



Business Advisor for City of Northfield:  
 Vicky Gonzalez, vgonzalez@mccdmn.org  
 Q4 2023 ending 12.31.2023

**Clients Served YTD**

Client Inquiry	10
Existing - Challenged	1
Existing -Opportunity	5
Pre-start planning	9
Start-up	4
<b>Total clients</b>	<b>29</b>

**Business Owner Demographics YTD**

Low-Income Owned	12
BIPOC or Immigrant Owned	16
Woman Owned	12

**Program Hours**

	TA	Program HRS
1 <sup>st</sup> QTR	26.00	45
2 <sup>nd</sup> QTR	24.50	60
3 <sup>rd</sup> QTR	56.00	74
4 <sup>th</sup> QTR	22.75	25
<b>Total</b>	<b>129.25</b>	<b>204</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

*“You've provided a wealth of information and resources...and we are very grateful for your support and guidance.”*  
 Northfield Client

**Industry Segment YTD**

Construction / Real Estate	3
Food	6
Retail	7
Service	9
Other	4
<b>Total</b>	<b>29</b>

## **Referral Source YTD**

Friends and Family	2
Municipality	21
MCCD Partner	1
Other	3
Web	2
<b>Total</b>	<b>29</b>

## **Highlights, Networking, & Outreach**

### **Funding & Policy Updates**

- November 9 – Along with clients and partners, MCCD held our Annual Meeting to celebrate collective community impact. Read the accompanying [Annual Report](#) which summarizes achievements in policy, advocacy, field building, small business development, lending, and shared ownership.
- December 13 – MCCD was recognized as a recipient of [DEED's Small Business Assistance Partnership Grant](#) designed to support organizations dedicated to empowering BIPOC entrepreneurs and small business owners.

### **Programming, Partnerships, & Trainings**

- October 10 – The Open to Business team participated in the first annual teambuilding retreat. The team gathered to reflect on 2023 and look ahead to 2024.
- November 8 – In partnership with accounting firm Tax Actions of Minneapolis, MCCD hosted a bookkeeping and accounting Q&A webinar. The event provided an overview of bookkeeping practices for small businesses as well as a Q&A section.
- November 14 – MCCD, alongside Mni Sota Fund and Shared Capital Cooperative, collaborated with the MN Small Business Administration District Office to organize a Capital Strategies Symposium to discuss constructing a more inclusive finance system. The event featured remarks by Geri Sanchez Aglipay, Regional Administrator, SBA, Neela Mollgaard, Executive Director, DEED Office of Small Business Innovation, and St. Paul Mayor Melvin Carter.
- November 17 – In partnership with the UMN Law School, MCCD hosted a Small Business Law Q&A webinar where legal experts provide transaction-based legal assistance to small businesses on a variety of subject matters including entity formation, owner distributions, and commercial lease review.
- December 1 – MCCD rolled out a [Holiday Shopping Guide](#) which featured clients and businesses in our community.

- January 19 – Join the Open to Business team as we host our first in person Small Business Planning Workshop of 2024 at the MCCD Office. The training is open to entrepreneurs throughout the region and will provide attendees with the tools and resources needed to write a business plan.

## Advertising & Outreach

- The Open to Business advertisement library is up to date with the most recent ads and flyers for OTB. New ads will be created and updated periodically so keep checking back. The library was created to help streamline how we share ads with partners and to give partners direct access to choose ads that meet their needs. Access the Ad Library [here](#).



*Elle at the Hispanic Heritage Celebration in Northfield*