



The Business Advocate

news / information for Mesa's small businesses



MesaBusinessBuilder.com

Apply for a Business License

SelectMesa.com

SEPTEMBER 2023



Level up with Mesa Business Builder Small Business Assistance

Adela Nevarez nearly doubled business at Wicked Mix Cookie Company after tapping into professional consulting support from the City of Mesa Office of Economic Development.

Through the Mesa Business Builder Small Business Assistance Program, Adela received help with marketing, building a website and developing a social media plan. "What an opportunity. They give you so many tools, so you aren't alone," she said.

Adela encourages others to consider business ownership. With Hispanic Heritage Month coming up, celebrated Sept. 15 - Oct. 15, she hopes to see more young Latinas open their own businesses. "It's incredibly rewarding being able to determine your own destiny."

Find resources for starting and growing your business at myhuub.com/mesa and MesaBusinessBuilder.com.



5-7 p.m. | Tuesday, Nov. 7, 2023

The Studios @ Mesa City Center
59 E. First St. | Downtown Mesa
Complimentary food and beverages

OPEN TO ALL MESA-BASED SMALL BUSINESSES
MORE INFORMATION COMING SOON

Save the Date: Nov. 7, Mesa Business Builder networking event

Back by popular demand! Save the Date for our next Mesa Business Builder Small Business Networking event. Meet other Mesa small businesses, get program updates, meet the service providers, and more.

Visit the [Mesa HUUB](https://MesaHUUB.com) for updates.



The benefits of getting your Mesa General Business License

If you are conducting business in Mesa, you likely need to apply for your Mesa General Business License.

Most businesses require it, although, there are a few exemptions. Cost is \$10 in 2023. [Learn more.](#)

The license opens the door to more opportunities for your business. Only eligible small businesses with their license can tap into **FREE** resources in the [Mesa Business Builder Small Business Assistance Program](#). This includes customized, professional consulting in marketing, finances, digital advertising, website and more. Licensees also can opt into a free [Arizona Small Business Association](#) membership worth \$198. Also, you'll receive emails with news to help your business thrive in Mesa.

If you are already licensed, be sure to renew 30 days prior to your license expiration to expedite the process. Those renewing within the 30-day window or after expiration will need to start a new application.

Apply/renew today!



Mesa Business Builder Educates U, FREE college classes for Mesa small businesses

Now available, a certificate in Spanish Language and Culture! It's not too late to register! Fall flex classes begin in September and October. Check out the available classes here: [Mesa Community College schedule search.](#)

Important dates for Spring 2024

Monday, September 18 - Find a Class Open for Spring 2024

Monday, October 2 - Spring 2024 Priority Registration for Currently Enrolled Students

Monday, October 9 - Spring 2024 Open Registration Begins



Drive-thru regulations are on the menu in Mesa

The City of Mesa Planning Division seeks input as it considers changes to zoning standards for the development of drive-thru facilities. The changes influence the location and design of drive-thrus, impacting residents and business owners.

A public meeting is planned for 6:15 - 7:15 p.m. on Wednesday, Sept. 6, 2023, at the Red Mountain Library, 635 N. Power Road. **For more information, please visit:** <https://www.mesaaz.gov/business/development-services/planning/special-projects>

QUESTIONS? Email: SpecialProjects@mesaaz.gov | Phone: 480-644-4273



Green Flag Mesa 24-hour business plan challenge

Friday, September 29, 5 p.m. - Saturday, September 30, 6 p.m.

[Mesa Chamber of Commerce](#) | 165 N Centennial Way, Ste 208 | Mesa, AZ

Join the competition! Participants will spend 24 hours developing a business plan for a new or existing business. This event is open to anyone with a business idea that would like help preparing a business plan. Meals, snacks, and beverages will be provided. Prizes awarded to the winners.

Opening Reception: Friday, September 29 | 5 - 6 p.m.

Official Start: Friday, September 29 | 6 p.m.

Business Plans must be completed by: Saturday, September 30 | 6 p.m.

Event Contact

Bob Nelson

[Send Email](#)



Local First Arizona Retail Boot Camp will help you succeed

The six-week retail boot camp starts October 16 and meets virtually every Monday from 8 - 10 a.m.

Success in retail is not just about having a great product or service; it is about having the right strategies, insights, and tools to elevate your brand and offerings. That is why the [Local First Arizona Retail Boot Camp](#) will be a game changer for your business. With a strategic plan to increase revenue, reduce costs, and scale your business, you will be able to rely on new sources of income that will withstand the seasonal fluctuations that come with growing a business in Arizona.

- How to present your product in a visually appealing way that attracts customers and increases desirability
- Effective ways to pitch your business and cater it to your audience
- How to address your customers' pain points
- Strategies to drive financial health for your business
- Opportunities to grow your customer base, reduce costs, and increase your revenue streams



The Mesa Pitch, presented by the Mesa Chamber of Commerce

Thursday, October 26 | 6 p.m.

Delta Hotels by Marriott Phoenix Mesa | 200 N Centennial Way | Mesa, AZ

Best described as 'Shark Tank meets TED talk', a live event that you can attend, or sponsor, where six entrepreneurs will pitch their new business ideas to five Judges for **cash prizes**. Hosted by: William Jabjiniak, City of Mesa Economic Development Director

[Sponsorship Opportunities](#) - Several levels of sponsorship are available to fit almost any budget. Be part of this exciting event to showcase Mesa as the PERFECT place for creative people to create new businesses. There are three industry exclusive event sponsorships that provide your company a seat as a Judge the night of the show. Don't miss your chance!

Event Contact

Bob Nelson

[Send Email](#)



8 Must-dos to prepare your business for holiday sales

Ready, set, go! With the holidays rapidly approaching, your business planning for the holiday shopping and entertainment season should be in full swing. Have you prepared your business to meet the needs of customers and staff? Check out [8 Must-Dos to Prepare Your Business for Holiday Sales](#) from [allBusiness.com](#) to help you deliver and succeed during the busiest shopping season of the year.

Upcoming Events

Built on People: 3 Steps on Going from Personal Brand to Community Brand Mindset

Thursday, September 7 | 12:30 - 1:30 p.m. | **FREE** | In person
CO+HOOTS Mesa | 225 E Main St, Suite 201 | Mesa, AZ

[Register](#)

Examine what causes people to quit and how to build confidence, feel motivated, and transfer emotions from your brand growth. Review the causes of burnout and discuss time management skills that can help business owners get out of their own way and push them to build a sense of belonging and connection. Guests are also welcome to experience coworking 9 a.m. - 6 p.m.

Game On and Start Up: Powering up with Gaming and Entrepreneurship

Thursday, September 14 | 11:30 a.m. - 1:30 p.m. | **FREE** | In person
CO+HOOTS Mesa | 225 E Main St | Mesa, AZ

[Register](#)

Calling all gaming enthusiasts and aspiring entrepreneurs! Get ready to level up your skills and ignite your entrepreneurial spirit at the CO+HOOTS Smash Bros Gaming Event and Tournament!

Join us for an action-packed day of thrilling battles, fierce rivalries, and epic gaming moments. Unleash your inner gaming champion and compete for glory. And let's not forget the best part—FREE FOOD!

Reely? Yes, You Too Can Make Fun Videos for Your Business

Wednesday, September 20 | 6 - 7:30 p.m. | **FREE** | In person
Mac 6, 2nd Floor Training Room | 1430 West Broadway Road | Tempe, AZ

[Register](#)

Join us for a social media content creation workshop and meet other business owners looking for collaborations, learn how to create fun content for your business, and leave with a couple of videos ready to post on your platform. You'll also learn about:

- How to use Instagram Stories to boost engagement
- Documenting vs creating - for idea generation
- Creating community around your brand

Bring your phone, a tripod if you have it, and your products to practice making content with us. In two hours, you'll walk away with the skills to keep creating, engaging, and growing your business with social media content.

Borrower's Persona: What Type of Capital Is Right for You?

Thursday, September 21 | 12 - 1 p.m. | **FREE** | Virtual
Event fee may apply for non-members

[Register](#)

In today's competitive business landscape, securing adequate funding is crucial for the growth and success of any business. Identify and leverage your specific strengths effectively, ensuring you do not waste valuable time and effort pursuing non-compatible funding options.

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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