



Mesa's Small Business Assistance
City Council Economic Development Committee
2.22.2021



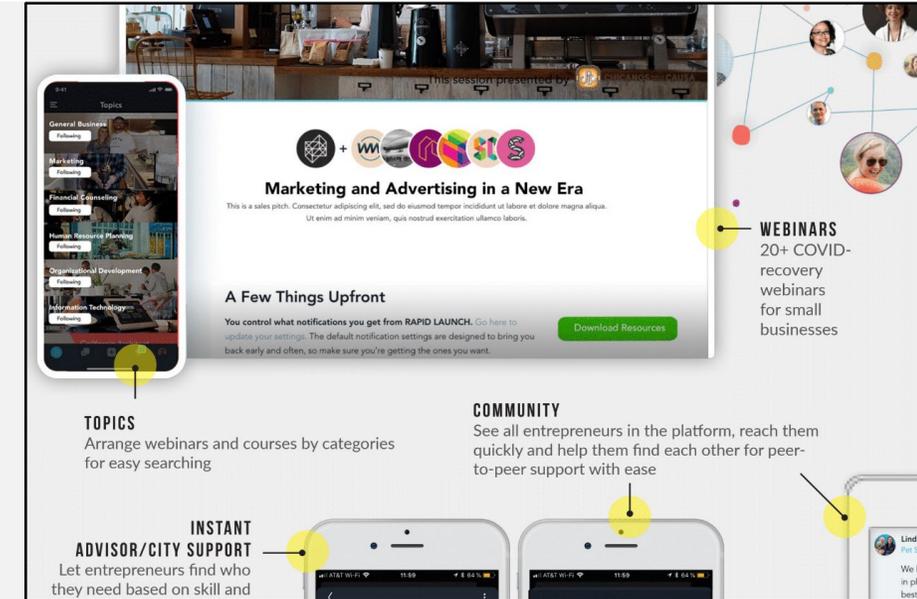
Mesa CARES Technical Assistance Program (TAP) Results

Lessons Learned

- Review utilization of the programs and services
- Review survey results from clients
- What worked well, what did not work well

Sustaining a New Program

- Tools in place before Mesa CARES are still in use
- Existing tools created during CARES that have viability in new program
- New “program” scale and reach, target market, mission
- Delivery mechanisms, partners, performance measures
- Resources needed to achieve goals



Small Business TAP Highlights

Program Highlights June – December 2020:

- Partnered with **12 local non-profits** and **35 sub-contractors** to deliver **\$1.04 million** in technical assistance to **250+ businesses**
- **Delivered 3,300+ hours** of 1:1 assistance which included coaching and analysis in business planning/strategy, finance, marketing / sales, e-commerce, restaurant ops, and more.
- **Produced/Aired more than 70 webinars** in areas of marketing, finance, social media, public relations, digital commerce, legal, strategic planning, HR, and more.



Small Business TAP Highlights

Packages or standard “menu” items

- **94 businesses** received \$42,000 of **PPE**
- **61 businesses** received **Signage** valued at \$30,000+
- **27 businesses** were reimbursed for **Mesa Al Fresco patio expansions** at \$26,000+
- **25+ restaurateurs** participated in Restaurant Bootcamps (3), customized trainings (11), and 100+ hours of 1:1 specialized consulting - \$51,200
- **13 businesses** received rent assistance at Fuerza Local Community Kitchen - \$10,500+



Small Business TAP Highlights



Bridging the Digital Divide:

- **68 business built new websites** or refreshed existing websites adding functionality and improved SEO - \$117,000+ value
- **47 businesses** published **virtual tours** online that provided higher position on Google - \$22,500 value
- **18 businesses** completed a beginner or intermediate Computer Literacy class
- **10 Spanish-speaking business owners completed** a beginner Computer Literacy class and an Excel class

Survey: Small Business TAP Clients

Q: How many FTEs do you currently have?

- 1 employee – **45%**
- 2 employees – **28%**
- 3-5 employees – **15%**
- 6-9 employees – **5%**
- 10+ employees – **8%**



Q: What is the ethnicity of primary business owner?

(103 respondents)

- White or Caucasian – **49%**
- Hispanic or Latino – **22%**
- Black or African American – **17%**
- Asian or Asian American – **10%**
- Native American or American Indian - **1%**

Survey: Small Business TAP Utilization

Q: What programs did you utilize?

- 57% - Marketing Consulting, one-on-one
- 46% - Website Development
- 43% - Webinar Classes
- 43% - HUUB Digital Platform / Webinar Library
- 38% - Personal Protective Equipment (PPE)
- 32% - Business Planning/Coaching, one on one



Survey: Small Business TAP Clients

Top industries served:

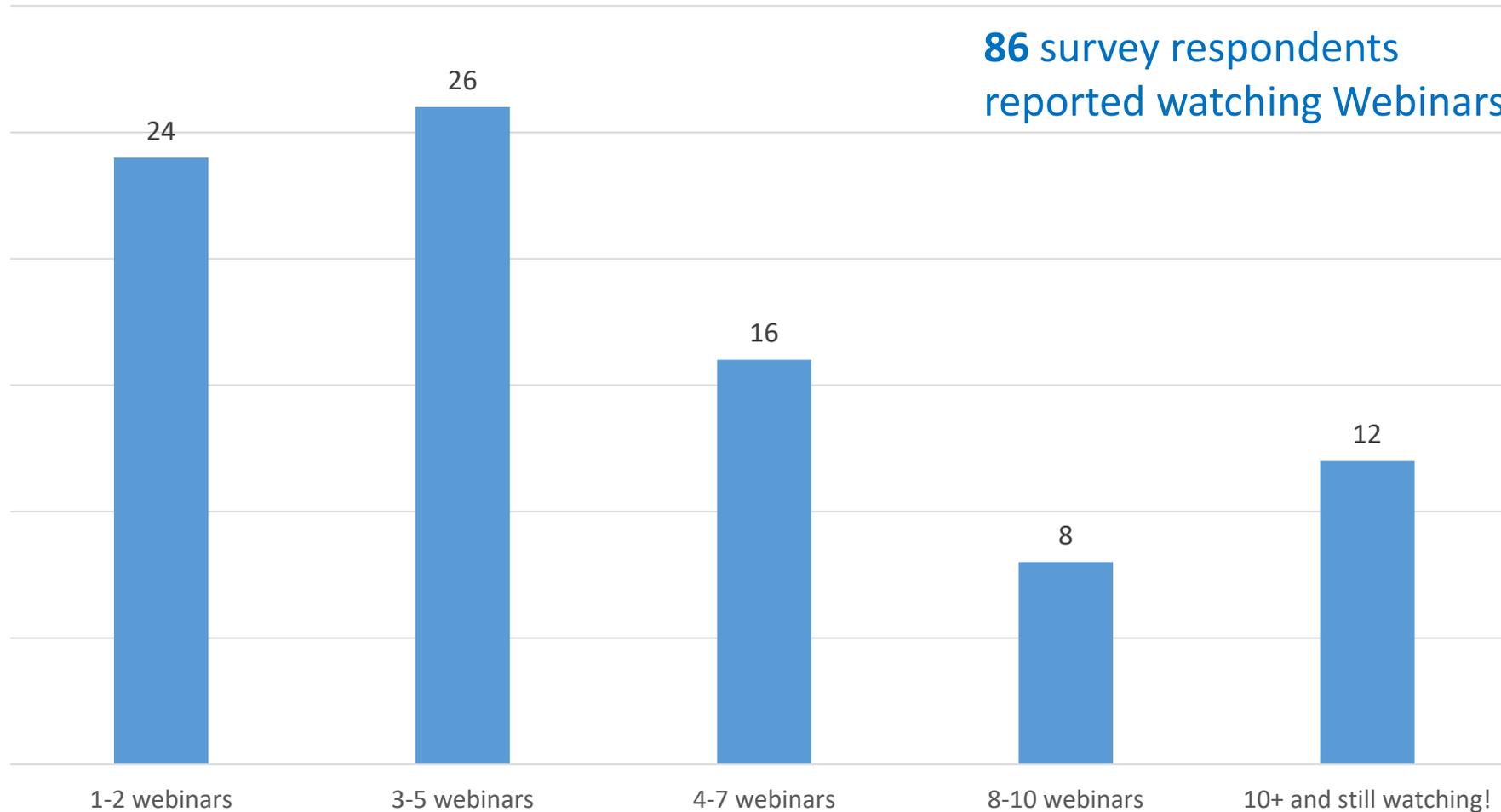
- Restaurants – 24
- Education/Childcare – 14
- Professional and Technical Services – 12
- Personal Care Services – 8
- Healthcare – 8
- Retail (Non-Grocery) – 7
- Retail – 5
- Construction/Development – 5
- Entertainment/Recreation – 5



Survey: Small Business TAP Utilization

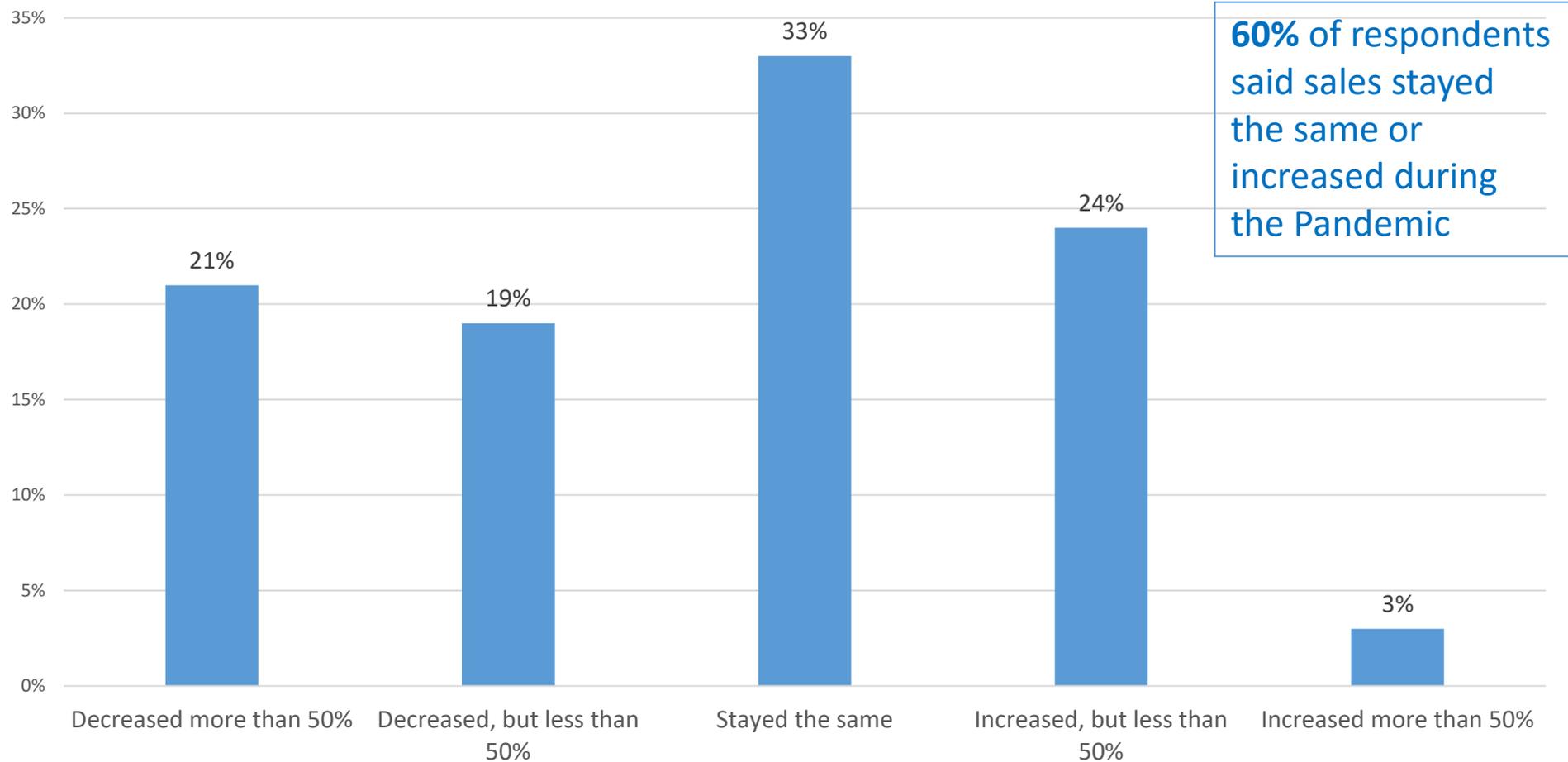
Q: How Many Webinars Did You Utilize?

86 survey respondents reported watching Webinars



Survey: Small Business TAP Clients

Have your sales increased, decreased, or stayed the same during the pandemic March – December 2020?

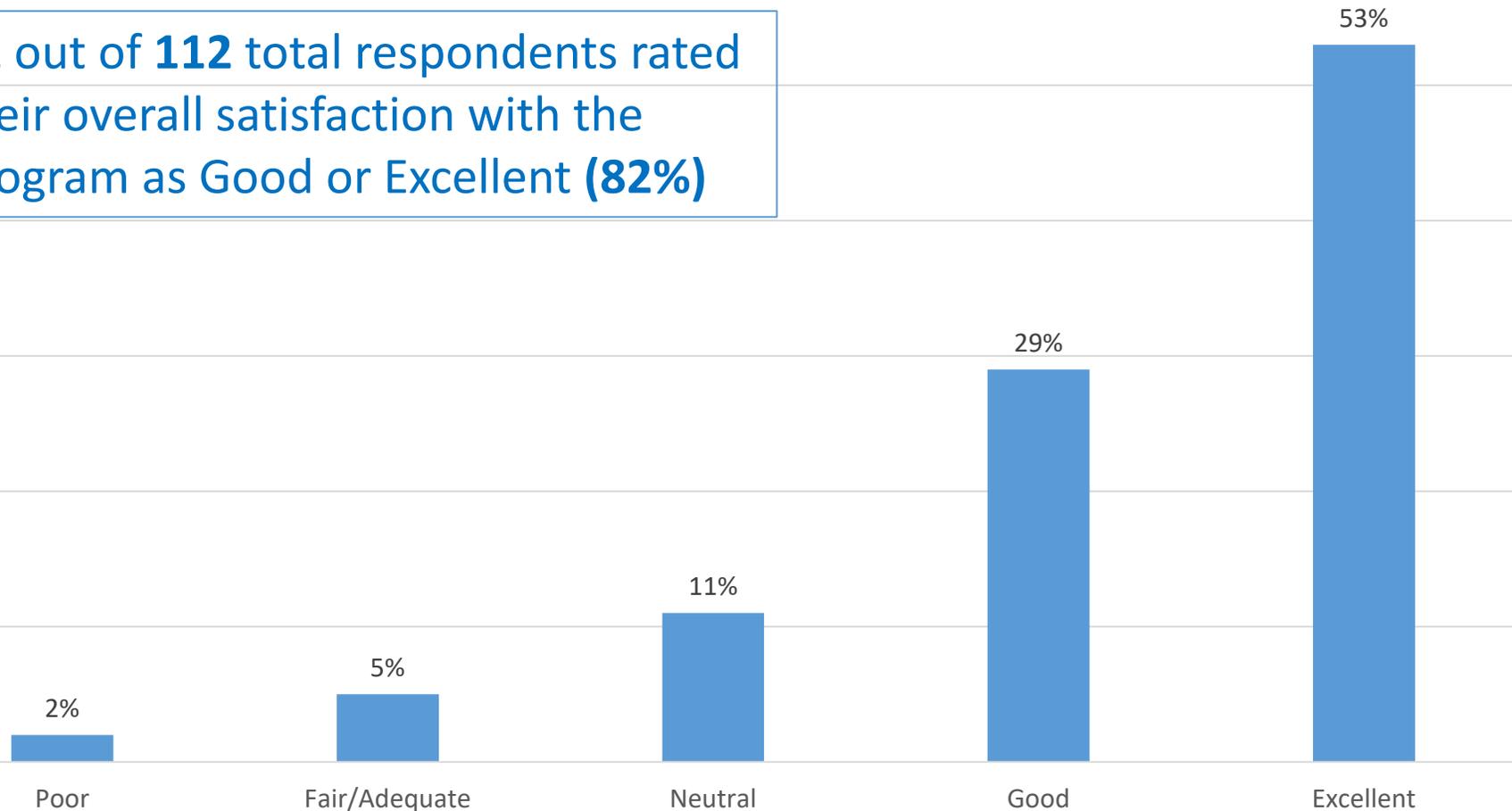


Survey: Small Business TAP Clients



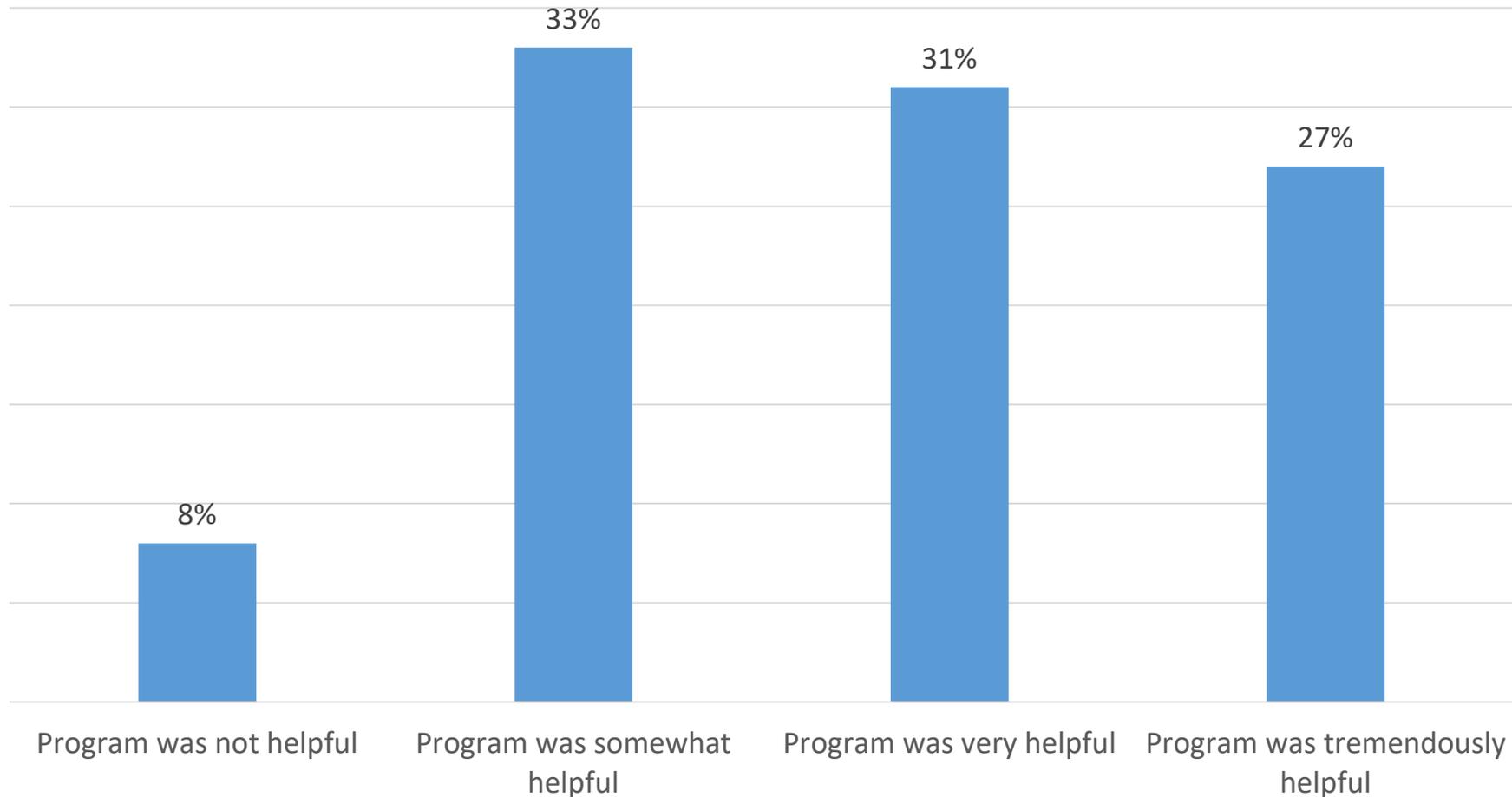
Q. What was your overall satisfaction level with TAP program as a whole?

92 out of 112 total respondents rated their overall satisfaction with the program as Good or Excellent (82%)



Survey: Small Business TAP Clients

Do you feel your business is now stronger, smarter, and/or more resilient because of the program?



“Mesa CARES TAP was instrumental in helping me build a more resilient and successful business. It gave me the skills and confidence to go forward in these challenging times.”

-Survey Respondent

Small Business TAP Highlights

*“With the economy struggling and other businesses shutting down, **I was able to rebrand and stand on my own** despite the pandemic.*

*I was still able to **maintain my patient base** and patient services and **keep my employee**.*

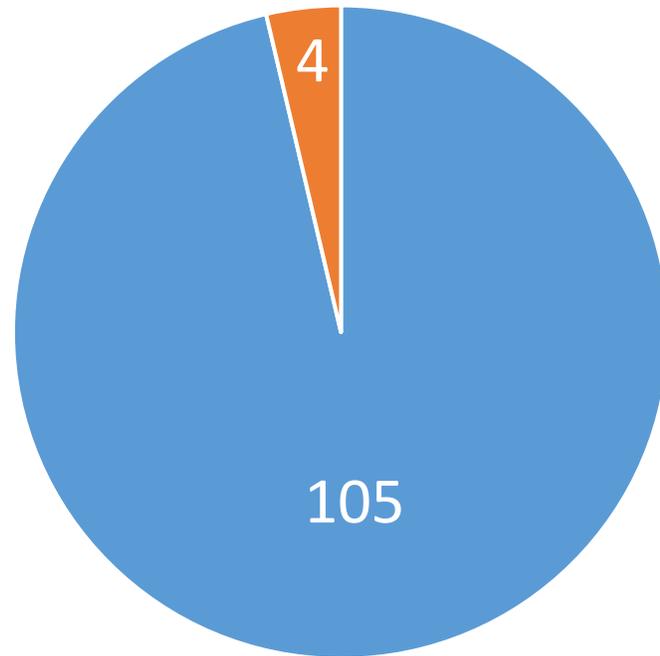
***I now have a professional website** that I can attract more clients and grow my business as well as **the confidence to market myself** in a different way this coming year.”*

- Survey Respondent



Survey: Small Business TAP Clients

Q: Do you plan to continue connecting with the City of Mesa for small business assistance resources and services?



■ Yes ■ No

*"Thank you for your help,
it was a
great program."*

*"The City is a lifeline
to all businesses."*

-Survey Respondents

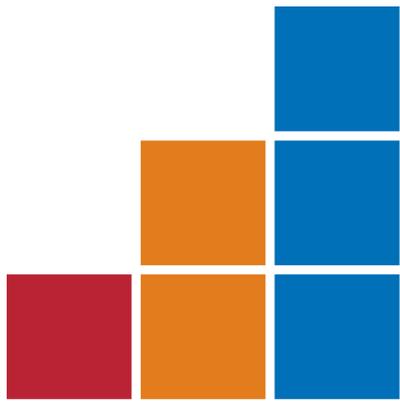
City of Mesa Small Business Assistance

Existing online services, resources, cooperative marketing and financial assistance, workspace, workshops, events

- Mesa Business Resource Guide
- Mesa HUUB Digital Platform
- Size Up Mesa – Market Analysis Tool
- Site Search Mesa
- Mesa Business Connection
- Business Export Assistance Program
- Downtown Small Bus. Attraction Utility Rate
- LaunchPoint
- Think Spot
- PHX East Valley E-Week
- Mesa Al Fresco and Mesa Open Air
- Partnerships with Providers

NEW in 2021

- Package, brand, and market our existing programs!
- Discuss the future of Mesa's Technical Assistance Program

The logo consists of a grid of colored squares: a red square at the bottom left, an orange square to its right, and a blue square above the orange one. To the right of these squares, the word "Mesa" is in a smaller font, and "BUSINESS BUILDER" is in a large, bold, dark grey font.

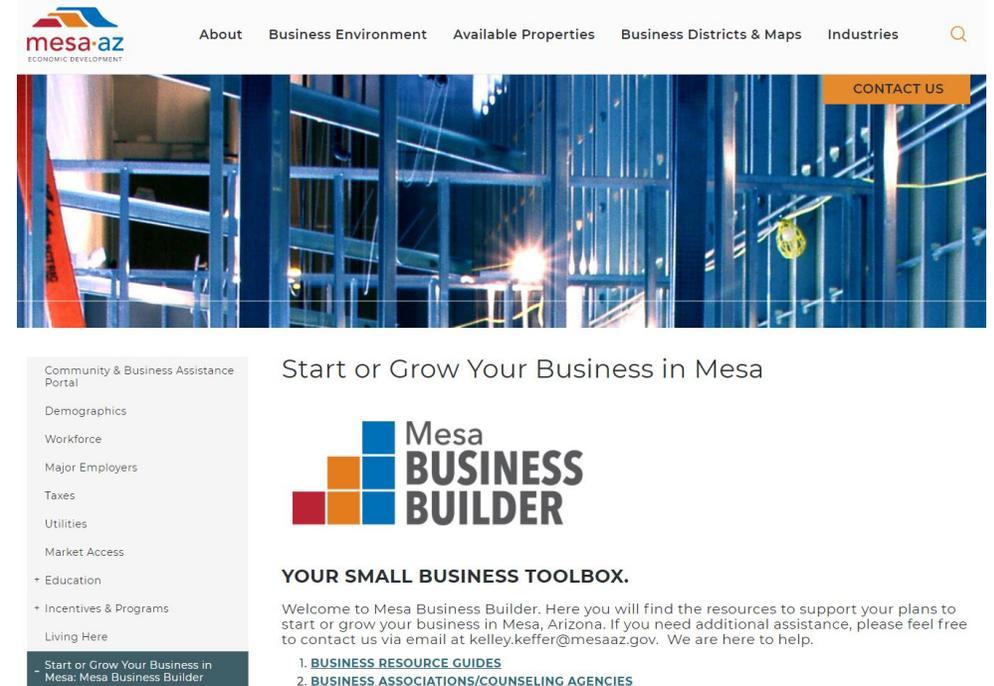
Mesa BUSINESS BUILDER

Your small business toolbox.

Moving forward:

- Launched Mesa Business Builder and the new website MesaBusinessBuilder.com
- Generate awareness about the EXISTING programs, services, and tools
- Re-imagine how we utilize the Mesa HUUB digital platform created through Mesa CARES funding now and beyond

Existing Tools and Services

A screenshot of the Mesa Business Builder website. The top navigation bar includes links for "About", "Business Environment", "Available Properties", "Business Districts & Maps", and "Industries", along with a search icon. Below the navigation is a large banner image of an industrial facility with a "CONTACT US" button in the top right corner. A sidebar menu on the left lists various resources: "Community & Business Assistance Portal", "Demographics", "Workforce", "Major Employers", "Taxes", "Utilities", "Market Access", "Education", "Incentives & Programs", and "Living Here". The main content area features the heading "Start or Grow Your Business in Mesa" and the Mesa Business Builder logo. Below this is the section "YOUR SMALL BUSINESS TOOLBOX." with a welcome message and two numbered links: "1. BUSINESS RESOURCE GUIDES" and "2. BUSINESS ASSOCIATIONS/COUNSELING AGENCIES".

mesa·az
ECONOMIC DEVELOPMENT

About Business Environment Available Properties Business Districts & Maps Industries

CONTACT US

Community & Business Assistance Portal
Demographics
Workforce
Major Employers
Taxes
Utilities
Market Access
+ Education
+ Incentives & Programs
Living Here

Start or Grow Your Business in Mesa: Mesa Business Builder

Start or Grow Your Business in Mesa



YOUR SMALL BUSINESS TOOLBOX.

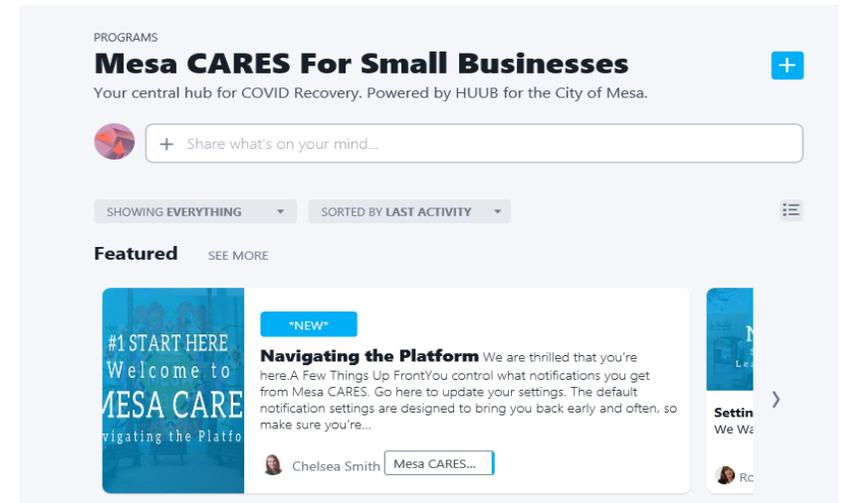
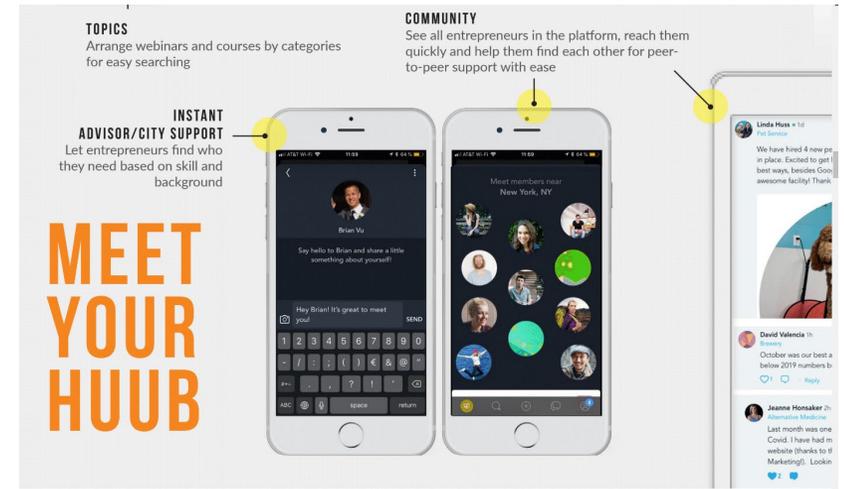
Welcome to Mesa Business Builder. Here you will find the resources to support your plans to start or grow your business in Mesa, Arizona. If you need additional assistance, please feel free to contact us via email at kelley.keffer@mesaaz.gov. We are here to help.

1. [BUSINESS RESOURCE GUIDES](#)
2. [BUSINESS ASSOCIATIONS/COUNSELING AGENCIES](#)



Mesa HUUB Small Business Community Platform

- Bilingual online platform w/ 70+ webinars (multi-lingual) on many topics, ongoing resource
- On-demand, immersive, personalized learning
- Networking and communications tool
- Scheduling options for tech assist
- Offers “real-time” data analytics



HUUB Small Business Builder Community Platform



Linda Huss • 1d
Pet Service

We have hired 4 new people and we have an exciting new canine enrichment program in place. Excited to get hopping with some marketing assistance to help me determine best ways, besides Google and word-of-mouth, to let people know about our awesome facility! Thank you Mesa CARES for the help! -Linda



Events

Upcoming Nearby Past Yours

- TUE, FEB 23 • 12:00PM**
Speaker Series: The State of Social Media 2021
Eventbrite
10 going • Posted 4d ago • Mesa CARES For Small B...
- WED, FEB 24 • 9:00AM**
February 2021 Office Hours
Eventbrite
5 going • Posted 2w ago • Mesa CARES For Small B...
- TUE, MAR 9 • 12:00PM**
Speaker Series: 5 Reasons to Start Inbound Marketing in 2021
Eventbrite
2 going • Posted 4d ago • Mesa CARES For Small B...
- TUE, MAR 16 • 12:00PM**
Learn the Basics of Google Ads

February 2021						
S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6

Community Engagement on Mesa HUUB

- Weekly posting and engagement (reminding ppl things are available, tagging people, encouraging engagement)
- Monthly surveying (impact report)
- Regular polling (weekly on a variety of topics and questions with real time feedback), City input

HUUB Small Business Builder Community Platform



What stays and what could we add?

- Mesa's existing tools and services
- Mesa HUUB Community Platform w/ Community Engagement
- Webinars – existing and new
- Technical assistance counseling and professional services
- Technical assistance scheduling and management tool
- Specialized classes



Existing Webinar Categories: Playing NOW on Mesa's HUUB

- **Marketing** (digital media advertising, social media, SEO, e-commerce, public relations/storytelling, brand development, using data to make decisions, and more)
- **Bridging the Digital Divide** – website consulting and development, Computer Literacy classes, understanding Google analytics and how to get noticed online!
- **Finance & Business Ops Planning** – tax/accounting workshops, tips for maximizing your bottom line, understanding financial statements, debt restructuring, Quick Books training, and more.
- **Legal services** – contract & lease agreement reviews, PPP advisory services, organizational structure - LLC, S-Corp, or Inc, and more.
- **Restaurant Specialty Services** – menu evaluation/profitability, online menu, e-commerce, local sourcing, and more.

HUUB Small Business Builder Community Platform





Consider Mesa's NEW Technical Assistance Program

New Webinar Development –10 / year

- In collaboration with various City Departments, develop on-demand mini-tutorials/courses (i.e. Permitting/Zoning, Liquor license, Signage, Procurement, Certifications, etc.).
- New content regarding marketing trends, new tax rules, policy changes, and more.



Consider Mesa's NEW Technical Assistance Program

Technical Assistance Hours and Management Tool

- **Allocations of Hours of Technical Assistance** - counseling for Marketing, Website Dev, Social/New Media, Financial Asst., General Business, and more
- **Partner integration** - Streamlined case management (eliminates need for case managers + reporting on webinar activity)
- **Digital TA management** page, on-demand booking, tracking & management system, live chat customer support, activity reports
- **Data analytics** (demographics, platform, impact)



Consider Mesa's NEW Technical Assistance Program

Specialty Programs

- Restaurant Survival Series
- Al Fresco Patio Reimbursement Program
- Computer/Mobile Literacy



Specialty Programs





NEW Technical Assistance Program mission:

Provide assistance to Mesa small businesses with the goal of **building business competency, increasing competitiveness, and promoting resiliency** to ensure sustainability and economic prosperity.

Target Markets

- “Micro-sized” category, less than five employees, mom & pops, professional & medical service providers, etc.
- Businesses with less than 25 employees needing to modernize, adapt operations/marketing, and become more competitive



Delivering services, executing the program

- City of Mesa Office of Economic Development manages program and contracts with select partners with the **capability and capacity to perform high-value, high-quality small business support.**
- RFP to select key vendors to deliver services (annual bank of hours)
- Mesa HUUB would continue as program platform
- Formal application, vetting, and “contracts” for technical assistance granted to Mesa businesses by City of Mesa



Outcomes / Deliverables

- Continued partnership with non-profit agencies and consultants
- Number of businesses assisted **depends on budget and type of support needed**
- Minimum of 100+ “**new**” clients each year, plus 250+ existing businesses already on the platform
- Data collection and reporting to include sales/revenues, number of employees pre/post program, confidence level and improved knowledge of business practices



DISCUSSION / NEXT STEPS

