



  
**Minneapolis**  
City of Lakes

# B TAP



## **BUSINESS TECHNICAL ASSISTANCE PROGRAM**

Supporting Business  
Growth in the City of Minneapolis

**2018 B-TAP Annual Report Summary**

## 2018 B-TAP Annual Report Summary

**About B-TAP** Established in 2012, B-TAP provides training and technical assistance to Minneapolis businesses through a variety of programs. B-TAP plays an important role in strengthening and revitalizing the Minneapolis economy by working with economically disenfranchised small businesses. Over 70% of the businesses served through B-TAP are low income, minority, and/or women-owned.

B-TAP has created a variety of tools to meet the needs of specific populations including, but not limited to, cooperatives, small real estate developers, entrepreneurial artists, and others. B-TAP currently has seven sub-programs and assesses other niche based initiatives. **In 2018, 859 people or organizations received training through the B-TAP programs. This was a 109% increase from 2017.**

This report will summarize the sub-programs in 2018 as follows:

- B-TAP Core, Business Technical Assistance Program
- D-TAP, Small Real Estate Developers Training Program
- C-TAP, Cooperative Technical Assistance Program
- B-TAP Professional Series, new pilot program in 2018
- B-TAP Plus: 101 Training Program, Food Related Businesses, Train the Trainer Program
- E-TAP, Energy Technical Assistance Program, new pilot program in 2018

Actuals	2018
Core B-TAP	391
Direct T.A / Site visits	35
C-TAP (Class + T.A)	25
D-TAP	118
Professional Series	65
Artist and Creatives	45
Social Enterprises	22
E-TAP	50
Special projects: Min. Wage, SSL, Tobacco, etc.	40
B-TAP Plus	35
E-TAP	13
Food Institute	50
<b>Total Entrepreneurs Assisted</b>	<b>889</b>
<b>Total Jobs Impacted (reported)</b>	<b>2200</b>

## B-TAP Core 2018 at a Glance

### Program Overview

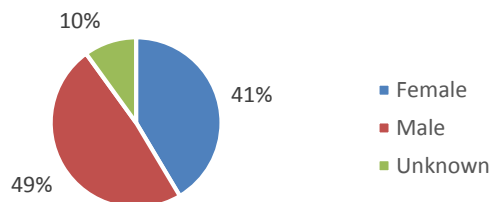
- 391 businesses served
- 4,399 technical assistance hours reported
- 19 service providers
- \$352,525 total dollars paid
- 1,303 jobs impacted

### Program Demographics

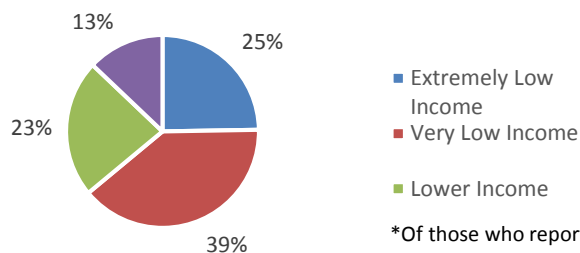
- 41% female participants
- 85% racial or ethnic minorities
- 87% low to extremely low income (less than 80% AMI).

B-TAP Participants by Ward	#
Ward 1	12
Ward 2	23
Ward 3	11
Ward 4	44
Ward 5	56
Ward 6	33
Ward 7	18
Ward 8	12
Ward 9	78
Ward 10	27
Ward 11	6
Ward 12	12
Ward 13	3
Feasibility – Looking to locate in Mpls	56

### Participant Gender

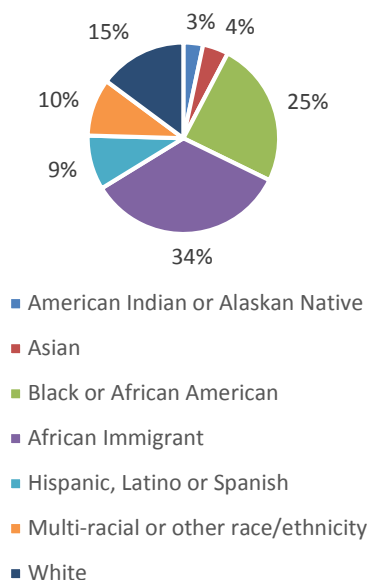


### Participant Income Level



\*Of those who reported income level

### Participant Race/Ethnicity



- **Program Description:** B-TAP provides training and technical assistance to Minneapolis businesses through a variety of programs. Over 70% of the businesses served through B-TAP are low income, minority, and/or women-owned.
- **391 Businesses Served**
  - 185 Feasibility
  - 26 New Business
  - 171 Retention
  - 9 Business Expansions
- **1,303 Jobs Impacted**
  - 160 FT Jobs Created
  - 699 FT Jobs Retained
  - 141 PT Jobs Created
  - 303 PT Jobs Retained
- **Staff Notes:** This is the core business technical assistance program. Staff expects to keep a similar level of impact, technical assistance and resources for the next three years.

**Program Overview**

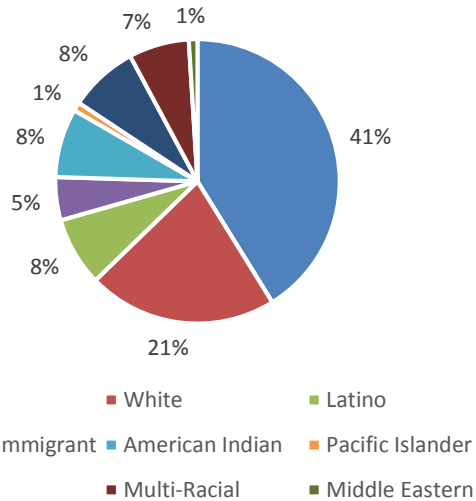
- Demand: 244 (48% admittance rate)
- Accepted participants: 118
- Number of classes: 4
- Percent increase of participants over 2017: 69%

**Program Demographics**

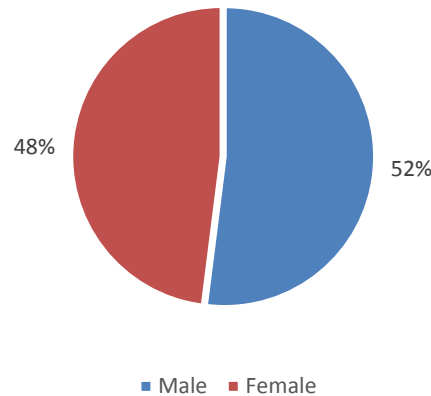
- 48% female participants
- 79% racial or ethnic minorities

D-TAP Residents by Ward	#
Ward 1	3
Ward 2	1
Ward 3	2
Ward 4	6
Ward 5	22
Ward 6	1
Ward 7	2
Ward 8	3
Ward 9	5
Ward 10	7
Ward 11	3
Ward 12	2
Ward 13	6
D-TAP Project to be located in Mpls	55

**Participant Race/Ethnicity**



**Participant Gender**



- **Program Description:** D-TAP offers a training course to give real estate developers the technical knowledge to assess and implement their real estate projects.
- **D-TAP Program Survey:** In October, 2018 we conducted a survey to our D-TAP class alumni from 2016 – 2018. We received a 20% response rate and several important findings. Of those who responded:
  - 47% of alumni developed a project after the training.
  - 28% have worked with the City of Minneapolis on a project or received additional assistance from the city.
  - Total Number of Developers Trained: 229 since 2016
- **Staff Notes:** We continue to have high demand and high evaluation rates for the Small Developers Training Classes. Historically we have had a 48% acceptance rate of developers who apply to the class. Our goal is to build training capacity for this program to train more small developers who are interested. We expect to double our number of participants in the next 3 years.

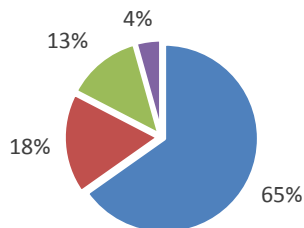
**Program Overview**

- Co-op Feasibility Class: 16 hours
- Number of participants: 24
- Number of co-ops trained: 8

**Program Demographics**

- 83% Female participants
- 35% Racial or ethnic minorities

**2018 Participant Race and Ethnicity**



- White
- Black or African American
- Asian
- Middle Eastern

Existing Co-ops by Ward (includes C-TAP)	#
Ward 1	10
Ward 2	17
Ward 3	23
Ward 4	1
Ward 5	8
Ward 6	15
Ward 7	8
Ward 8	6
Ward 9	15
Ward 10	13
Ward 11	1
Ward 12	3
Ward 13	0
Forming/Feasibility (C-TAP Participants) – Looking to locate in Mpls	39

**Cooperative Research and Engagement**

- 1<sup>st</sup> Annual Co-op Fest
  - The first annual Co-op Fest was held in October 2018 and co-sponsored by C-TAP. It was a celebration of the cooperative ecosystem that thrives in the Twin Cities with over 100 attendees.
- 2018 State of Co-ops
  - In 2018, research on the State of Co-ops in the City of Minneapolis was expanded on from the previous 2016 report. Research examines the growth of cooperatives in the city.

- **Program Description:** Co-operative Technical Assistance Program provides assistance to groups interested in creating a co-op or to existing co-ops within the City of Minneapolis.
- **Co-op Feasibility Class (C-TAP) 2016- 2018:**
  - 72 participants
  - 41 co-ops or co-op plans assessed
  - 2 co-ops opened (2016 – 17)
  - 12 forming co-ops (2016 – 17)
  - 27 co-ops in feasibility
- **2018 Total Cooperatives in Minneapolis (includes C-TAP):**
  - 137 cooperatives
  - 77 non-housing
  - 43 housing
  - Since 2016, 20 co-ops have incorporated in Minneapolis.
- **Staff Notes:** This program has the potential to have a great impact on the community, it also requires high staff involvement and financial resources, without short term results. We expect small growth and to start creating co-ops within the next two years.



## 2018 Professional Series: At a Glance

### Program Overview

- 6 ideas piloted, 5 were successful
- 12 workshops hosted
- 132 entrepreneurs trained

Program Name	Description	Format	Trainer	Participants
Planning for Profitability	Support paying minimum wages and sick and safe time	Two 1 hour workshops and one-on-one business consulting	Mainstreet Alliance & Cue the Accountant	18
Small Business, Big Impact.	Marketing workshop teaching how to reach target audiences through strategic storytelling	One 7 hour workshop plus one-on-one coaching	Capecci Communications	7
The Business Legal Series	Business legal series covering the topics of finances, lease agreements, negotiations and people management	Three workshops and one-on-one technical assistance	Davis Law Firm	36
Creating Successful Social Enterprises	Workshop to give nonprofits the skills and expertise to successfully launch a social enterprise	Workshops, 10 hours of class time	Propel Non-profits	22
Business Skills for Entrepreneurial Artists	Workshops specialized for entrepreneurial artists covering the topics of business planning, pricing and selling, and negotiations for artists	Workshops and focus groups	Springboard for the Arts	45
Capability Statements for Construction Businesses	Workshop and one-on-one technical assistance to develop capability statements for construction businesses	Workshop and one-on-one technical assistance	Socios Consulting	4

- **Program Description:** A series of events where local professional experts provide training or technical assistance on topics that help take their businesses to the next level. Six ideas were piloted in 2018.

### Goals:

- Respond quickly to specific market needs or opportunities that address the well-being of Minneapolis entrepreneurs and small businesses.
- Support the development of businesses with high potential so they can advance to the next level.
- Support the development of entrepreneurs from economically disenfranchised populations.
- **Staff Notes:** This program was piloted in 2018 to test ideas and utilize high quality, expert, providers to provide specialized training to entrepreneurs. The trainings either focused on a specific topic or were create to help a niche segment of small businesses. We learned many strengths and areas to improve with the pilot and expect to double the participation in this program over the next three years.

## B-TAP 101 Training

**Description:** Train the Trainer

**Format:** Presentation

**Goal:** Teach more individuals and organizations about how different departments within the City of Minneapolis interact with businesses.

**Target Population:**

- B-TAP providers, business associations
- Council Members (and/or representatives)
- City employees who want to better understand the wide range of services and programs the City offers to Minneapolis businesses

**Impact:** 150 people trained since 2015

**Staff Notes:** This is an opportunity to create internal alignment and to build capacity in our staff and community partners

## Food Related Businesses, Train the Trainer

**Description:** Train the Trainer. Partnership with Food Finance Institute, Grow North and the City of Saint Paul. Creating a Financial Package for Food Startups - Navigating the Capital Process.

**Format:** Workshop

**Goal:** Strengthen the technical foundation for trainers in our community partner network who provide technical assistance to food start-up businesses.

**Target Population:** Individuals that actively work with/support/consult with packaged food startups, restaurant owners that want to sell retail products, or farmers looking to do value-added production.

**Impact:** 50 people trained

**Staff Notes:** In 2018 we tested ideas on how to serve more niche businesses. This program was created to increase capacity of our provider partners to provide assistance to food related businesses. We are exploring which services are not covered by Core B-TAP.



## Energy Technical Assistance Program (E-TAP)

**Description:** The Energy Technical Assistance Program (E-TAP) supports the implementation of energy cost-savings practices into everyday operations in small businesses located in the City of Minneapolis. E-TAP is a pilot program of the City's Business Technical Assistance Program (B-TAP).

**Format:** Step 1 - Outreach, Assessment and Action Plan  
Step 2 - Coaching and Action Plan Implementation

**Goals:**

- Increase awareness in the business community about the benefits of energy cost-saving practices
- Promote the adoption of energy cost-saving practices as methods to reduce operational costs in businesses
- Bring energy cost-savings resources to low income and racially diverse small businesses

**Target Population:** Low income and racially diverse small businesses

**Impact:** 200 businesses assessed and 30 businesses with project implementation by June, 2019

**Staff Notes:** Launched in September 2018, we are still piloting this program and it is too soon to measure impact. 50 Audits were conducted from September to Dec 31.