



Request for City Council Committee Action from the Department of Community Planning & Economic Development - CPED

Date: January 28, 2014

To: Council Member Lisa Goodman, Community Development and
Regulatory Services Committee

Subject: Small Business Administration Emerging Entrepreneurs program

Recommendation: The CPED Director recommends that the City Council adopt the
attached Resolution in support of the Small Business
Administration's Emerging Entrepreneurs program.

Previous Directives: None

Prepared by: Kristin Guild, Manager, Business Development (612) 673-5168

Approved by: Charles T. Lutz, Deputy Director CPED _____

Catherine A. Polasky, Director, Economic Development _____

Presenter in Committee: Kristin Guild

Reviews

- Permanent Review Committee (PRC): NA
- Financial Impact: None.

Community Impact

- Neighborhood Notification: NA
- City Goals: Jobs and Economic Vitality
- Sustainability Targets: NA
- Comprehensive Plan: In compliance with the following section: 4.2.2 Continue to link businesses with organizations that provide technical assistance and best practice models within the city.
- Zoning Code: NA
- Living Wage/Business Subsidy Agreement Yes _____ No X
- Job Linkage Yes _____ No X

Supporting Information

Beginning in 2011, the local office of the Federal Small Business Administration began offering an intensive course to Minneapolis metro businesses to help them define a customized growth strategy. The course is offered free to businesses, with a competitive application process. Businesses that have been in operation for at least three years with revenues ranging from \$400,000 to \$10 million are eligible to apply. The course is nine months long, with sessions every other week during that period.

In the past three years, 22 Minneapolis companies (list attached) have participated in the Emerging Entrepreneurs program, representing sectors ranging from restaurant/retail to professional services, construction to IT. The majority of these businesses have expanded their footprint or their offerings. Some examples: Jonathan Powell of Pedia Pals, a designer of pediatric office furniture, inked a joint venture agreement with a Turkish medical furniture manufacturer. Karen O'Connor of Mother Earth Gardens opened a second store in Northeast Minneapolis. Saed Wadi of Saffron restaurant pursued a food truck operation called World Street Kitchen that launched a second brick and mortar restaurant at Lyn-Lake.

The SBA actively seeks local partners to act as "sponsors" for the program. The program sponsors are responsible for getting the word out about the opportunity to businesses in their networks and in some cases serving as technical experts for course curriculum or as an audience for growth strategy business plan presentations.

The local SBA office has secured funding again to offer the course in 2014 to metro area businesses, and has asked the City of Minneapolis to serve as a sponsor of the program.

Staff recommends that the City Council agree to serve as a program sponsor and adopt the attached resolution of support for the program. Business applications will be solicited in February.

RESOLUTION of the CITY OF MINNEAPOLIS

Supporting the 2014 offering of the Small Business Administration's Emerging Entrepreneurs program and agreeing to serve as a program sponsor.

Whereas, the United States Small Business Administration offers a growth strategy course to existing small businesses called Emerging Entrepreneurs that is an intensive training initiative to accelerate growth of high potential small businesses located in America's cities. Developed by the U.S. Small Business Administration, the program offers qualified business owners powerful benefits including innovative strategies to grow, acquire financing, access new markets and leverage networking; and

Whereas, the Emerging Entrepreneurs course has been offered by the Minneapolis office of the Small Business Administration annually since 2011, resulting in demonstrated growth outcomes for the business participants; and

Whereas, the Minneapolis office of the Small Business Administration plans to offer the course again in 2014; and

Whereas, the Small Business Administration actively seeks local partners to act as "sponsors" for the program, responsible for alerting businesses in their networks to the opportunity; and

Whereas, the Minneapolis office of the Small Business Administration has requested that the City of Minneapolis serve as an Emerging Entrepreneurs program sponsor in 2014;

Now, Therefore, Be It Resolved by The City Council of The City of Minneapolis:

That the City of Minneapolis supports the 2014 offering of the Emerging Entrepreneurs program by the Minneapolis office of the Small Business Administration and agrees to serve as a program sponsor to alert Minneapolis businesses to the opportunity.