



The Business Advocate

news / information for Mesa's small businesses



MesaBusinessBuilder.com

Apply for a Business License

SelectMesa.com

AUGUST 2023



Featured: Aaron Junior (Aj), co-owner of Mesa-based small business Hot Sauce and Pepper, a Mesa Business Builder Small Business Assistance Program participating company

August is Black Business Month

Black Business month highlights the importance of African American businesses to not only the Black community, but the national economy as well. It serves to bring awareness to policies that are often negatively affecting Black entrepreneurship. You can show your support by shopping locally at one of our many Mesa businesses owned and operated by Black entrepreneurs. Visit the [Mesa HUUB](#) to find businesses in Mesa.

Mark your calendar for the next [Local First Arizona We Rise Business Accelerator Cohort](#) opening on October 2, 2023. This is a no-fee six-month program offering comprehensive and practical business skills to Arizona's Black entrepreneurs. Business owners receive classroom instruction and mentorship from Black entrepreneurs with firsthand experience and expertise in starting or growing a small business in Arizona.



Apply Now! Mesa Business Builder Small Business Assistance Program

Designed to assist Mesa-based businesses improve business competency and ensure success in today's modern economy, this program provides free training and education, and one-on-one consulting with professional advisors. To qualify, businesses must be for-profit, located in the City of Mesa, and have a valid Mesa Business License. Apply for the program here: [Mesa HUUB](#).

Apply here for a [Mesa General Business License](#).

Menu of consulting services

- Marketing & Sales Assistance
- Website Development
- Product Marketing Video Package
- Professional Photography Package
- Social Media Analysis
- Google Profile Maintenance Package
- Google Advertising Package ***by referral from the City of Mesa for growth-poised established businesses*
- Business Strategy & Planning
- Finance Training & Education
- Human Resources (HR)
- Legal (corporate structure, intellectual property (IP))
- And more!



Sign up for the Local First Arizona Good Food Forum + Expo

Tuesday, August 29 | 9 a.m. - 2 p.m.

Mesa Convention Center | Buildings B & C | 263 N Center St, Mesa, AZ

Ticket cost: \$87 including taxes and fees

Uniting Arizona's Local Food Economy

[The Good Food Forum + Expo](#) is an opportunity to engage with local food leaders, policy makers, farmers and ranchers, food entrepreneurs, and purveyors - and experience Arizona's finest foods and ingredients, identify options for sourcing locally, and build relationships with the people behind Arizona's local food economy.

Aiming to unite Arizona's local food economy, the combined conference and food exhibition welcomes all participants in our local food system to connect, share educational insights, broaden local food relationships and business connections, and strengthen communities across the state.

[Sign up today](#) to be a vendor, attendee, or a sponsor!



Don't fall for calls seeking personal information

The City of Mesa has received reports of various phone scams affecting our community. We urge you to exercise caution and never provide crucial personal information over the phone, even if the caller ID appears to be from the City of Mesa. Hang up and independently contact the City of Mesa.

The City of Mesa will never call businesses or residents to demand immediate payment on late bills. Similarly, Mesa does NOT sell advertisements for its website, social media accounts or Channel 11.

Please report any possible scams to the police, and if you have any questions or concerns, call the City of Mesa at (480) 644-2221. Together we can keep our community safe from fraud.



Beware of summer tax scams

The Internal Revenue Service (IRS) is warning taxpayers about a [surge of tax scams](#) using text and email messages promising tax refunds or to help fix tax problems. The IRS also notes it never initiates contact with taxpayers about a bill or refund via email, text or social media.

Be alert to these common scams:

- Economic Impact Payment scheme
- "You may be eligible for the ERC" misleading claim
- "Claim your tax refund online" scheme
- "Help You Fix-It" text scheme
- "Delivery Service" scam at your door

The IRS reminds you to never click on or respond to unsolicited communications claiming to be the tax agency, as it may load malware. Instead, the scams should be reported by sending the email or a copy of the text/SMS as an attachment to phishing@irs.gov.



ChatGPT

How can you use ChatGPT in your business?

You may be familiar with all the talk about Chat GPT and are wondering how it can be used to improve your business. Discover the benefits of using OpenAI's ChatGPT Artificial Intelligence (AI) platform and other AI tools. ChatGPT can help automate tasks, respond to customer inquiries, and save time for other business priorities. Learn how to use ChatGPT and other OpenAI tools to improve work productivity, maximize staff time and resources, and improve customer service.

Visit [Mesa HUUB](#) for the [Small Business, Big Impact: Scaling Operations with ChatGPT](#) workshop presented by Vincent Orleck, and the [Small Business Boot Camp - ChatGPT for Small Business](#) presentation about leveraging AI for your business, presented by Arizona Commerce Authority and AZSBDC.

Upcoming Events

Arizona Commerce Authority Small Business Digital Academy - FREE

Entrepreneurs and small business owners learn strategies for websites, social media, e-commerce, search engine optimization (SEO), and analytics tools to effectively represent their business online. Small business experts guide the live learning sessions on Monday of each week and the Academy is held four times per year.

[SMALL BUSINESS DIGITAL ACADEMY APPLICATION](#) for the 2023 Summer cohort are now open and will close on Monday, August 7, 2023.

Digital Academy 2023 Summer Cohort Schedule

Module 1 Live: Monday, August 14 | 3 - 5 p.m.

Module 2 Live: Monday, August 21 | 3 - 5 p.m.

Module 3 Live: Monday, August 28 | 3 - 5 p.m.

Establish a Professional Domain, Website, & Email for Your Business - FREE

Tuesday, August 8 | 12 - 1 p.m.

[Register today!](#)

Take your business online. Uncover the benefits, key web terms, and strategies to maximize your domain's potential. If you're curious about bringing your existing business online, or you're just starting a business and want to know where to begin, it all starts with a domain: your online address and home on the web. Presented by Kevin Frost, Founder of Standing 360.

Women's Innovative Networking by EVHCC - Members Free

Thursday, August 10 | 5:30 - 7 p.m.

BobbyQ's Barbeque | 1610 S Stapley Dr, Mesa, AZ 85204

Cost: Members free, Non-members \$15, Non-members at the door \$25

[Register today!](#)

Boss Ladies, check out the Women's Innovative Networking presented by the East Valley Hispanic Chamber of Commerce. Event features Arianny Valles who will share her tips and experience on navigating the troubled waters of social media. Don't miss it and share it with your boss lady friends!

Women's Innovative Networking by EVHCC - Members Free

Thursday, August 10 | 5:30 - 7 p.m.

BobbyQ's Barbeque | 1610 S Stapley Dr, Mesa, AZ 85204

Cost: Members free, Non-members \$15, Non-members at the door \$25

[Register today!](#)

Boss Ladies, check out the Women's Innovative Networking presented by the East Valley Hispanic Chamber of Commerce. Event features Arianny Valles who will share her tips and experience on navigating the troubled waters of social media. Don't miss it and share it with your boss lady friends!

Loans: A Little-Known Financing Option for Small Businesses - HUUB Members Free

Tuesday, August 22 | 12 - 1 p.m.

Cost: HUUB Members free, General Admission \$4.95 including fees

[Register today!](#)

If you're a small business owner who needs to buy large equipment or real estate, there's a smart financing option you may not have heard of: SBA 504 loans. These government-guaranteed loans only require 10% down and have low, fixed interest rates to reduce costs and worry. Presented by Scott Morris, VP of Commercial Loans at Gateway Bank.

Better Monday: A BBB Financial Workshop Series - Free

Thursday, August 31 | 8:30 - 9:30 a.m.

1010 E Missouri Ave, Phoenix, AZ 85014

[Register Today!](#)

Better Business Bureau Serving the Pacific Southwest, with proud community partner Arizona Coyotes Foundation, offers August's Better Money: A BBB Financial Workshop Series. **Gain knowledge on Alternative Lending and how marketplace lending could help assist you in your business!**

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

[CONTACT US](#)

[FOLLOW US](#) 