



The Business Advocate

news / information for Mesa's small businesses



MesaBusinessBuilder.com

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APRIL 2023

National Small Business Week April 30 - May 6, 2023

For more than 50 years, the U.S. Small Business Administration (SBA) has celebrated National Small Business Week to recognize the critical contributions of America's entrepreneurs and small business owners. Attend this **FREE**, two-day virtual summit action-packed with educational sessions, online business resources, and expert speakers. Learn new business strategies, meet other business owners, and chat with industry experts! Register here: [NATIONAL SMALL BUSINESS WEEK 2-DAY VIRTUAL SUMMIT](#)

Join in on the Mesa HUUB for Small Business Week. In celebration of National Small Business Week, on May 2, the HUUB will feature a Speaker Series called **Business Development 101**. Additionally, on May 4, check out a training lab to help you with **Setting up Your Google Business Profile**. Please visit: <https://mesa.myhuub.com/events/> for details and to register.



Did you know the City has a Small Business Assistant in Development Services?

The City of Mesa Development Services Department is pleased to announce Pamela Williams as the new Small Business Assistant. Navigating zoning codes or construction, and the development process in general may be new and confusing for small business owners. Pam is your resource for questions and assistance. She can help with obtaining permits, certificates of occupancy, signage, home-based business concerns, and more. Visit the Small Business Assistance [webpage](#), email sbz@mesaaz.gov, or call 480-644-5600.



Save time: Don't let your Mesa Business License expire

While your business license is valid for a full 12 months, you must renew your license AT LEAST 30 days before expiration to avoid having to reapply. The City's Business Services Department sends notifications about your renewal 90 days and 60 days prior to expiration. At 29 days prior, you'll receive an email with steps for reapplying if you miss the 30-day deadline.

When you renew the license for your business location, make sure all the information is updated (such as business ownership and contact information). If you change locations, then you need a new license.

Having to reapply will require uploading information about your business, such as your Articles of Incorporation, Articles of Organization and Licensing Eligibility Form.

Renewals remain at the \$10 introductory rate for 2023. Not licensed? Find instructions for applying and FAQs at:

<https://www.mesaaz.gov/business/licensing/mesa-general-business-license>

RENEW



ThinkSpot at the Library

THINKspot, a makerspace, is a place to collaborate, innovate, explore, and learn. It provides training and access to high-tech equipment and innovative [classes and programs](#). Found in all three [Mesa Public Library](#) locations, each THINKspot offers a 3D printer, laser cutter, sewing machine, vinyl cutter, studio space, and an iMac with professional video and audio editing software. Additionally, you can find other types of equipment at each library.

Do you want to get the word out about your business, or are you interested in starting a podcast? THINKspot has everything you need to **record your very own podcast in The Studio at the Main Library**. Bring your own laptop or use ours to create your show. To get started, take the online trainings "THINKspot Studio" and "Podcast Equipment." Visit: <https://my.nicheacademy.com/thinkspotatmesapubliclibrary>.

Small Business Series with SCORE at the Mesa Public Library

Attend one or the series of six small business workshops presented by SCORE. Wednesdays from 6 p.m. - 7 p.m. beginning May 3. **Registration opens April 13.** Visit: [Small Business Series](#)

- May 3 - Business Assessment and Goal Setting
- May 10 - Managing Your Time, People, and Resources
- May 17 - Marketing Your Business
- May 24 - Growing Your Sales
- May 31 - Financial Management
- June 7 - Managing Operations

RESOURCES FOR MESA SMALL BUSINESSES

MESA BUSINESS BUILDER
find resources to start or grow your business

SMALL BUSINESS ASSISTANCE PROGRAM
get 1-on-1 assistance

MESA HUUB
access community board, training, events, more

LAUNCHPOINT
rent office & lab space, network with other startups

STUDIOS @ CITY CENTER
get business assistance, tech tools, networking

THINKSPOT
access free makerspace for residents / businesses

BEAP
get assistance to export your products

MESA SIZEUP
marketing tool to analyse customers / competitors

MESA SITESEARCH
find retail, office, industrial space to rent or buy

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