



# The Business Advocate

news / information for Mesa's small businesses



MesaBusinessBuilder.com

Apply for a Business License

SelectMesa.com

DECEMBER 2023



## Getting ahead with Mesa Business Builder

For William Campos, having a resource like Mesa Business Builder (MBB) Small Business Assistance and Mesa HUUB is impactful. The learning modules and access to professional advisers have positively impacted his business. Learn more:

<https://youtu.be/SP9D9fDhGUK>

The programs, supported by the City of Mesa Office of Economic Development, were launched to help micro businesses in Mesa thrive.

### Requirements:

1. For profit business physically located in Mesa, Arizona
2. Must have current [Mesa General Business License](#)
3. Fewer than 25 full-time equivalent employees

You don't know what you don't know. MBB helps connect your business to resources and consultants to help you set up a foundation for success. [Learn more on our website.](#)

Watch Video

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**SPECIAL EVENT!** **HUUB®**

**12.05.23**  
**2023 YEAR-END TAX PLANNING PREP FOR BUSINESS OWNERS**

Featuring Tiffany Bisconer, Natalie Miller, Jennifer Mansfield, Chris Fallon



## It's time to prepare for year-end tax planning

Are you a small business owner looking to stay ahead of the game when it comes to your 2023 taxes? Join us on Tuesday, Dec. 5, from 12 - 1 p.m., for our [FREE 2023 Year End Tax Planning Prep for Business Owners](#) upcoming panel featuring tax experts and Certified Public Accountants (CPAs) who will provide you with the knowledge and strategies needed to tackle your small business taxes with confidence.

- Gain valuable insights from seasoned CPAs who specialize in small business taxes.
- Stay informed about the most recent tax code changes to make informed financial decisions.
- Learn practical tax planning strategies to reduce your tax burden and maximize your profits.
- Get answers to your specific tax questions during the interactive Q&A session.

Don't miss this opportunity to prime yourself for the upcoming tax season and seize a competitive edge for your small business.

[REGISTER!](#)



## The 10 biggest business trends for 2024

According to Bernard Marr in this article from Forbes, [The 10 Biggest Business Trends For 2024 Everyone Must Be Ready For Now](#), there are a number of technological and societal trends that are simply too big to ignore or put off until better days. These are the areas where we can expect to see continued innovation and investment. He highlights the 10 most prominent and shares that business trends today are largely driven by technology.

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## Business License \$10 through Dec. 31

End the year on a positive note. Start by applying for your Mesa General Business License. The cost is \$10 and comes with several benefits, including a special membership to the Arizona Small Business Association\* (valued at \$198) and opening the door to the Mesa Business Builder Small Business Assistance Program, which may be worth \$1,500 or more in professional consulting services for eligible businesses. Learn more:

<http://mesabusinessbuilder.com/>

Note: **You must renew your license at least 30 days before expiration to avoid the time to reapply.**

The City's Business Services Department sends notifications about your renewal 90 and 60 days prior to expiration. You'll also receive a notification 29 days prior about steps for reapplying if you miss the 30-day deadline. The [license ordinance](#) notes if a renewal isn't submitted 30 days prior to expiration, the licensee must apply for a new license.

If you let your license expire, having to reapply rather than renew means you must upload information about your business, such as your Articles of Incorporation, Articles of Organization and Licensing Eligibility Form. Save the extra steps and renew at least 30 days prior to expiration!

**Not licensed? Find instructions for applying and FAQs at:**

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

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## Mesa Business Builder Educates U spring term now enrolling

Enrollment is now open for Mesa small businesses participating in the Mesa Business Builder Small Business Assistance Program. Learn new skills and improve your business acumen to compete in today's modern economy. Choose from 17 college certificate programs in business focused subjects from accounting and Adobe graphics to social media and more.

Qualified businesses are eligible to take college courses through Mesa Community College. Tuition and course fees are paid by the Small Business Assistance Program for up to two classes per term, and up to two people per business. Visit [Mesa Business Builder Educates U](#) for more information and FAQs.

Classes are filling up fast! Spring term begins on January 13, 2024. Check the [Mesa HUUB](#) for updates.

If you have questions or would like more information, email [mesabusinessbuilder@mesaaz.gov](mailto:mesabusinessbuilder@mesaaz.gov).

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## IRS warns about fake charities

Fake charity promoters may use emails, fake websites, or "spoof" caller ID to make it look like a real charity is calling to solicit donations, so the Internal Revenue Service is encouraging donors to use a search tool to verify legitimate charities before sending money. The [Tax-Exempt Organization Search \(TEOS\) tool](#) is found on IRS.gov.

Fake charities often target seniors and people with limited English proficiency. The IRS advises not to give into pressure or provide personal information, noting criminals commonly set up bogus charities to take advantage of the public's generosity during international crises or natural disasters. Typically, they seek money and personal information, which can be used to further exploit victims through [identity theft](#).

In addition, the IRS urges anyone encountering a fake or suspicious charity to check the FBI's resources on [Charity and Disaster Fraud](#).

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## Shop & dine local this holiday season

Small Business Saturday might be over, but supporting Mesa businesses is in!

Not only is shopping locally convenient, **it's also good for our economy and environment.**

Our Mesa mom and pop shops and restaurants create jobs for our family and friends. They make our community special by providing uniquely Mesa experiences. And you don't have to drive far or wait for your items to ship. That makes for a lower carbon footprint.

If you don't know where to start, come to [Downtown Mesa](#) or check out websites such as [Mesa Chamber of Commerce](#), [Visit Mesa](#) or [Local First Arizona](#) to find some cool Mesa businesses.

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## Upcoming Events

### Intellectual Property Basics and Helpful Resources

Thursday, Dec. 7 | 10 - 11:30 a.m. | **FREE** | Virtual  
[Register!](#)

Unfamiliar with patents, trademarks, copyrights, and trade secrets? Don't miss this opportunity to learn from United States Patent and Trademark Office (USPTO) experts about intellectual property (IP) basics and potential ways to protect your innovation as you transition from idea to product.

The discussion will cover an overview of intellectual property types: patents, trademarks, copyrights, and trade secrets; why innovators and entrepreneurs should consider protecting their IP; and local resources and assistance available through the USPTO and other agencies. Based on availability, participants may have the opportunity to meet with USPTO staff following the session.

### Podcast Starter Kit for Small Business Owners

Thursday, Dec. 7 | 12 - 1 p.m. | **FREE** | Virtual  
[Register!](#)

Begin a transformative journey from podcasting beginner to becoming the voice everyone wants to hear in the marketplace. This comprehensive workshop will give you the tools and knowledge to launch a successful podcast for your small business. Hosted by Karen Nowicki

# Strategically Leveraging Debt For Business Growth: Unlocking the Power of Smart Borrowing for Your Business

Tuesday, Dec. 12 | 9 - 10 a.m. | **FREE** | Virtual  
[Register!](#)

This session will dive into how business valuation plays in effective succession, retirement, and estate planning illustrating why having a value isn't enough. Participants will learn best practices, understand what the value is and how to focus value growth for effective business planning.

## Retail Boot Camp

Mondays, Feb. 21 - Mar. 26 | 8 - 10 a.m. | \$250 (Mesa Business Builder Small Business Assistance Program participants **FREE**) | Virtual  
[Sign up!](#)

Local First Arizona helps you build a strategic plan to increase revenue, reduce costs, and scale your business. Learn how to generate new sources of income that withstand the seasonal fluctuations that come with growing a business in Arizona. Through ongoing mentorship, engagement with industry experts, and hands-on training, get the skills necessary to go after new sources of income that build resiliency.

## Restaurant Boot Camp

Thursdays, Feb. 1 - Mar. 7 | 8 - 10 a.m. | \$250 (Mesa Business Builder Small Business Assistance Program participants **FREE**) | Virtual

In Spanish: Wednesdays, Jan. 31 - Mar. 6 | 6 - 8 p.m. | \$250 (Mesa Business Builder Small Business Assistance Program participants **FREE**) | In person

[Sign up!](#)

The Good Food Boot Camp, led by Local First Arizona's Director of Food Programs, Chef Gabe, is a six-week course designed to help scale a local food business from ideation to marketplace. Through discussions with industry experts, government officials, and partner organizations, participants gain the tools necessary to be successful with their start-up food business. Boot camp occurs weekly, virtual meeting for English version, Spanish version is in person.

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## RESOURCES FOR MESA SMALL BUSINESSES

<b>MESA BUSINESS BUILDER</b> find resources to start or grow your business	<b>SMALL BUSINESS ASSISTANCE PROGRAM</b> get 1-on-1 assistance	<b>MESA HUUB</b> access community board, training, events, more
<b>LAUNCHPOINT</b> rent office & lab space, network with other startups	<b>STUDIOS @ CITY CENTER</b> get business assistance, tech tools, networking	<b>THINKSPOT</b> access free makerspace for residents / businesses
<b>BEAP</b> get assistance to export your products	<b>MESA SIZEUP</b> marketing tool to analyse customers / competitors	<b>MESA SITESEARCH</b> find retail, office, industrial space to rent or buy

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