



# Elevate Hennepin<sup>SM</sup>





# Agenda

- Welcome and introductions
- About Elevate
- Overview of program and services offered
- Advisor Expectations
  - Client interactions
  - Administration
  - Communication
- Resources
- Next steps

*Dante Williams, Owner of Vent*

# Elevate Hennepin Objectives

- Hennepin County will be among the best places in the nation to start and scale ventures that build shared wealth and prosperity.

Provide needed resources to businesses that

- Continue to navigate financial hardship, and
- Position businesses to pivot in response to changes in the marketplace



*Elevate Hennepin is led by Hennepin County for Hennepin County businesses, in collaboration with 18 partner cities.\**

*\*see About Us at [elevatehennepin.org](https://elevatehennepin.org)*

# Elevate Hennepin 2023 Overview

1,122

businesses  
served through  
Elevate  
Hennepin<sup>SM</sup>

14,809

hours of  
consulting  
services  
provided

13.2

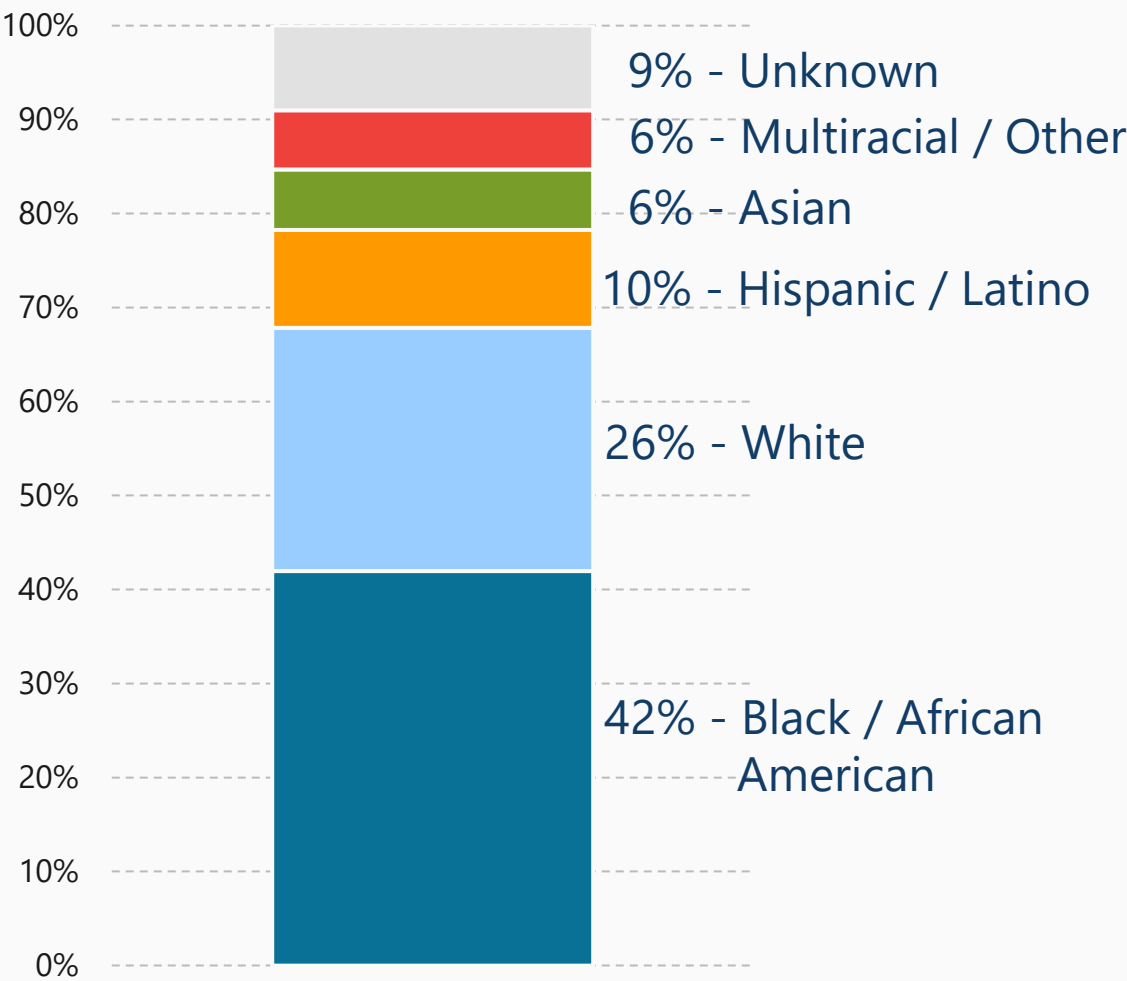
average hours  
of service per  
client

33

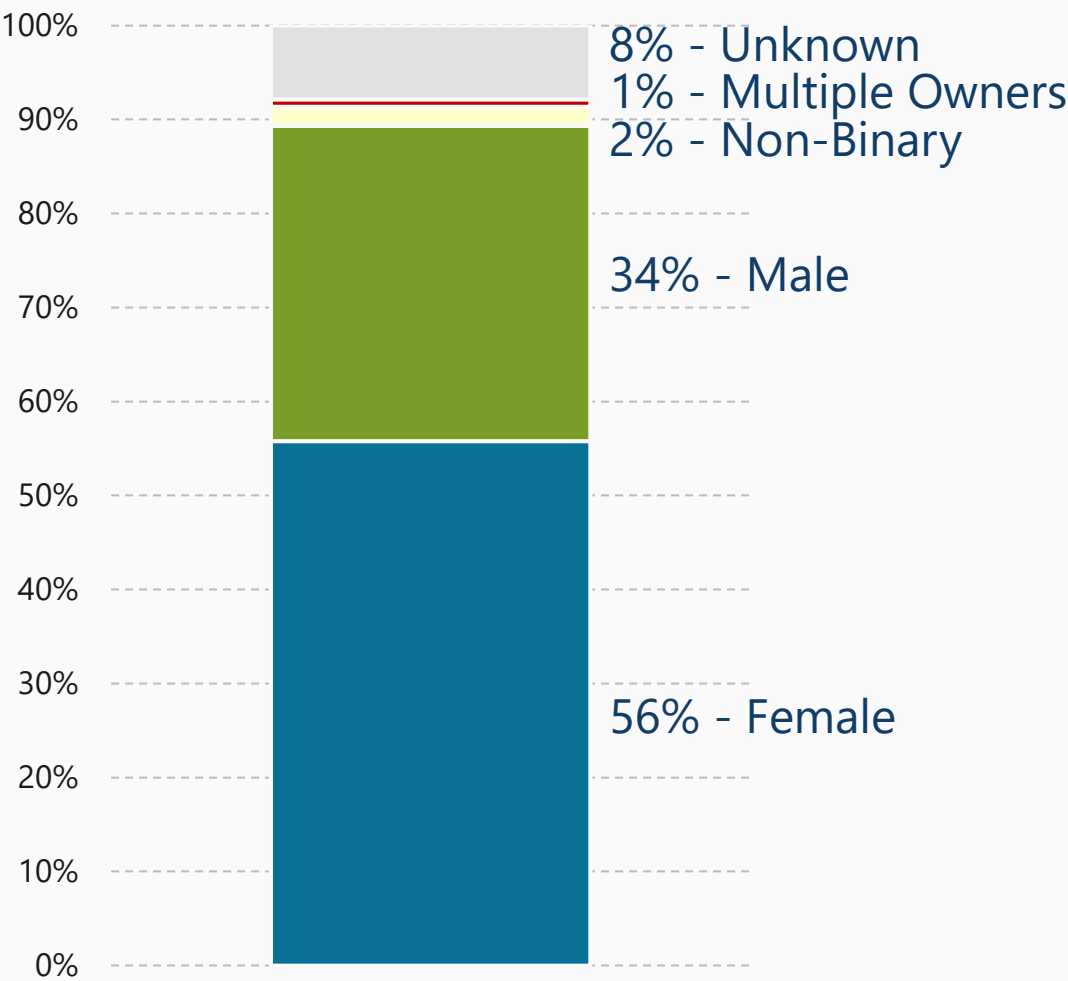
Hennepin  
cities  
represented

# Demographic characteristics (2023)

Race / Ethnicity of Business Owner



Gender of Business Owner



Total =1,122 businesses



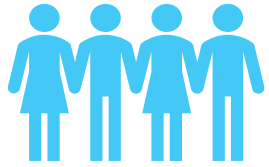
## Expert help for county businesses

“This is an amazing opportunity because I can pass off some of the work to consultants who are experts in their fields, and who also want to help other businesses start.”

Leondra Mitchell, Founder and designer of Nichelle Lee Handmade Jewelry



# Elevate Hennepin Advisors



Foster a **diverse and inclusive** support network



Communicate with businesses throughout Hennepin County



Connect emerging entrepreneurs to business resources in Hennepin County



Offer **current and critical expertise, tactical and practical** problem-solving, while providing learning opportunities



Create and strengthen **peer networks** within the business community



# Welcome to Elevate Hennepin<sup>SM</sup>

[www.elevatehennepin.org](http://www.elevatehennepin.org)

- Curated hub representing multiple agencies (SBA, DEED, Local)
  - Small business events
  - Services and resources
  - Lending pathways
- Professional business resources
  - Provided by Hennepin County for Hennepin County Businesses

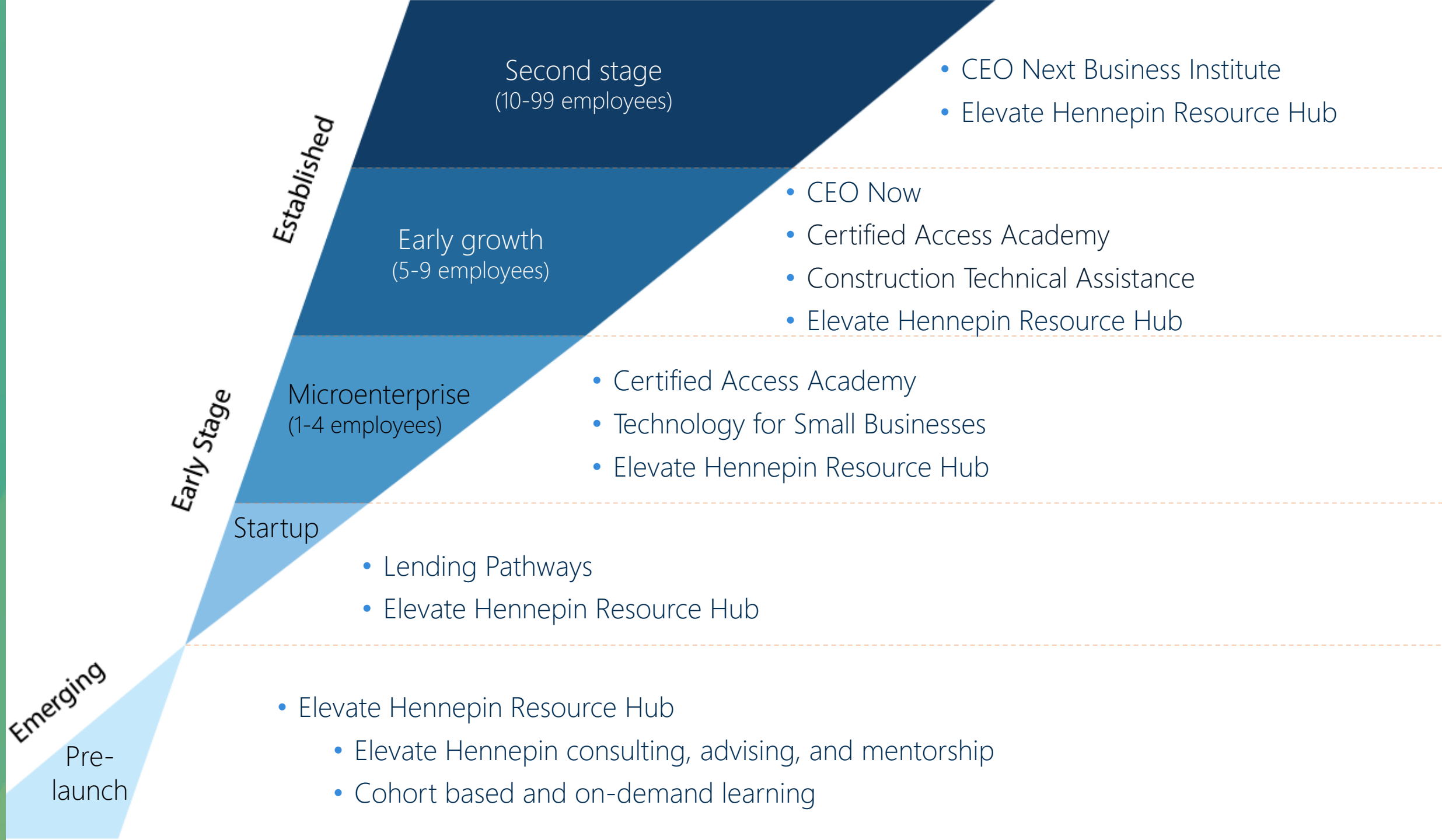




Elevate Hennepin business resources include:

- Curated 1:1 business advisory services
- Cohort learning
- Personal navigation

Vanessa Drews, Owner of Cheesecake Funk



# One-on-One Consulting



# Professional Advisors

- Mission driven for-profit or non-profits
- Community-based
- Culturally-specific, multi-lingual
- Specialized, practical and professional business advisory services





# Advisor Services

- Business planning
- Legal
- Marketing
- Financial management / projections
- Lending and preparation to access capital
- Human resources – NEW!
- Technology support – NEW!

Up to 25 hours *per advisor*



# Cohort opportunities

A photograph of two women sitting on green chairs at a small white table in a modern office. They are both looking at laptops. The office has large windows in the background showing a cityscape. A red triangle is in the top right corner of the image.

# CEO Now

- New **cohort-based** education offering for growth-oriented business owners
- Up to 20 **business owners** per cohort
- **7 months** of focused business instruction and peer learning



*Heidi Oas, Air Quality Engineering, CNBI Alum*

## CEO Next

### Helping 2<sup>nd</sup> Stage Businesses Grow

- ✓ Strengthen infrastructure
- ✓ Expand customers/brand/markets
- ✓ Path to the next level





# Construction Resources

- Eligible contractors in Hennepin County can access three types of resources
  - 1:1 consulting, specialized services from trusted construction industry experts
  - Working Capital Cohort
- [Hennepin County Elevate Hennepin Construction](#)



# Certified Access Academy



- Supporting Women of Color entrepreneurs
  - Contracting with government and corporate entities
  - Semi-annual cohorts





[www.elevatehennepin.org](http://www.elevatehennepin.org)

# Advisor Standards and Expectations: Client Service Standards

# Client Centered Service

- Communication standards
- Finding the right service for your client
- Eligibility
- Conflict of interest



# Communication

- Respond within 48 hours
  - Response must provide pathway for scheduling meeting, NOT a holding place until you can get to them
- Know what you can provide within 25 hours and clearly present to client
  - Provide expectations of client to meet the project scope goals
- Communicate capacity
- Make complete handoffs

# Right fit for client

- Know your strengths and value proposition
  - Let us know nuances
- Refer and collaborate
  - Get to know the network and refer
  - Refer business owners back to our business navigator
- Educate
  - Show clients Elevate Hennepin
  - Let client know about other resources
  - Let them know they will be placed on our newsletter list



# Eligibility for Elevate Hennepin Advising

- Must be located in Hennepin County
  - Verify address at [Hennepin County Property Information website](#)
  - Idea stage businesses (no business yet) must have Hennepin County address
  - Established business owners seeking to move to Hennepin County must provide purchase agreement or leasing intent in the County
  - Rental in a co-working space counts

# Eligible activities

## Eligible activities:

- In general: advising and consulting that get business owners to next step
- Focus on building capacity of business owner to
  - Understand processes
  - Develop skills and strategy
  - Implement tools that will stabilize and strengthen

## Out of scope:

- Ongoing, day-to-day business operations
  - Preparing taxes, web site maintenance, equipment maintenance
- Complex and large projects are beyond the scope of Elevate
- Certain services described in individual scopes (litigation, tax preparation/filing, etc.)

# Defined Scope of Services

## Eligible activities:

- Initial project scope completed within 25 hours
- Contracts allow for up to 3 hours of general business advice outside of contract services
- Additional hours may be requested on a form provided by Hennepin County



### Additional Hours Request Form

In some cases, a client seeking services from an Elevate Hennepin<sup>SM</sup> advisor may need more than 25 hours to complete work or advance the business. If this is the case, we ask the advisor to complete this request form. Hennepin County staff will review this form and let you know if the request is approved or if they have questions. Please contact [economic.development@hennepin.us](mailto:economic.development@hennepin.us) with questions.



# Out of scope

- Real estate development companies or projects
  - Income primarily derived from real estate, property management & property transactions
- Services for relatives and family members
- Activities for your own business
- Any services that may result in a perceived or real conflict of interest
- Complex and large projects, requiring more than 25 hours of service

# Conflicts of interest

- Promotion of fee for service work (i.e., "selling")
- Referring client to paid activities within your organization (classes, etc.)
- Lobbying and advocacy activities
- Service to relatives and family members

**Review your contract carefully and ask questions!**



## Eligible expenses

- Time spent with client
- Initial intake, up to 30 minutes
- Flat admin fee of \$375, quarterly

## Out of scope

- Preparing a professional scope of services, tailored to the client
- Sustained time connecting with unresponsive clients

**We expect that overhead is included in your hourly rate.**

# Advisor Standards and Expectations: Administration

# Certifications and acknowledgments

## REQUIRED!!

- Incorporated into the “Connect with Advisor ” form.
  - If you receive a connection through the web site, **no further action is needed.**
- Link to “Connect” form:  
[https://hennepinco.az1.qualtrics.com/jfe/form/SV\\_aYoL46hNcRcFduS](https://hennepinco.az1.qualtrics.com/jfe/form/SV_aYoL46hNcRcFduS)
- Connect form is **preferred method** of obtaining this documentation.

### LANGUAGES SPOKEN

- English

### QUESTIONS

Not sure where to start? [Book 15 minute consultation with a Business Resource Navigator.](#)

### CONNECT WITH ADVISOR

Fill out a short form to connect with this advisor

Connect with Advisor

# Certifications and acknowledgments

- **Protects** Hennepin County, advisor, and client
- Asks client to acknowledge **personal responsibility** for business
- Informs client about **how data will be shared** and associated data **privacy rights** under state law
- Will be added to the **Elevate newsletter**
- Client agrees to provide feedback via **surveys**

# Certifications and acknowledgments

- Walk your clients through acknowledgements verbally
- May be incorporated into existing CRM and paperwork.
  - If you choose this option, you must provide documentation that it has been implemented within the organization, and you are responsible for maintaining records for six years.
- A copy will be sent with your invoice template

# Invoicing

- Completed quarterly – HARD DEADLINES
- Submit on the last day of the quarter
- Monthly accepted





# Invoicing

- Form provided that is unique to each organization
- Please allow up to 2 weeks for payment *after* we let you know it has been processed
- **Checks are mailed** unless you sign up for ACH
- **Sign up for ACH** by completing [this form](#).
  - Email [Simran.Aryal@hennepin.us](mailto:Simran.Aryal@hennepin.us) to let her know!

# Invoicing tips

- **Don't wait** until the end of the quarter
- Data is emailed to you by the system and in a **weekly roundup**
  - Populate your invoice template with this data
- **Complete all information requested**
- **Outcomes are essential** and should focus on how the client was able to implement your services and make a change in business
- **First invoice due on June 30<sup>th</sup>**

# Advisor Standards and Expectations: Communications

# Branding

- Use Elevate branding standards
- We make it easy! We provide communications tools you can use to promote your services and Elevate Hennepin:
  - [Communications Toolkits \(hennepin.us\)](https://hennepin.us/communications-toolkits)
  - Guidelines, and can be tailored to meet your needs

Not sure? Contact us!

# Share with your network

- Create page on your web site
- Carry “Elevate” business cards and table tents to events and presentations
- Share on social and newsletters using our [Communications Toolkits](https://www.hennepin.us/communications-toolkits) ([hennepin.us](https://www.hennepin.us))



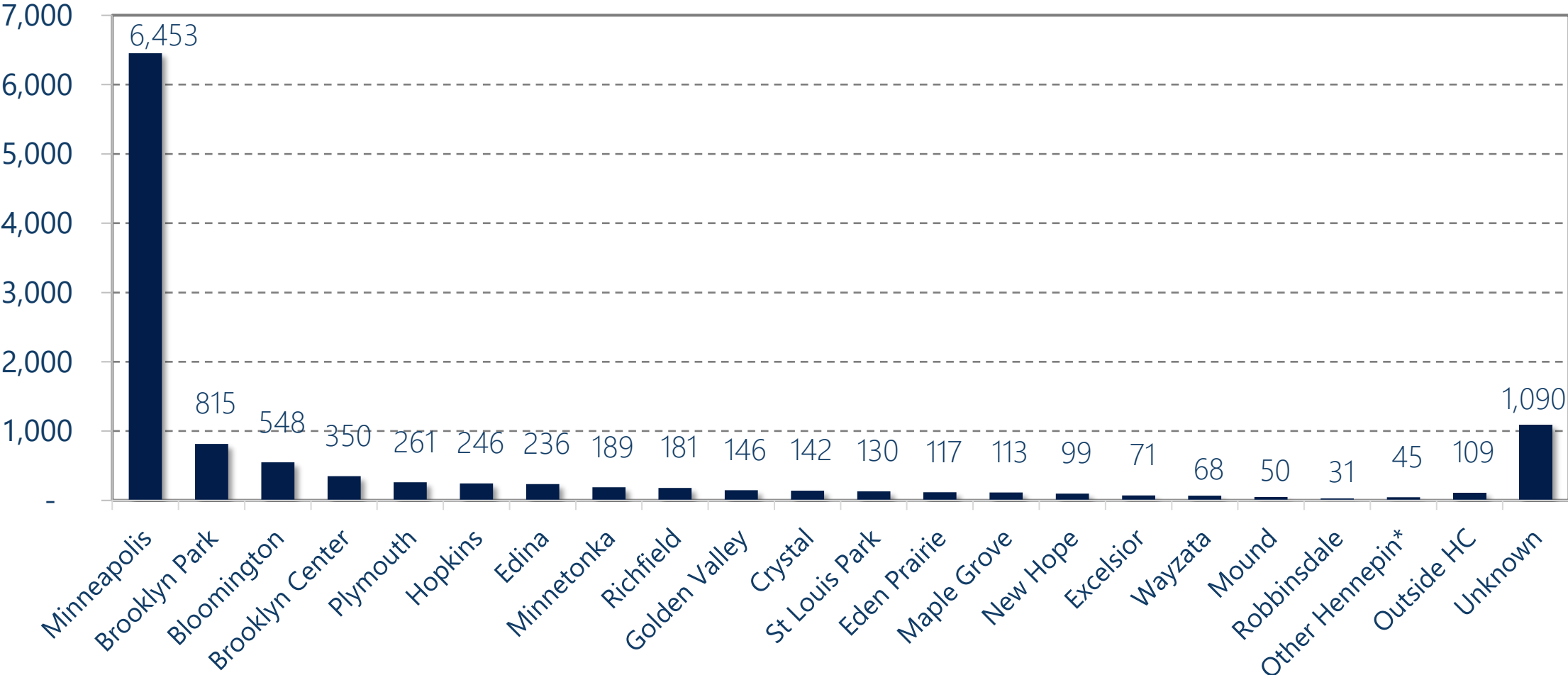
# Stay in touch

- Share free events and opportunities offered through your org
  - HC newsletter has over 7,000 subscribers
  - We will post on the Elevate events page
  - We will like or re-share social posts from your org if you email us a link
  - Advisor profiles and success stories for newsletter

# Connect with City Partners

- 18 Cities in greater Hennepin County are financial contributors
- Talk to business groups (invitations facilitated through HC)
- Small Business Centers
  - Bloomington
  - Brooklyn Park

# Hours of advisory services by location, 2020-2022



# Advisor Standards and Expectations: Resources



## Resources: Hennepin County Library

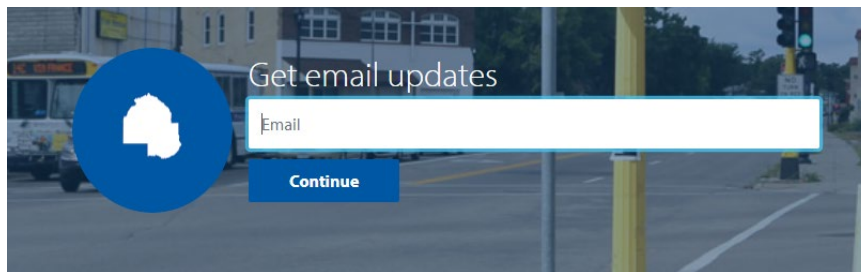
- Trademarks and patents
- Skill-building videos through LinkedIn Learning  
Quickbooks, Microsoft office, leadership development,  
and much more
- Sophisticated market research databases
- Business plan templates

**Learn more:** [hennepin.us/economic-development/programs/Library](https://hennepin.us/economic-development/programs/Library)



# Resources

- This PowerPoint
- Invoicing FAQ (to be sent)
- [Communications Toolkits \(hennepin.us\)](https://hennepin.us)
- Elevate Hennepin Newsletter



# Monthly Meetings

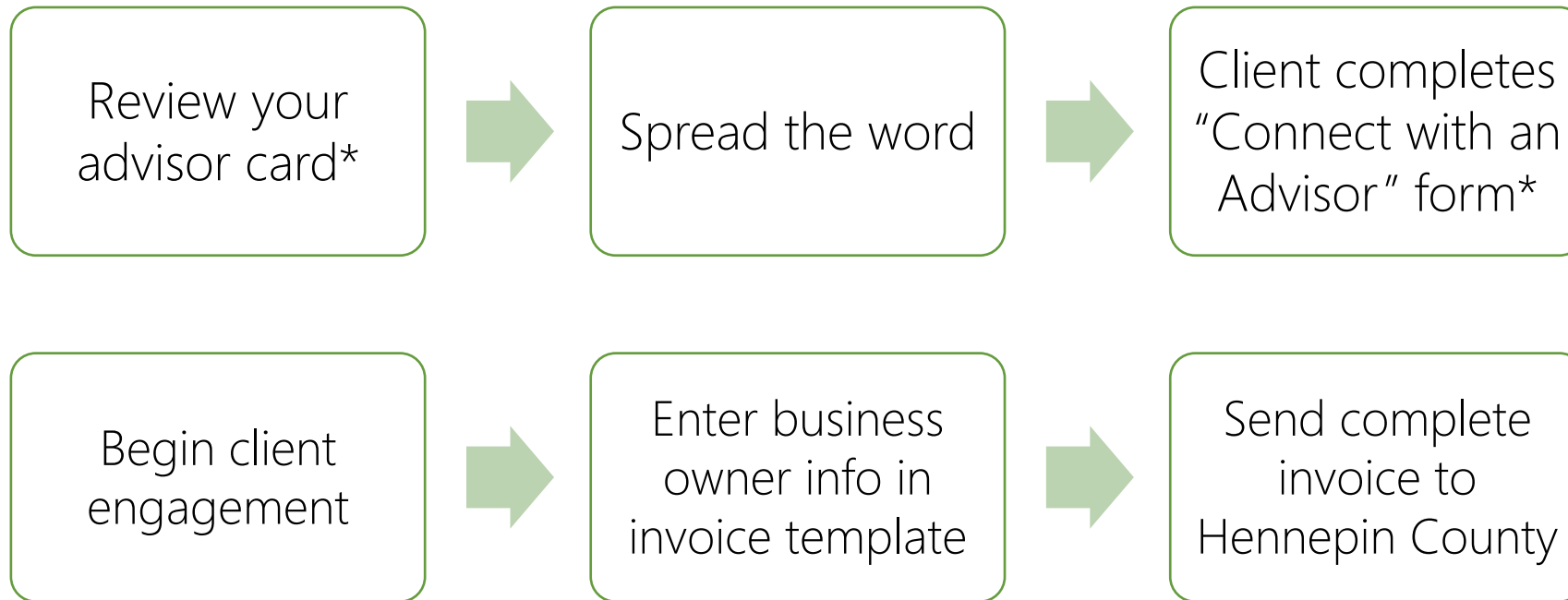
- Bi-weekly to start, with focus on advisor presentations
- Features on different opportunities and contacts in the regional ecosystem
- Admin and training updates

# Key contacts

Contact	
Contract signatures and amendments	Simran Aryal, Patricia Fitzgerald
Business resource navigation	Ixchel McKinnie
Advisor check ins	Ixchel McKinnie
Communications / profiles	Nick Upton
Invoicing	Nikil Manayathara, cc Ixchel McKinnie
Web and contact administration	Nikil Manayathara, cc Ixchel McKinnie

Email format: `firstname.lastname@hennepin.us`

# Let's get started!



\*Advisor cards are located under "Resources" on [www.elevatehennepin.org](http://www.elevatehennepin.org)

\*Connect with an advisor form is located on your advisor card

Questions?



# Back pocket slides

	Marketing	Legal	Loan and grant assistance	Finance	Planning, Evaluation	Other
A.M. & Associates						Human Resource document development
African Career and Education Resource (ACER)			x			
African Development Center (ADC)			x			
Asian Media Access Chinese-American Chamber of Commerce					x	Digital Access
Backpocket Strategies					x	
Better Business Bureau of MN & ND	x					
Clear Talk Accounting				x		
Davis Law Office PLLC		x				
Hortensia PLLC		x				
Impact Hub					x	Entrepreneurship 4 Good Cohort

	Marketing	Legal	Loan and grant assistance	Finance	Planning, Evaluation	Other
Hmong American Partnership			x	x	x	
JLLB Media	x					
Kharis Consulting					x	
Khoo Consulting	x					
Latino Economic Development Center (LEDC)			x	x	x	
LegalCORPS		x				
Led by TRUTH					x	Coaching
Minneapolis Business Mentors						Mentorships
Neighborhood Development Center (NDC)	x		x	x	x	Digital Access
New American Development Center			x		x	
NewPublica	x					

	Marketing	Legal	Loan and grant assistance	Finance	Planning, Evaluation	Other
NextStage			x	x	x	
Nexus Community Partners						Cooperative businesses
Open to Business			x	x	x	
Connect Up!			x	x	x	
Sigma Consulting and Training			x	x	x	
Springboard for the Arts					x	
The Activate Network						Certified Access Academy Cohort
Victor Jones Consulting				x	x	
Women Venture			x	x	x	
Technologist Computers SBC						Technology implementation



# Resources: Business Recycling Grants

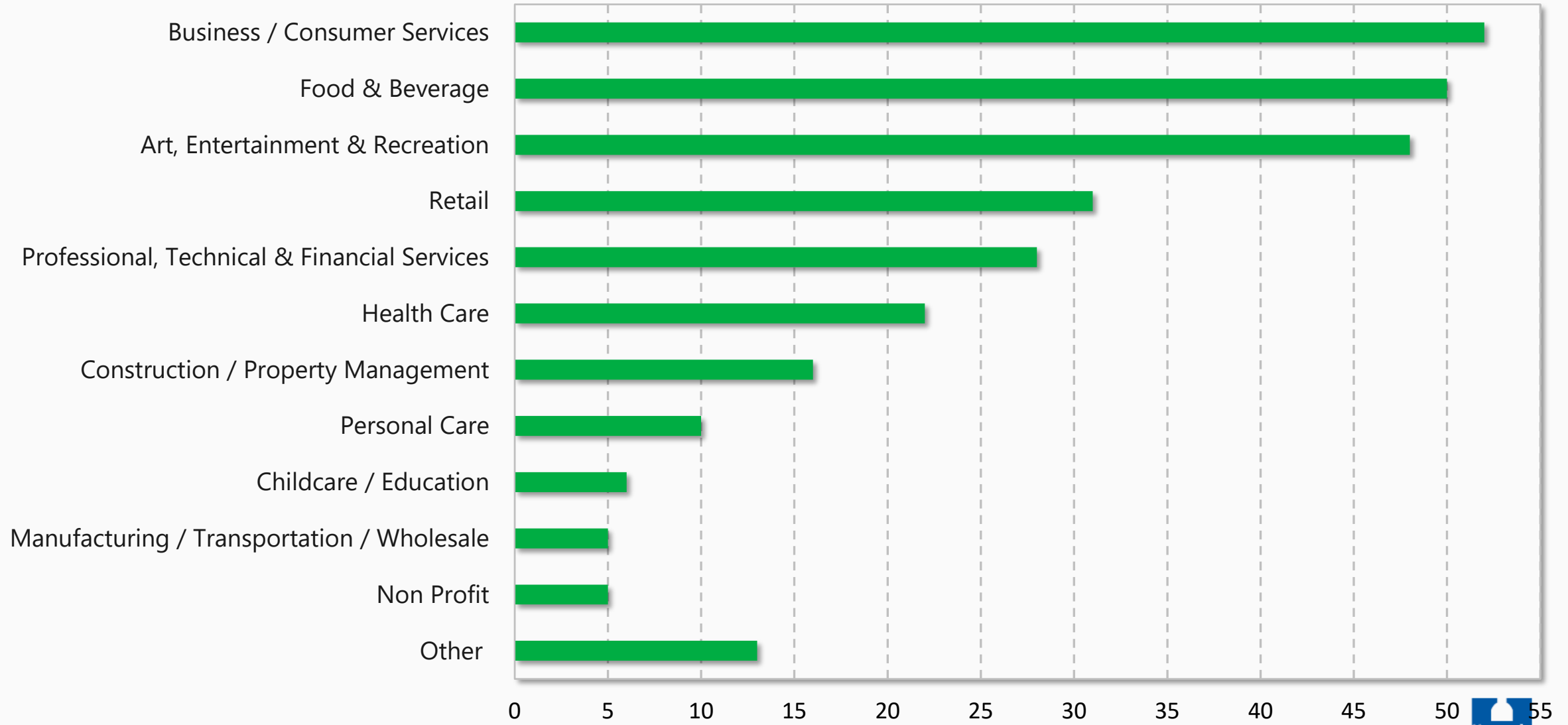
Grants can be used for expenses including:

Recycling containers, Organics recycling setup  
and supplies, reusable food service supplies and  
other waste-reduction efforts

Businesses and organizations can also get signage, educational materials, and consulting to help them start or improve recycling programs.

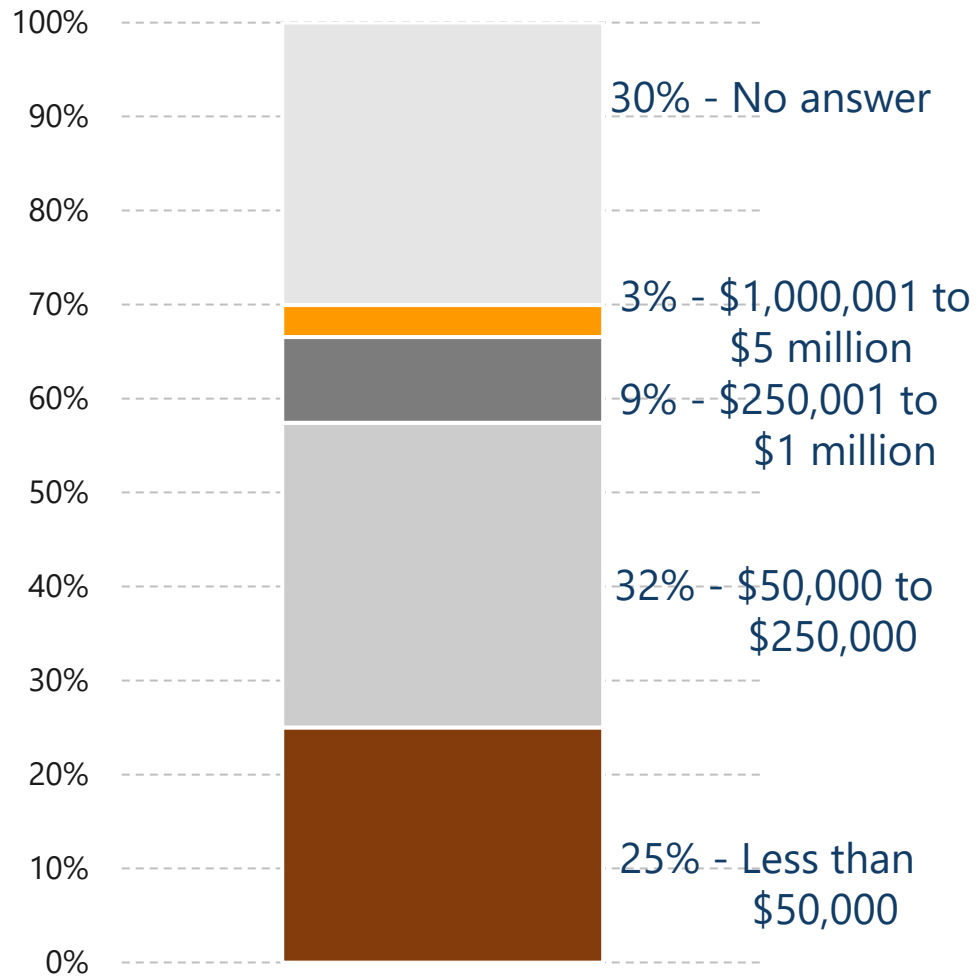
**Learn more:** [hennepin.us/business/recycling-hazardous-waste/business-recycling](https://hennepin.us/business/recycling-hazardous-waste/business-recycling)

# Business Sectors (Invoice Survey)



N = 286 businesses from Invoice Outcome Survey

## Business Size - Gross Sales



N = 296 businesses from Invoice Outcome Survey

## Business Size - Employees

