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Lift Zones & Comcast Rise

Lift Zones



THIRD WARD MULTI-SERVICE CENTER	COMPLETE
MAGNOLIA MULTI-SERVICE CENTER	COMPLETE
KASHMERE MULTI-SERVICE CENTER	COMPLETE
Hartman Community Center	COMPLETE
SOUTHWEST MULTI-SERVICE CENTER	COMPLETE
Emancipation Community Center	COMPLETE
Denver Harbor Multi-service Center	COMPLETE
Fifth Ward Multi-service Center	COMPLETE
Northeast Multi-Service Center	COMPLETE
Hiram Clarke Multi-service Center	COMPLETE
West End Multi-Service Center	COMPLETE
DeZavala Community Center	COMPLETE
Melrose Community Center	COMPLETE
ACRES HOMES MULTI-SERVICE CENTER	COMPLETE

Promote Digital Equity with Lift Zones



60 + Lift Zones projected to be completed in Houston Region in 2021



[Representation.](#) [Investment.](#) [Strength.](#) [Empowerment.](#)

Recently, small businesses have been dealing with the ongoing impact of the pandemic, social unrest, and environmental events. We have been working proactively to help all our small business customers.

Independent small businesses are the backbone of our communities, and today, more than ever, small businesses owned by Black, Indigenous, and People of Color (BIPOC) are hurting. We know that Comcast alone can't remedy complex, systemic issues. But we are deeply committed to playing a role in driving change. Through Comcast RISE we aim to create sustainable impact and give meaningful support to the small businesses that are shaping our communities. We will be taking our learnings from this new initiative to inform our broader efforts.

If your business qualifies, you'll have the opportunity to receive marketing consultations, media placements, commercial creative production services, or a tech makeover from Effectv and Comcast Business. The Comcast RISE program is currently available to all BIPOC-owned small businesses. Starting March 2021, businesses in select cities will have the opportunity to apply for monetary grants.



COMCAST
RISE

Comcast RISE Investment Fund



In June 2020, Comcast NBCUniversal announced the development of a comprehensive, multi-year plan to allocate \$75 million in cash and \$25 million in media over the next three years to fight injustice and inequality against any race, ethnicity, gender identity, sexual orientation or ability.

AVAILABLE MARCH 1-14 IN THE FOLLOWING AREAS:

Atlanta, GA – Chicago, IL – Detroit, MI – Houston, TX – Philadelphia, PA

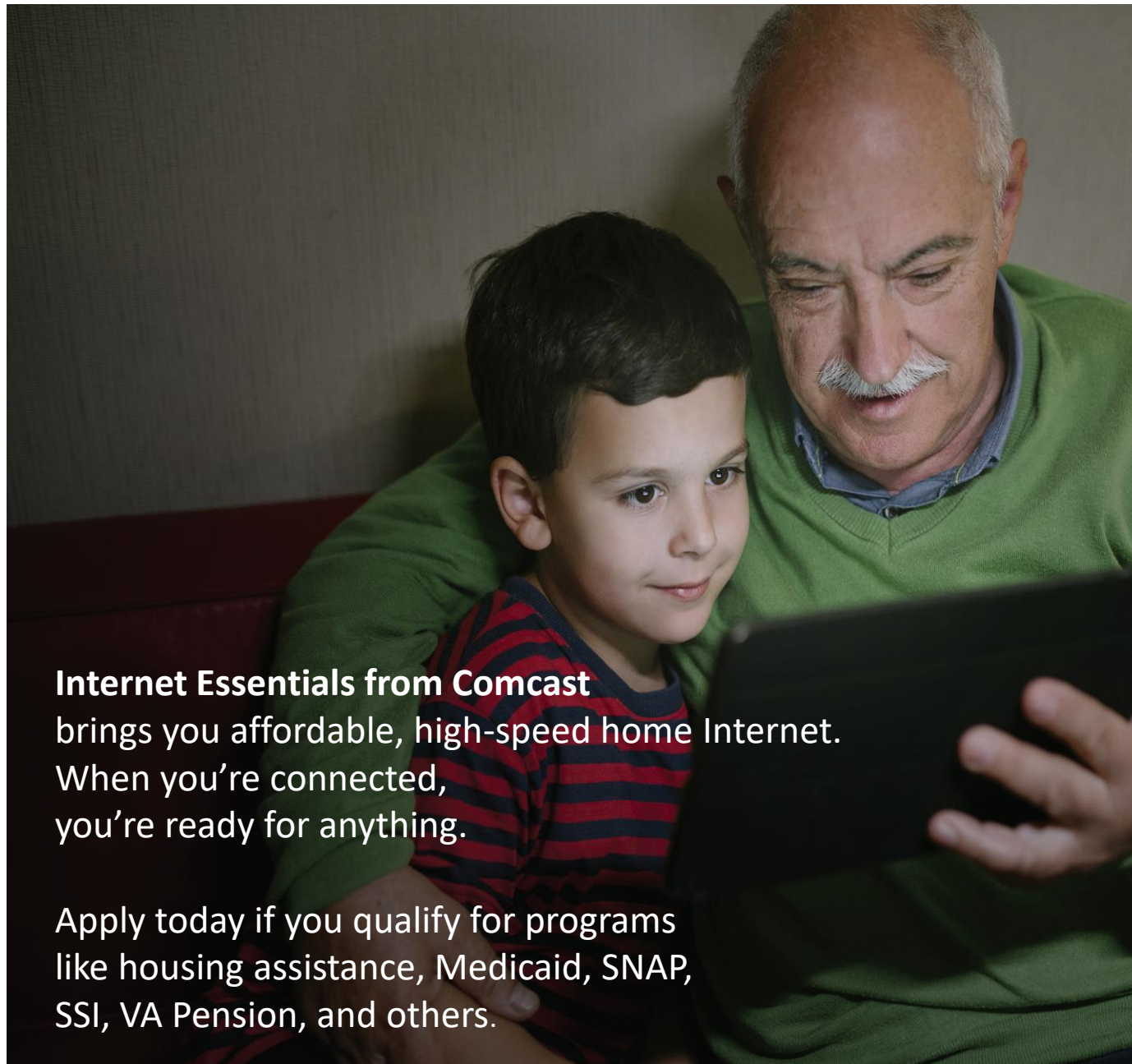
100 grants totaling \$1 million will be distributed:

- 100 small businesses in Houston
- Each business will receive a \$10,000 monetary grant
- Application period is March 1-14, 2021
- Grants will be announced at the end of April 2021 and awarded in May 2021

Business Requirements:

- Established business operations for 3 or more years
- Have one to 25 employees
- Located in a select geography which includes Harris County
- <https://www.comcastrise.com/> to apply.

Retail Sales and Operation



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Customer Experience and DE&I

Making an Impact



“Creating a great customer experience requires a diversity of ideas, experiences and approaches.”

Personal Connection

- Creates a deeper understanding of customer needs
- Develops the human connection that lies at heart of Customer Experience

Innovation

- Allows business leaders to lean into diverse talent
- Leaders obtain new ideas that forms basis of innovation

Brand Recognition & Community Impact

- Customers more selective in using companies with demonstrated DE&I commitment – both internally and externally