



2019 Offerings by the City of Minneapolis' B-TAP Training and technical assistance opportunities by business area

NEW BUSINESSES, EXPANSIONS & GENERAL COACHING

General Business Technical Assistance for Small Business – One-on-one training and business plan classes to Minneapolis businesses. The City has contracted with 21 service providers to support businesses in different stages: feasibility, start-up, retention or growth. ([More Info](#))

ARTISTS & CREATIVES

Business Skills Development for Entrepreneurial Artists & Creatives – Training sessions to help Minneapolis-based artists improve their business skills. Topics range from pricing, marketing, trademarks, sales and business plan writing. ([More Info](#))

BASIC MARKETING

Small Business Marketing Toolbox – Marketing training and support to boost marketing efforts for small business owners, particularly Latino-owned businesses. Includes technical assistance to boost web and social media presence (Facebook ads/Instagram and use of Google View) and help in designing high quality print of business cards, brochures and menus. ([More Info](#))

CO-OP DEVELOPMENT

Co-op Feasibility Class – A class for groups interested in creating a cooperative. The class will equip the participants with tools to evaluate their co-op idea and to refine their model for those that are already in the process of incorporation. ([More Info](#))

ENERGY EFFICIENCY & ASSESSMENTS

Energy Technical Assistance Program – Supports the implementation of energy cost-savings practices into the everyday operations of small businesses located in Minneapolis. Through partnering with local non-profits, E-TAP works with business owners to conduct an energy assessment and implement potential energy cost-savings improvements. ([More Info](#))

NON-PROFITS & SOCIAL ENTERPRISES

Creating Successful Social Enterprises – Trainings to assist non-profits in successfully launching a social enterprise, with the long-term goal of building sustainability to further their missions. ([More Info](#))

RESTAURANTS

Planning for Profitability Workshops – Workshops to help restaurants plan for and comply with the new minimum wage. The City is hosting free, interactive sessions to help business owners understand rising costs and build a financial plan to support them. ([More Info](#))

SMALL REAL ESTATE DEVELOPERS

Small Real Estate Developers Training Series – Trainings to promote the development of women and minority-owned real estate developers. These introductory courses will provide participants with the basic tools used to consider a real estate development project. ([More Info](#))

FARMERS MARKET VENDORS

Thinking about Vending at Farmers Markets? Try It! – The Try It! Program seeks to give small businesses an opportunity to try a farmers market experience at the Midtown Farmers Market with limited financial investment. Two free workshops will cover how to complete a farmers market application, how to become market ready, business readiness, food safety and details about the Try It! Program. ([More Info](#))

For more opportunities and business resources visit:

<http://www.minneapolismn.gov/cped/B-TAP> or email btap@minneapolismn.gov | 612.673.5010

For reasonable accommodations or alternative formats please contact 311 at 612-673-3000. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users can call 612-673-2157 or 612-673-2626.

