



# The Business Advocate

news / information for Mesa's small businesses



MesaBusinessBuilder.com

Apply for a Business License

SelectMesa.com

FEBRUARY 2024



## Time is running out for program year 2024 to get a FREE website, social media and marketing help, and more

The Mesa Business Builder Small Business Assistance Program is designed to help Mesa-based businesses increase their competitiveness and ensure success in today's modern economy. Providing free training and education, and one-on-one consulting with professional advisors, services cover a full range of business concerns from **website development and social media development** to branding, business strategy, and more. To qualify, a business must be for-profit, located in the City of Mesa, and have a valid Mesa Business License. Apply for the program here: [Mesa HUUB](#). Visit [Mesa General Business License](#) for licensing.

---



*Bruce Nelson, NEB Productions, Mesa small business owner*

## **Celebrating African Americans and the Arts, Black History Month 2024**

February is national Black History Month, in 2024 we are celebrating "[African Americans and the Arts](#)" in recognition of the contributions African Americans have made to the fields of visual and performing arts, literature, fashion, folklore, language, film, music, architecture, culinary and cultural expression. From acclaimed Poet Laureate Amanda Gordon to the influence of the Blues music on American culture from artists such as Riley "BB" B. King.

Learn more about the bold enrichment African American art brings us with its infusion of African, Caribbean, and Black American lived experiences by visiting the [Association for the Study of African American Life and History](#).

---



## Level up with FREE Mesa Business Builder support

Kadhima Tung didn't study business. She studied art, so turning to Mesa Business Builder (MBB) Small Business Assistance and Mesa HUUB were essential for helping her level up her art business, Sloppybrush. "I wanted to be able to make sure everything I planned for my business was going in the right direction," said Tung, whose work includes a set of murals featuring Chinese Zodiac animals at Mekong Plaza. "I think I'm still in shock to know that it's actually free." Learn more: <https://youtu.be/DQ4HfcjmR6I>

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

MBB aims to help connect YOUR business to resources and consultants to build a foundation for success. [Learn more on our website.](#)

Watch Video

---



## The state of small business in 2024

Do you want to know more about what the experts are forecasting for small business in 2024? This article, [The State of Small Business 2024](#), by Aparna Khurjekar on Forbes.com, discusses the opportunities that exist for small and midsize businesses (less than 500 employees). He highlights the need to focus on connectivity, cloud, collaboration, and cybersecurity.

---

Save the Date: March 13, 2024  
2024 City Reverse Vendor Trade Show

PROCUREMENT

## Learn how to navigate the public procurement process

Have you wanted to learn how to do business with the City of Mesa and Mesa Public Schools? You have a great opportunity on March 13 at the Mesa Convention Center, 263 N. Center St., Building A, and have a chance to meet with department representatives.

### **City of Mesa Reverse Vendor Trade Show schedule of events:**

8 a.m. – 12 p.m.: Reverse Vendor Trade Show Open House

9 a.m. – Breakout Session: How to do Business with the City of Mesa and Mesa Unified School District

10:30 a.m. – Breakout Session: How to get Government Contracts

RSVP

---

# Upcoming Events

## Write, Market, and Sell Like a 7-8 Figure Company

Tuesday, February 13 | 12 - 1 p.m. | FREE | In person  
CO+HOOTS Coworking | 225 E Main St | Mesa

[Register!](#)

Join Jonathan Reyes of Copy Blueprints and unlock the pathway to business growth by blending CRO, Copy Chiefing, and "Authority Marketing," while establishing integrity-based, personality-driven enterprises. Become a niche leader, nurturing a dedicated following through Brand Voice, Conversions, and Value in copywriting. Master conversion and copy optimization to exceed seven figures, replicating successes and learning from past campaign mistakes for unparalleled growth.

## Setting Up Your Business For Growth

Wednesday, February 14 | 8:30 - 11 a.m. | \$30 | In person  
Arizona Commerce Authority | 100 N 7th Ave #400| Phoenix

[Get Tickets!](#)

Learn why it's important to prepare and submit your taxes early. This is especially important if you're planning to grow and need to show a profit. Also learn what benefit options are available to you and your employees as you look to expand this year. This exclusive workshop will be held in person to help small business owners learn of sources to access capital and resources to grow their businesses. You'll hear from our impressive lineup of speakers.

***Bonus Special for attendees:*** The Phoenix Business Journal (PBJ) will provide each small business that attends the event with a complimentary listing in the PBJ. The listing will be 75 words in length and include your business website.

## How to Avoid the Top 10 Legal Mistakes that Can Destroy Your Business

Tuesday, February 20 | 9 a.m. | FREE | Virtual

[Register!](#)

A business's legal issues are often put on the back burner until the issue arises. Failing to do basic legal planning can result in costly mistakes, impaired growth, and even the untimely collapse of the company.

This webinar will cover how to:

- Protect your corporate shield and personal assets
- Manage key employee issues
- Raise capital legally
- Protect your valuable intellectual property
- Reduce the risk of litigation and much more

## Web Design and Development Advisory Council

Wednesday, February 21 | 8 - 10 a.m. | FREE | In person  
Mesa Community College Downtown Center | 145 N Centennial Way, Floor 4 | Mesa

[Register!](#) *Registration Deadline: Friday, February 16*

Do you need to find good talent, wish to have a say in what colleges are teaching in your emergent field of Web Design and Development, learn the internship process, take advantage of funding opportunities, and want a FREE breakfast and networking opportunity? Then sign up with the Maricopa Information Technology Institute East Valley and join the conversation.

# Training Lab: Sales

Wednesday, February 21 | 12 - 1 p.m. | FREE | Virtual

[Register!](#)

The way to effective sales lies in the ability to effectively communicate the HEART (or essence) of your business. Use concise engaging language, to avoid over-communicating and miscommunicating what you do. Without clear message potential customers are less likely to be 'hooked.' Empower yourself with savvy messaging and the HEART of your business will shine and so will you! Learn to:

- **Determine your value exchange:** clearly identify what you know—your expertise, your product or service and the benefits your customer receives for their time and money.
- **Create a Lightning Pitch:** combining the HEART of why you're in business with your value exchange you'll create one power-packed statement that defines your business and is easy to share naturally in conversation with anyone.

---

## 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** 

---

**SUBSCRIBER SERVICES:**  
[Manage Subscriptions](#) | [Unsubscribe All](#) | [Help](#)

Update your subscriptions, modify your password or email address, or stop subscriptions at any time on your [Subscriber Preferences Page](#). You will need to use your email address to log in. If you have questions or problems with the subscription service, please visit [subscriberhelp.govdelivery.com](#).

This service is provided to you at no charge by [City of Mesa](#).