



FAIRFAX BUSINESS NEWS

CONNECTING COMMERCE AND COMMUNITY

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Cloud Florist - Fairfax Florist

Nestled in the heart of Cleveland's Fairfax neighborhood, Cloud Florist proudly serves the community as a Black-owned, family-operated business with a rich history rooted in family, entrepreneurship, and exceptional customer service. Their continued success reflects the strength and resilience of locally owned businesses. As Fairfax continues to evolve, Cloud Florist stands as a testament to the importance of supporting long-standing neighborhood businesses that preserve community heritage and contribute to a vibrant and thriving commercial district. **continued on Page 3**



THIS ISSUE:

Featured Fairfax Business:
Cloud Florist



- Building Community Connections
- AI for Everyday Business Operations
- PNC Fairfax Connection Resource Center

Connecting Commerce and Community

Strong local businesses are essential to a thriving community. Through this newsletter, Fairfax Renaissance Development Corporation highlights the entrepreneurs, merchants, and organizations that contribute to the neighborhood's economic vitality and quality of life. We are committed to supporting local businesses by connecting them with resources, technical assistance, networking opportunities, and community partnerships that help them grow and succeed. By strengthening relationships between businesses, stakeholders, and community leaders, we can foster a more vibrant commercial district and create lasting opportunities that benefit the entire Fairfax neighborhood.

Fairfax Business News serves as a platform to celebrate local success stories, share valuable business resources and strengthen the connections that drive economic growth. Together, we are building a stronger Fairfax, one business, one partnership, and one opportunity at a time.

Building Community Connections

Consumers increasingly support businesses that actively contribute to their neighborhoods.

Examples:

- Participating in community cleanups
- Hosting workshops and networking events
- Partnering with nonprofits
- Sponsoring local events
- Attend neighborhood ward meetings

Question: How visible is your business in the community you serve?



AI for Everyday Business Operations

Small businesses are increasingly using AI tools to:

- Write social media posts
- Respond to customer inquiries
- Create marketing content
- Draft emails and proposals
- Analyze customer feedback

Question for business owners: How can AI save you time or reduce costs without sacrificing the personal touch your customers expect?

Business Growth Tip: Start Small with AI

Artificial Intelligence can help small businesses save time, improve efficiency, and strengthen marketing efforts. Start with one task that takes up valuable time each week and test how AI can help. The goal isn't to replace the personal service customers value. It's to free up time so you can focus more on building relationships and growing your business.

Ask Yourself: If AI could eliminate one hour of work each day, where would that time create the greatest impact in your business?

FAIRFAX PNC CONNECTION

Built With & For Fairfax

PNC Fairfax Connection is a resource center open to all members of the community to serve their needs and interests while celebrating the community's proud history and legacy of hope. PNC has collaborated with the Fairfax community to create a space that offers programs and online resources for residents and business owners including tools to help them achieve their goals. It also serves as a hub to connect to services and cultural resources throughout greater Cleveland. Through the center and our partnerships, we are working together to help strengthen Fairfax and empower people to make positive advances in their lives and their neighborhood.

For more information visit website
<https://www.pncfairfaxconnection.com/>



Cloud Florist

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Cloud Florist - A Legacy in Bloom

For generations, Cloud Florist has been helping customers celebrate life's special moments with beautiful floral arrangements, thoughtful gifts, and exceptional service. As a locally owned and operated business, Cloud Florist offers a wide selection of fresh flowers, lush plants, sympathy tributes, and unique gifts designed to fit every occasion and budget. From weddings and community events to heartfelt expressions of sympathy, their experienced team creates arrangements that leave a lasting impression. Cloud Florist also provides reliable local and worldwide delivery services and welcomes corporate accounts, making it a trusted floral partner for residents, businesses, and organizations throughout the community.

Did you know?

The Clouds is one of the oldest, Black-owned businesses in Cleveland, family-owned for three generations. John H. Cloud started the flower shop in 1921, over 100 years ago, from inside his home. His grandson, also named John, runs the shop today.



Summer Special Weekly Deal

The temperatures are up but the prices are down! Keep it cool this summer with a spectacular flower arrangement! Bright and fun, these flowers will stand out in any space. We'll make something that embodies the magic of summer and brings a smile to everyone's face. You'll feel like a kid again when you see these flowers!

WWW.FAIRFAXRENAISSANCE.ORG



DO YOU NEED HELP WITH YOUR BUSINESS?

Whether you're starting, stabilizing, or scaling — we're here to support your success.

FREE Business Technical Assistance For Small Businesses in the Fairfax Service Area

Running a business is challenging — you don't have to do it alone.

Take the First Step

Call or email today to
schedule your **free
consultation.**



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Confidential. No cost. Community-focused.



Strong community partnerships create stronger businesses. Building relationships with local organizations, residents, and fellow business owners can open doors to new opportunities, referrals, and collaborations. Invest in your community, and you'll create a network that supports both your business and local economic growth.