



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
- Understanding and Building Personal and Business Credit
- Best Practices for Managing Your Small Business Financials
- Operating Within Your Jurisdiction and What You Need to Know
- Funding Options for Your Small Business
- Creating a Compelling Brand and Marketing Strategy
- Strategies for E-commerce, Web and Social Media
- Crisis Communications and Media Training
- Two Business Coaching Sessions

PROGRAM TIMELINE:

- Application period opens - August 21, 2023 (City of Rancho Cordova businesses)
- Application period closes - September 1, 2023
- Awardees notified - September 1, 2023
- Cohort begins - September 6, 2023 (Meetings may be held in-person or virtually)
- Cohort ends - November 8, 2023
- Graduation Ceremony; stipends awarded - November 14, 2023
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Program Application

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****TO APPLY, A BUSINESS MUST HAVE A PHYSICAL LOCATION IN THE CITY OF RANCHO CORDOVA****

Owner/Company Information

Owner's Name:

Company Name:

Business Address:

Email:

Phone:

Industry/Type:

Employees:

Years in Business:

Secondary

Company Leader:

What language do you prefer?

 In-language spoken:

 Written:

WHY ARE YOU INTERESTED IN PARTICIPATING IN THIS PROGRAM?



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GUIDELINES & EXPECTATIONS

- Approximately 10 businesses will be selected to participate in the program.
- Each program participant is expected to complete all 10 sessions.
- Participating businesses will need to identify a primary and a secondary leader to participate in the cohort.
- Business coaching sessions are included in the program curriculum and cohort participants are required to attend two coaching sessions.
- Each participating business is expected to complete an Evaluation/Reflection Summary Form at the end of the training program.
- Sessions will be held on Wednesdays from 5:30 p.m. - 7:30 p.m.

ATTENDANCE

- Attendance will be taken at 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. 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 one session will not be eligible to receive the stipend.

COMPLETION OF COHORT

Upon completion of 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 \$1,500 stipend.