



Minority Business Assistance & Recovery Kickstart

The Minority Business Assistance and Recovery Kickstart (MBARK) Program, in partnership with the Rancho Cordova Chamber of Commerce, is offering a 10-week intensive program designed for small business owners looking to grow their operations while meeting like-minded business owners. The program features in-language assistance delivered in a culturally aware environment. Business owners meet for 1.5 hours/week and will explore a variety of topics relevant to expanding their business acumen and overall growth plan. Upon completion of the 10-week program, business owners will receive a \$1,500 stipend to be used for business improvement recommended by subject matter experts leading the cohort.



Are you ready to take your business to the next level?

COHORT CURRICULUM:

- Keys to Effective Business Planning
- Crisis Communications Training for Small Business Owners
- Business Coaching Session #1
- Financial Basics for Small Business Owners
- Understanding and Building Business Credit
- Funding Options for Your Small Business
- Operating within your Jurisdiction
- Creating a Compelling Brand and Marketing Strategy
- Strategies for E-commerce, Web, and Social Media
- Business Coaching Session #2

PROGRAM TIMELINE:

- Application period opens - May 28, 2024 (City of Rancho Cordova businesses)
- Application period closes - August 9, 2024
- Application review period - August 12 - 30, 2024
- Awardees notified - September 2, 2024
- Cohort begins - September 5, 2024 (Meetings are to be held in-person)
- Cohort ends - November 14, 2024
- Graduation Ceremony; stipends awarded - November 20, 2024

GUIDELINES & EXPECTATIONS

- Approximately 10 businesses will be selected to participate in the program.
- Sessions will be held on **Thursdays** from **5:30 p.m. - 7:30 p.m.**
- Each program participant is expected to complete all 10 sessions. The first session and last session are **MANDATORY**. Missing them disqualifies you from receiving the stipend.
- Two virtual business coaching modules are held on Zoom. Cohort participants are required to attend both coaching sessions for the entirety of the virtual session.
- Participating businesses will need to identify a primary and a secondary leader to participate in the cohort.
- Each participating business is expected to complete an Evaluation Form at the end of each session.
- **Any individual who has already participated in the MBARK program is not eligible to participate again.** This includes being the Secondary Company Leader for another business and individuals who lead multiple businesses (e.g., no double dipping).

ATTENDANCE

- Attendance will be taken at the beginning of each session.
- All participants are expected to complete all 10 sessions and corresponding evaluations.
- If the primary leader is not able to attend, the secondary leader may attend as a representative of the business. The secondary business leader cannot attend in place of the primary business leader for more than two consecutive modules in a row. However, they may join the primary in attendance. Employees/proxies who are not identified as the primary or secondary company leaders cannot attend in their place. This would be considered an absence/missed session.
- A business that has missed more than three sessions will not be eligible to receive the stipend.
- Graduation is **MANDATORY** for cohort participants to attend.

COMPLETION OF COHORT

- Upon completion of the cohort and expectations listed above, the team will review the participant's status and if successfully completed, we will provide a certificate of completion and a \$1,500 stipend.
- *Note that the stipend will be made out to the name of the business, not the business owner.*