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Multicultural Business and Entrepreneur Center (MBEC) Update

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- Overview of the MBEC
- Customer Success Stories
- Highlights
- Success Metrics
- Next Steps



- Free business support
 - Currently available in English and Spanish
- No limit on number of appointments
- Funded by the American Rescue Plan Act (ARPA)
 - Includes three Business Connectors
 - Programming
- Alignment with EHO Strategy, Recovery Plan

The logo is contained within a white rectangular border on an orange background. The text is white and reads: "MULTICULTURAL BUSINESS & ENTREPRENEUR CENTER". The word "BUSINESS" is significantly larger and bolder than the other words.

MULTICULTURAL
BUSINESS
& ENTREPRENEUR CENTER



- Lack of consistent engagement specialists in the community who could speak Spanish, or work with diverse communities.
- Prepare and create sustainable businesses in our community.
- Create a path to generational wealth.





Consistent Spanish language
business support



General business
guidance

Specialized consultants



Focused on
growth/expansion

- Helped with the launch of the food truck, Las Catrinas LLC
- Maria and Jesús Castro - Fuerza Latina Steering Committee Members and owners of Clean House Co
- Assisted established business with:
 - Small Business Recovery Grant
 - Go through government processes
 - Social media feature for appreciation and awareness



Process Improvement

FC Lean

supported intake, customer journey, and survey process

Grant Support

Scheduled **40 grant support** appointments

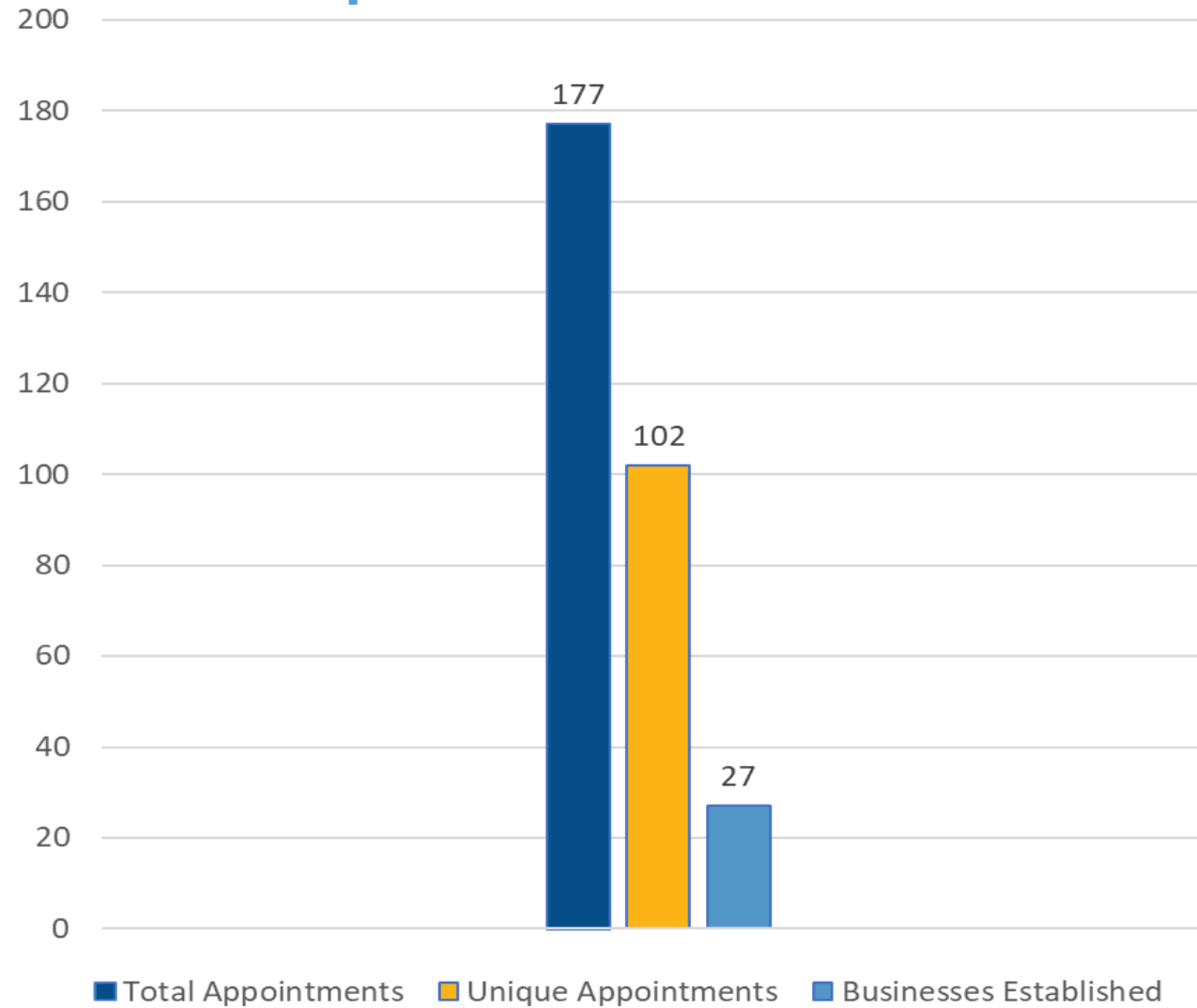
21 of those were awarded Small Business Recovery Grants.

Digital Empowerment

Partnered with Larimer SBDC

Distributed 14 free Chromebooks that included a technology and finance course

April – December 2022



*Assisted with the registration of the business with the state.

	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A	Responses
You have a clearer direction for your business after this visit: Count Row %	18 81.8%	4 18.2%	0 0.0%	0 0.0%	0 0.0%	22
The City is a trustworthy partner: Count Row %	18 85.7%	3 14.3%	0 0.0%	0 0.0%	0 0.0%	21

	Muy de Acuerdo	De Acuerdo	No Estoy de Acuerdo	Muy en desacuerdo	N/A	Responses
Tiene una dirección más clara para su negocio después de su visita: Count Row %	36 92.3%	3 7.7%	0 0.0%	0 0.0%	0 0.0%	39
La Ciudad es una organización de confianza: Count Row %	37 94.9%	2 5.1%	0 0.0%	0 0.0%	0 0.0%	39

- Of 61 individuals surveyed post-appointment:
 - 39 utilized Spanish services
 - 32 Identified as Women,
 - 48 Identified as Hispanic/LatinX

- Workshops with local industry experts and partners
 - Spanish workshops Jan, Feb, March with Larimer SBDC and Latino Chamber
- Technical Assistance Grants
- Marketing and Outreach
- Identify funding and partnerships after 2024



- Building infrastructure and systems
- Continue to earn and build trust of the community
- Establishing a community of business owners and entrepreneurs
- Access to City employees and unique connection points
- Small businesses create culture and amenities for community members

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Schedule your appointment:

fcgov.com/business/mbec

Or email business@fcgov.com

THANK YOU!

For More Information, Visit

fcgov.com/business/mbec

