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JULY 2023



FREE professional business consulting through the Mesa Business Builder Small Business Assistance Program

The 2023 – 2024 Mesa Business Builder Small Business Assistance Program is open! Visit www.mesabusinessbuilder.com to learn more. To qualify for the program, your business must:

- Have a [Mesa General Business License](#) (or other qualifying Mesa license as required by the City).
- Be located within the City of Mesa ([address validation tool](#)).
- Be for-profit with less than 25 full-time equivalent employees.
- Be an eligible type ([list of ineligible business activities](#)).

Please note: The program application link is posted on Mesa HUUB (myhuub.com/mesa). You must log into Mesa HUUB - our online platform for Mesa business owners - to access the application. Not on HUUB? [Join today!](#)

Be sure to [clear your computer's cache](#) to improve your web experience and access the latest updates to our pages.

If you have questions or would like more information, email mesabusinessbuilder@mesaaz.gov.



New program announced: Mesa Business Builder Educates U, college courses for Mesa's small businesses

The Mesa Business Builder Small Business Assistance Program (SBAP) continues to improve and bring new offerings to assist businesses in learning new skills, increasing competitiveness, and becoming more resilient in today's modern economy. This **new program** provides qualified businesses in the Mesa Business Builder SBAP the opportunity to take college courses through Mesa Community College. Tuition and course fees are paid by the Small Business Assistance Program. Courses of study span from accounting to social media. This is a great way to improve your skills, earn college credit, and work toward a certification at the same time.

The program will begin for the fall 2023 term on August 19. Check the [Mesa HUUB](#) for updates. If you have questions or would like more information, email mesabusinessbuilder@mesaaz.gov.



Are you interested in learning how to create graphics for your business?

THINKspot in the downtown Mesa Public Library offers **Graphic Design Studio** every month. Create well-designed projects using many types of iPad graphic design apps. Learn vector, raster, and pixel graphics, animation, and take your work to the next level. It's time to unlock your creativity in the Graphic Design Studio. No iPad or graphic design experience is necessary. Just bring yourself and your creativity. This **FREE** program is for adults 18 and older. For questions, contact Jeffrey Stoffer at jeffrey.stoffer@mesaaz.gov.

[CLICK HERE TO REGISTER](#)

Graphic Design Studio
Wednesday, August 2
6-7:30 p.m.

THINKspot at Main
64 E First St
Mesa, AZ 85201
(480) 644-3100



Tax panel tackles topics that impact your financial future

Learn about the impact of third-party payment transactions and about the [\\$600 reporting threshold](#) at the Arizona Small Business Association's signature virtual event, Arizona Speaks, at 10 a.m., Tuesday, July 11. At the **FREE** hour-long session, you'll hear from a panel of seasoned tax and business experts as they address the crucial questions surrounding taxes, third-party payment systems, and their implications for your finances.

[Register today!](#)



Trademark Basics Boot Camp begins July 11 plus learn about IP Assets

The U.S. Patent and Trademark Office (USPTO) has a **FREE** eight-part series to help small business owners navigate the ins and out of trademarks starting on July 11. Trademark Basics Boot Camp takes place online between 11 a.m.-12:30 p.m. Arizona time on Tuesdays between July 11 and August 29. **Register:** <https://www.eventbrite.com/e/trademark-basics-boot-camp-tickets-633258421987>

Topics covered:

- July 11 – Fundamentals
- July 18 – Registration process overview
- July 25 – Searching
- Aug. 1 – Application requirements
- Aug. 8 – Application filing walk-through
- Aug. 22 – Keeping your registration alive
- Aug. 29 – Question-and-answer panel

Have other intellectual property questions? The USPTO earlier this year launched a new tool to help small business owners, inventors, artists, and more with information on patents, trademarks, and copyrights.

The Basic IP Identifier starts by asking users six questions to help identify their possible assets. The Advance IP Identifier asks 10 more questions to help users learn more about specific IP needs, as well as links to more resources, such as how to file an application for protection and related fees.

Details: [IP Identifier \(uspto.gov\)](https://www.uspto.gov).



Plastic Free July: Small Steps, Big Difference

Plastic Free July is a global movement aimed at helping businesses and individuals choose to refuse one single-use plastic and be part of the solution to curb plastic pollution. For Mesa, this campaign aligns with our [Mesa Climate Action Plan](#) and the focus area of Materials Management (the City has set a goal of diverting 90 percent of waste from the landfill by 2050).

Single-use plastics make up 40 percent of the plastic produced globally. And you may not realize it, but your small business can make a big difference with a few simple changes around your workplace.

Need some help getting started? Here are a few ideas:

- Provide a water filling station and encourage employees to bring reusable bottles.
- Do an inventory of your workplace kitchen. Then swap out plastics for reusable options, such as stainless-steel cutlery and ceramic mugs.
- Encourage your coworkers or employees to join you in your efforts to reduce plastic waste.
- Evaluate your company procurement process. Can you replace items with reusable options instead of single-use plastics or can you reduce plastic packaging?
- Demonstrate your commitment by displaying [Plastic Free July posters](#) around your workplace.
- Buy in bulk to reduce waste and save money.
- Rethink your purchases – can you reduce or reuse instead of depending on recycling?

Reduce single-use plastic items by making simple switches at work, at home, and in stores. These changes can reduce the pressure on recycling systems, reduce unnecessary waste and save precious resources. Learn more at <https://www.plasticfreejuly.org/>.

Beware

MISLEADING CLAIMS ABOUT THE
EMPLOYEE RETENTION CREDIT



IRS warns about Employee Retention Credit scams

With continued barrage of aggressive marketing of the [Employee Retention Credit](#), the Internal Revenue Service renewed an alert to watch for misleading claims and to provide tips for avoiding improper filings. The agency notes: "While the credit is real, aggressive promoters are wildly misrepresenting and exaggerating who can qualify for the credits."

Businesses can protect themselves by working with a trusted tax professional.

Details:

[IRS press release](#)

[Who is eligible](#)

Upcoming Events

Windows of Opportunity presented by JPMorgan Chase

Tuesday, July 11 · 12-1 p.m. PDT

Many organizations run supplier diversity programs to find and nurture a diverse network of businesses to provide goods and services. To join these networks, your business must have a proven track record and be poised for growth. Not every business is ready to take this step. But every diverse-owned business should at least ask the question: Could supplier diversity be your next big break? If you think the answer might be yes, this is your chance to learn what it takes to seize the opportunity.

Registration link: <https://huub.vip/WindowsOfOpportunity>

How to Build a Resilient Business with the Right Relationships

Tuesday, July 18 · 12-1 p.m. PDT

Is your business prepared to adapt when an economic storm rolls in? How will you persevere and keep your company above water? Gain insights from Shellie Berry's experience as a business owner during the Great Recession, and learn which professional relationships are key to build now so you don't have to worry when a future storm hits.

Registration link: <https://huub.vip/how-to-build-a-resilient-business>

Investing in Yourself IS Investing in Your Business with Roll by ADP

Tuesday, August 1 · 12-1 p.m. PDT

Interested in maximizing your profitability while also FINALLY putting yourself first? Hear from Ruth Davis, GM of Roll by ADP, on why paying yourself may be the most important step missing in your business ownership journey. She will share When, Why, and How to pay yourself as a business owner and will highlight the important financial, emotional, and strategic advantages this decision has for you and your business.

Registration link: <https://huub.vip/InvestInYourself>

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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