



Luis Mendoza– Business Advisor – City of Northfield  
1/1/2025 – 06/30/2025

#### Clients Served YTD

Existing - Challenged	4
Existing -Opportunity	4
Pre-start planning	3
Start-up	2
<b>Total</b>	<b>13</b>

#### Business Owner Demographics YTD

	# of Clients
Low-Income Owned	8
BIPOC or Immigrant Owned	5
Woman Owned	4

#### Program Hours

	TA	Program HRS
1 <sup>st</sup> QTR	21	30
2 <sup>nd</sup> QTR	12	35
<b>Total</b>	<b>33</b>	<b>65</b>

TA: Client Meetings, Providing Resources, Client Calls, Client Deliverables, Loan Packaging

Program HRS: City Initiatives, Program Outreach, Public Events, City Meetings, Research, Data/Admin, General Inquiries

*"MCCD helped me understand what it takes to start my business. Their support made the process feel organized and within reach."*

**Industry Segment YTD**

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Construction / Real Estate	3
Food	2
Retail	3
Service	1
Health / Fitness / Consulting	4
<b>Total</b>	<b>13</b>

**Referral Source YTD**

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Municipality	4
MCCD Partner	2
Other	7
<b>Total</b>	<b>13</b>

**Highlights, Networking, & Outreach****Programming, Partnerships, & Trainings**

- April 8 – In partnership with UMN Law School MCCD hosted a virtual Q&A session on small business law. We host this free virtual event twice annually and it is designed for business owners at any stage. Law student panelists work with their supervising attorney to answer questions and provide legal resources and guidance to help navigate law questions and concerns. 25 attendees joined and the event was a huge success.
- June 30 – Earlier this year, MCCD rolled out our hybrid [lending information sessions](#) every other Tuesday at noon via zoom and in person at the MCCD office. This year to date our team has hosted 11 sessions with 30 attendees. The sessions are designed to give potential loan applicants a solid understanding of our loan application process.
- July 30 – Join us for our upcoming webinar: Understanding Immigration Policy and Impacts on Small Businesses hosted by MCCD with panelists including Kwame Osafo-Addo, Attorney and Owner at TruLegalBiz; Brenda Pfahnl, Attorney and Owner at Colibri Legal PLLC; and Lisa Zamora and Diana Salas from the MN Department of Labor and Industry. The discussion will include current updates and practical information for businesses regarding Immigration Policy. Register [here](#).

## Advertising & Outreach

- Submit content to MCCD's Business Resource Newsletter! MCCD community partners are invited to submit their own events, trainings, and more to be included in MCCD's Business Resource Newsletter. Information should be relevant/tailored to local small business owners and entrepreneurs. Email your content to Mara Brooks, MCCD's Communications & Data Coordinator, at [mbrooks@mccdmn.org](mailto:mbrooks@mccdmn.org)
- April 2 – MCCD launched its Lending [E blast](#), a semiannual update on our loan program, loan products, and lending team. The e blast went out to all lenders and financing partners in our network.
- April 17 – MCCD participated in a Small Business Resource Fair hosted by the Neighborhood Development Center, Metro State University and Stearns Bank. The fair provided expert advice, networking opportunities, and valuable resources to help small businesses grow and thrive.
- May 9 – MCCD staff joined over 300 attendees and 65 vendors at the St. Paul Small Business Summit & Expo, presented by Wells Fargo during National Small Business Week. The event provided a platform for networking, learning, and celebrating local entrepreneurs. MCCD client and consultant Britany Howard of Victory Business Solutions was honored as the 2025 Minnesota Young Entrepreneur of the Year by the Small Business Administration.
- June 4 – MCCD attended the West Side Businesses Unite! event at the Wellstone Center to lend support and connect with local entrepreneurs. The event focused on fostering connections among West Side St. Paul business owners and sharing information about the Commercial Corridor Organization Assistance Program, a resource aimed at helping small businesses thrive through upcoming commercial corridor developments.
- June 12 – MCCD participated in the Black Business Network's Business Fair and Silent Auction located at Allianz Field which celebrated black-owned businesses throughout the region.
- June 16 – MCCD's Howard Bailey spoke as a panelist at the University of St. Thomas's Access to Capital event highlighting financing opportunities for small businesses. Other panelists included Northeast Bank and US Bank.
- The advertisement library is up to date with the most recent ads and flyers for OTB. Access the library [here](#).
- In addition to lending outreach, written or in-person presentations were made and/or networking efforts were made including a meeting with the Northfield Area Chamber of Commerce.

***"With MCCD's support, I'm following the steps to get loan-ready so I can secure funding to grow my business, move the project forward, and reach more customers. Their guidance has made the process clear and manageable."***