforce limitations, and supply chain issues continually impact small business owners. Yet despite this challenging outlook, the Inner City 100 class of 2022 prevailed and stayed open for business. We couldn’t be prouder of these heroes whose energy and optimism inspire us every day.”

Grossman added, “The 2022 Inner City 100 small business owners knew that new strategies were required to deal with the seismic shifts they faced, and they responded admirably. They stepped out of their comfort zones to innovate, adapt, build resilience, and pivot with impressive results.”

### QUOTE #2:

“At ICIC, we get up every morning and ask ourselves two questions: What can we do today and throughout the year to close the racial wealth gap? What can we do today and every day to end concentrated poverty? When life expectancy in the under-resourced communities we serve is in many cases more than 20 years shorter than in more affluent neighborhoods, we know we have so much more to accomplish. Yet, the success of the Inner City 100 reminds us of the original intention of taking up this mantel and inspires us to rededicate ourselves to achieving this ambitious, essential mission,” stated Steve Grossman, CEO of ICIC.

## Share on social media

### Instructions:

1. [Download graphics here sized for Twitter, Facebook, LinkedIn, and Instagram](#)
2. Use the post suggestions provided or use them as inspiration to create your own posts
3. Include the **#InnerCity100** or **#IC100awards** hashtag to ensure we’re all part of the same social conversation
4. Tag [@icicorg](#) on Twitter, Facebook, and Instagram, and [@initiative-for-a-competitive-inner-city](#) on LinkedIn [Important note: Be sure to type out and select [@icicorg](#) on Facebook and Instagram, and [@initiative-for-a-competitive-inner-city](#) on LinkedIn posts for proper tagging]

### Sample Social Media Message #1:

Proud to announce that we've been named an #InnerCity100 winner by @icicorg for being one of the 100 fastest-growing businesses in under-resourced communities in the U.S.: [link to your press release, [ICIC's official press release](#) or the [Inner City 100 webpage](#)]

### Sample Social Media Message #2:

We've been recognized as one of the nation's fastest-growing companies in an under-resourced community by @icicorg. Look for us, we're #[insert your company's ranking] on the #InnerCity100 list! [https://bit.ly/InnerCity100\\_2022\\_award\\_winners](https://bit.ly/InnerCity100_2022_award_winners)

## 2022 Inner City 100 Winner logo usage

The 2022 Inner City 100 Winner logo is available in JPEG format, including a high-resolution version. Please do not attempt to reformat yourself. ICIC will work with you to obtain additional file formats, if needed. Do not modify, compress, extend, slant, expand, distort, or alter the graphic. If you are resizing for a specific use, please lock the aspect ratio so the logo is not distorted.

### WINNERS LOGO

#### How to use the logo:

- **Website promotion:** Add the logo to your website's homepage to show off your win
- **Update Your Email Signature:** Be sure to mention your win! Or you can use the graphic to insert into your email signature as shown below:

**Janet Spruce**  
Pronouns: she/her/hers  
Founder & CEO  
555.555.5555 | [email@email.com](mailto:email@email.com)





The 2022 Inner City 100 Winner logo can be used on company collateral and on printed and digital materials.

Share the Official 2022 Inner City 100 Winner list: [DOWNLOAD THE PDF LIST HERE](#)

## ICIC Communications contacts

If you have questions on how to best leverage the recommendations in this toolkit or need assistance in downloading any of the graphic assets included, please contact ICIC's Communications team.

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