



# Small Business Assistance Partnerships Program

Small businesses are the backbone of communities across Minnesota. Entrepreneurs are best set up for success, when they are able to navigate the complex landscape of accessing resources and creating internal systems that allow their businesses to grow and thrive. In Minnesota, we know how to leverage our resources in ways that support individual entrepreneurs and small businesses in every single district across the state.

**Proven programs like the Small Business Assistance Partnerships provide strong and sustained returns on investment. Let's continue to resource what works!**

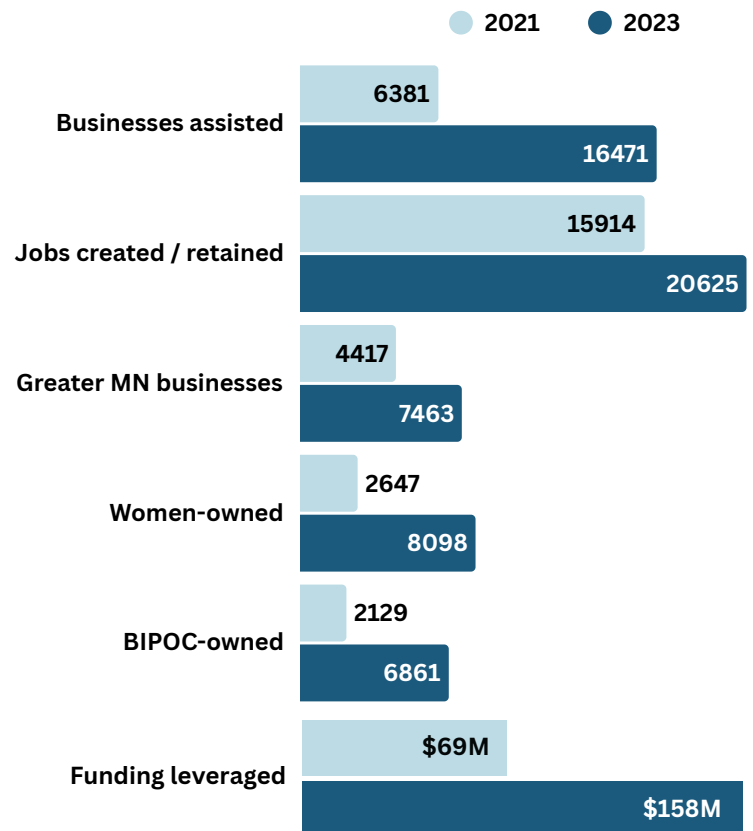
## \$7.4 million for Small Business Assistance Partnerships

**Spark and sustain economic prosperity for small businesses statewide**

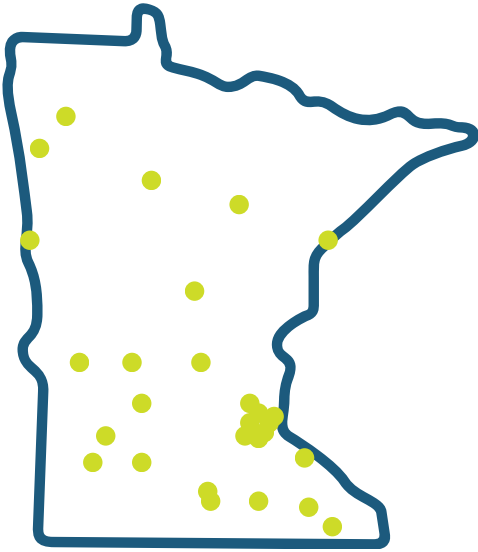
The Small Business Assistance Partnerships program contracts with trusted and regionally aligned nonprofits to provide **high-quality free professional business development**, education, subject matter expertise and technical assistance.

In 2023 alone, the partnership assisted nearly 16,500 businesses and created or retained more than 20,000 jobs — **but the program faces a \$7.4 million budgetary shortfall** in the next biennium.

We need to close that gap to continue to propel prosperity for tens of thousands of small businesses across the state.



*\*\*Data from DEED*



The Small Business Assistance Partnerships program supports economic development statewide

## 41 ORGANIZATIONS

contracted with DEED in 2023 to provide technical assistance

### SUCCESS STORIES



#### **Elevate Community Business Academy | Kandiyohi County, MN**

The Elevate Community Business Academy, is a partnership between the Southwest Initiative Foundation, Kandiyohi County Economic Development, and Rising Tide Capitol with funding support from MN DEED's Small Business Assistance Partnerships Program. Since starting in 2021, Elevate has had 103 graduates that resulted in 35 new small businesses in Kandiyohi County alone. These small businesses range from grocery stores, a 500-head goat farm, and an event center. These small businesses not only help serve their communities, but they also generate economic activity and strengthen communities in Kandiyohi County.



#### **AVARI BEAUTY | White Bear Lake, MN**

Avari Beauty is an Indigenous-owned esthetician salon and brand owned and operated by Kari Tribble. With a deep passion for empowering individuals to embrace their unique beauty, Kari built and operated her business with unwavering dedication since 2018. When it was time to continue the growth of her company she worked with Tyler, an MCCD Business Advisor, to develop a plan to purchase a building and secure financing, utilizing MCCD funds to leverage additional public and private financing.



#### **CONTACT**

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