



Business Technical Assistance Program 2026-2027

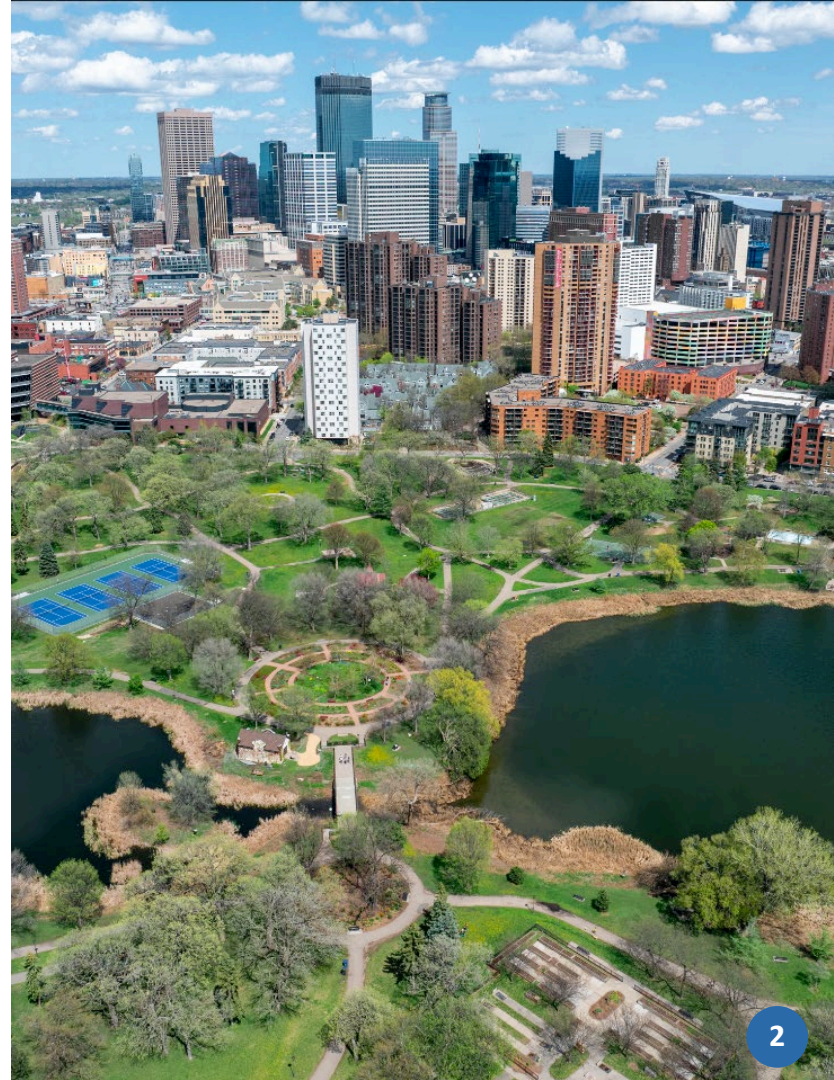
Notice of Funding Availability – Informational Meeting

April 14, 2026

For reasonable accommodations or alternative formats please contact Emily Peterson at Emily.Peterson@minneapolismn.gov.
People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000.

Agenda

1. BTAP overview
2. Eligible applicants
3. Eligible recipients
4. Eligible uses of BTAP funds
5. Reimbursement model
6. Evaluation criteria
7. Next steps
8. Questions





BTAP Overview

- The goal of BTAP is to help small, Minneapolis-based businesses start, retain or expand their business.
- BTAP contracts with local organizations that provide direct business technical assistance to entrepreneurs, small businesses, micro-enterprises, and cooperatives. Contracts are reimbursement based – providers will receive payment after delivering services and submitting invoice/reports.
- BTAP prioritizes support in the City’s Cultural Districts, which are contiguous areas that have historically been impacted by economic exclusion.
- In response to Operation Metro Surge, BTAP will provide funding to organizations to deliver business consulting services to businesses that have experienced negative economic impacts. BTAP will also fund organizations that conduct business outreach and host workshops to help businesses prepare for relief funding opportunities. (\$500,000)



Eligible Applicants

- Non-profit or for-profit organizations that have demonstrated capacity to perform the business consulting work.
- Does not need to be located in Minneapolis but must serve Minneapolis businesses or cooperatives
- Priority is given for applicants serving businesses or cooperatives in one or more of the following:
 - Support for businesses who have experienced hardship due to increased immigration enforcement activities (financial, marketing, etc.)
 - Application and documentation support for businesses applying for economic relief programs
 - Support for businesses located in Cultural Districts
 - Support for businesses facing urgent financial or operational challenges (responsive to referrals or immediate business needs)
 - Support for businesses addressing hardship related to construction activity
 - Legal advising



Eligible Recipients

- The program is available for small businesses, cooperatives, micro-enterprises, and entrepreneurs **throughout the City of Minneapolis.**
 - BTAP generally defines a small business as an independently owned for-profit enterprise that employs 500 or fewer persons.
 - All stages of businesses are eligible to receive BTAP assistance.
- * BTAP exists to increase access to resources that may otherwise be out of reach small-scale businesses. As such, participating businesses may not be charged by the selected applicants for services that are reimbursed through B-TAP funding.



Eligible Activities – Group Trainings

- Applicants can submit a proposal to provide group trainings in 2026-2027.
 - Group trainings **must** address business issues caused by the increased immigration enforcement during Operation Metro Surge.
 - Trainings must be held in Minneapolis or virtually.
 - Maximum of \$15,000 in group training activities per contract.



Eligible Activities – Business Outreach

- Applicants can submit a proposal to do business outreach in conjunction with group trainings and/or 1-on-1 technical assistance.
 - Business outreach in conjunction with 1-on-1 technical assistance will be prioritized.
 - Business outreach to businesses negatively affected by Operation Metro Surge and in the City's Cultural Districts will be prioritized.
 - Business outreach must take place in Minneapolis.
 - Maximum of \$20,000 in business outreach activities per contract.



Eligible Activities – Small Business Technical Assistance

Eligible activities support the economic vitality of local small businesses, micro-enterprises, and cooperatives through one-on-one technical assistance, which may include, but is not limited to:

- Support writing business plans and other strategic planning.
- Assistance with business registration, license applications, and other business set up and regulatory tasks.
- Access to capital by preparing loan packages, cash flow projections and providing financial coaching.
- Bookkeeping training and accounting support.
- Real estate acquisition or lease agreements.
- Support in applying for business certifications.
- Marketing planning and support.
- Preparation to apply for recovery grants.
- Support with succession planning
- Education and support on cooperative business structures as a recovery strategy
- Legal services.

Maximum of \$75,000 per contract, inclusive of outreach and group trainings.



Reimbursement Model

- Small business technical assistance hour caps are per business per service provider.
- Multiple service providers may work with the same business, provided that the services are different.
- To be reimbursed, the provider must provide a technical assistance report. For trainings and outreach City Staff may request a detailed invoice, training materials/outreach materials, and participant details.

Type of Technical Assistance	\$1,000,000 Total Available Funding	Unit Price	Max Hours per Business
Small Business Technical Assistance	\$75,000 cap per provider (inclusive of the below activities)	\$100 per hour (1:1 consulting)	50
		\$125 per hour (1:1 consulting licensed legal provider)	50
		\$125 per hour (1:1 consulting - cooperatives)	50
Business Outreach	\$20,000 cap per provider	Based on proposal	x
Business Training and Workshops	\$15,000 cap per provider	Based on proposal	x

Application Evaluation Criteria

In reviewing B-TAP applications, the review team will consider the following criteria.

1. Applicant's mission, background, and performance:
 - Do the mission, vision, and services of the applicant align with City goals?
 - Does the applicant and/or consultants have a track record serving businesses and the ability to keep appropriate documentation?
 - Does the applicant have an established technical assistance, training, and coaching program?



Application Evaluation Criteria

2. Applicant's services, expertise, and systems:
- What are the applicant's primary services and areas of expertise?
 - What is the organizational capacity to provide business consulting services?
 - How does your organization track outcomes?



Application Evaluation Criteria

3. Priority Populations:

- What is the experience of this applicant working with disadvantaged and distressed communities, in areas of concentrated poverty, or in the City's Cultural Districts?
- What industries, business stages, and/or entrepreneur characteristics does your organization primarily serve?
- Does the applicant demonstrate effective methods of outreach to engage potential clients?
- Are the promotional materials, website, and other marketing tools accessible and appealing to the target population?



Application Evaluation Criteria

4. Contract management and availability of services:

- Did the applicant provide at least two references that can speak to the quality of services received by the applicant in 2025?
- If the applicant is a current or previous provider, do they have a history of utilizing contracted funds?
- Does the applicant have availability of services through other public programs, e.g. Elevate Hennepin?
- Does the applicant send accurate invoices and respond to referrals in a timely manner?





Next Steps

- Questions due by April 17, 2026 at 4:00 p.m. to BTAP@minneapolismn.gov
 - Questions and answers will be posted online under NOFA documents by April 21, 2026.
- Applications due Monday, April 27, 2026 at 4:00 p.m. to BTAP@minneapolismn.gov
- Application review to happen in early May with contracting to begin by mid-May
 - Contract recommendations in 2026 **do not** need to go back to City Council for approval
- If we have questions about your application, you may be asked to do an interview before contract decisions are made.
- All selected applicants must have the appropriate insurance. Insurance requirements can be found on page 9 of the Doing Business with the City Guide: <https://www.minneapolismn.gov/business-services/doing-business-with-the-city/doing-business-guide/>
- Final contract dates will be May, 2026 – December 31, 2027



Questions?