

# MN Biz Vision: Asian Kaleidoscope



## Features:

Kefer Court – Michael Bui

SEARS Redevelopment:  
From Vision to Reality

**This monthly E-Magazine is published by the Asian American Business Resilience Network to highlight Asian American small businesses' accomplishments.**

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## Asian American Business Resilience Network

### VISION

Envision a new reality that addressing historic inequities, and enhancing culturally/linguistically appropriate ways to thrive through resilience, sustainability, and inclusive growth for all members and the communities where they learn, live, play, and work.

### MISSION

AABRN radically accelerates the pace of change by disrupting the status quo; providing resources, training, and support; building bridges across diverse ecosystems; and bringing together public health and business networks, in order to achieve sustainable growth along with an equitable future.

### PROGRAMS

- Community Engagement and Translation Assistance, especially public health in nature
- Navigate local, state and national resources
- Access digital tools in advancing members' wellbeing
- Provide training to retain a healthy workforce
- Provide technical assistance in business operation and IT needs





## KEEFER COURT

### MICHAEL BUI

*Interviewed By Meejoo Choi*

#### **From Immigrant to Entrepreneur: Growing up in MN and Pursuing Education**

Michael Bui's journey from immigrant to entrepreneur is a testament to the power of education, passion, and perseverance. He and his whole family relocated to the United States from Vietnam when he was in 5th grade, and he has been living in Minnesota ever since. He pursued his education diligently, graduating from the University of Minnesota's Carlson School of Management with a degree in finance before furthering his studies at Mitchell Hamline School of Law. Michael discovered his true passion lay in information technology, prompting him to return to school for an MBA at Capella University. Combining his expertise in technology with his entrepreneurial spirit, Michael currently serves as a technology manager for a major company in Minnesota while also managing multiple successful businesses alongside his reliable partners, Mai Bui (his wife) and Peter Do (his brother-in-law).

#### **Continuously Bringing Asian Food Culture to Minnesota**

Michael and his partners' ventures include Pho Mai in Dinky town and Eden Prairie, Mochi Dough & Bober Tea, and Keefe Court in Eden Prairie, each a testament to Michael's commitment to innovation and community engagement. Pho Mai has been open since 2020, right around the COVID-19 pandemic. They opened the second restaurant in Asia Mall in Eden Prairie. He also opened the Mochi Dough & Bober Tea store next to Pho Mai. After learning that Asia Mall had an available spot reserved for a bakery space, he researched and contacted different bakery places. He was able to bring Keefe Court, a beloved establishment with a long history, to the Asia Mall. Keefe Court used to be a

family-owned business located in the West Bank area of Minneapolis, but it shut down after the owners retired. Through his dedication to both his career and his businesses, Michael continues to bring his own culture to Minnesota and inspire others to pursue their passions.

## Continuous Growth: Learning from Experience and Educational Background

Michael Bui's journey into entrepreneurship was shaped by personal experiences and a family legacy entrenched in the restaurant industry. His initial foray into business began with a bakery franchise named Kolache Factory, following his graduation from law school. Opening the bakery franchise right after completing law school, he ventured into the popular bakery brand in Houston. Although fueled by his love for bakery, the business faced challenges and ultimately failed. However, this setback served as a profound learning curve, offering invaluable insights into the intricacies of business management. Additionally, he gained significant wisdom and expertise from his parents' business, MT Noodle, which further shaped his entrepreneurial journey. These lessons proved instrumental in his future endeavors, reflecting resilience in the face of adversity, where setbacks paved the path for eventual success.

Connection and knowledge also stem from his proactive outreach efforts and his educational background. Before starting business, he has reached out to corporate entities and conducted extensive research on various brands within the industry. His educational background has provided him with the foundational knowledge and skills necessary to navigate the complexities of the business world effectively. Understanding how businesses operate and the legal processes and requirements involved have been instrumental in his success.





## Overcoming Challenges during COVID-19

One of the challenges Michael experienced and successfully overcame was the impact of COVID-19 on his business ventures. Alongside his wife, Mai Bui, and her brother, Peter Do, he embarked on opening a Vietnamese restaurant called Pho Mai. However, their timing was particularly challenging as Pho Mai opened just two months after the onset of the pandemic. The area was also affected by protests following George Floyd's death. With restrictions preventing dine-in services and shortening business hours, the restaurant could only operate through delivery. Over the course of a year, Michael and his wife were personally delivering their Vietnamese cuisine across the Twin Cities, navigating the challenges and uncertainties brought about by the pandemic. To overcome these obstacles, they committed themselves to doing whatever was necessary. After around one year of operating their own delivery system and trying their best to improve the business, Pho Mai became a popular destination for Vietnamese food in Dinky town.



## Tips for Aspiring Entrepreneurs

For someone looking to start a business in the same industry, Michael provides some valuable tips and advice. First, it's essential to seek guidance from those who have experience in the field. Reach out to individuals who have previously owned or currently own a business in the industry you're interested in. By learning from their experiences, you can avoid common pitfalls and gain valuable insights. Many people are willing to offer assistance, so don't hesitate to seek help. In addition, he highlights the essential role of partnerships, stressing the need to find the right partners who can effectively communicate and collaborate during both the highs and lows of business. Currently, Michael is partnered with his wife, Mai Bui, and his brother-in-law, Peter Do, whom he trusts and relies on to support the business through thick and thin.



**Preface:** The Chinese American Chamber of Commerce – MN has teamed up with Asian Media Access and Asian American Business Resilience Network to co-develop the St. Paul Sears Site, we will publicize a series of articles to highlight our progress.

**Series of SEARS Redevelopment - Article #3**

## **FROM VISION TO REALITY: STATE BONDING BILL ACCELERATES PROGRESS WHILE CONTINUOUS ENGAGEMENT EFFORTS DRIVE COMMUNITY SUPPORT**

*Written By Meejoo Choi*

### **Introduction**

Welcome to the third installment of the series, unveiling the exciting updates on the Sears Redevelopment Plan. This article focuses on delivering the latest updates, highlighting significant progress, and emphasizing the continuous effort to engage the community throughout the project.

### **State Bonding Bill was Introduced to Speed Up Sears Redevelopment**

A bonding bill was introduced on the Senate Floor on March 7th to support the Sears building remodeling effort. Led by Asian Media Access collaborating with the Asian

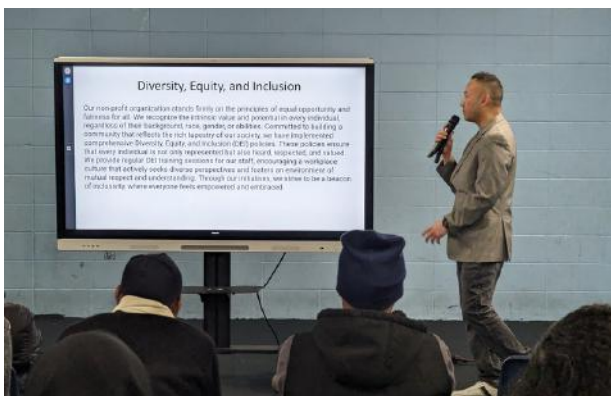


American Business Resilience Network (AABRN), they have been working with the Capitol Area Architectural and Planning Board (CAAPB) and the City of St. Paul to envision the creation of a community hub serving a diverse set of purposes, including residential, commercial, cultural, educational, and artistic.

The Bonding Bill will provide the much needed resources to create such a vibrant and unique atmosphere to attract locals and distant visitors alike, encouraging investment and the revitalization of a historically impoverished neighborhood.

## Community-Driven Development: Community Engagement Efforts and Support

The Sears redevelopment project has seen an impressive level of community engagement and support. Through dedicated efforts, over 200 signatures were collected through door knocking initiatives in the Frogtown area, showcasing grassroots backing for the project. Additionally, the community's voice was further amplified with the collection of more than 200 surveys, providing valuable insights and feedback. The project garnered attention from more than 5 local major TV news media outlets, reflecting its significance and impact on the neighborhood. Community involvement was further solidified through the hosting of two successful town meetings and over 50 presentations to local businesses and organizations. Notably, the project thankfully has strong support from BIPOC-backed partners and is endorsed by BIPOC legislators, St. Paul College, St. Paul City School, Ramsey County Commissioners, and St. Paul City Councils. These collaborative efforts underscore the project's commitment to inclusivity and community-driven development, demonstrating a genuine alignment with the needs and desires of the Frogtown community.





## Community-Centric Survey Shapes Sears Redevelopment

The Sears Redevelopment Project initiated a survey to hear the community's voice on the project. The survey was able to gather responses from 206 participants. It asked for feedback to make Sears a World Cultural Heritage HUB, and participants chose their top 5 features that best meet their needs. The two with the most votes for being a number one priority are Center for Wellness Technology with Holistic Care and Community Service Center (with Business Training, Social Services, and IT Training) with 35 votes. In the overall voting results, the Community Service Center emerged as the clear favorite, securing the highest number of votes at 106. Close behind, the Center for Wellness Technology with Holistic Care garnered significant support with 95 votes, while the Event Center followed closely with 91 votes. The Kids' Zone also proved popular, receiving 88 votes, with the Food Court rounding out the selections with a total of 85 votes. Additionally, participants proposed several innovative features, including affordable living options for seniors, affordable or low-rent apartments/housing, and the inclusion of a skate rink. The Sears Redevelopment Project committed to listening to the community's voice and collaborating throughout the project. AABRN welcomes area residents and interested parties to join our planning process. Please contact us at [aabrn@amamedia.org](mailto:aabrn@amamedia.org) or 612-376-7715.

TOP 5 Choices with **1 is the most meeting your needs to 5 as not urgent but love to have**

- \_\_\_ 3D Virtual Reality and Immersive Theme Park
- \_\_\_ Center for Wellness Technology with Holistic Care
- 1 Commercial Kitchen for teaching and renting out
- 5 Community Service Center (with Business Training, Social Services, and IT training)
- 7 Event Center
- \_\_\_ Food Court
- 4 Kid's Zone
- 3 Sports and Arts Focused Charter School for BIPOC youth and International students
- \_\_\_ Sports Complex with basketball and soccer fields
- \_\_\_ Zen Garden (Indoor)
- \_\_\_ OTHER IDEA: \_\_\_\_\_

FMI: [aabrn@amamedia.org](mailto:aabrn@amamedia.org)

TOP 5 Choices with **1 is the most meeting your needs to 5 as not urgent but love to have**

- \_\_\_ 3D Virtual Reality and Immersive Theme Park
- 5 Center for Wellness Technology with Holistic Care
- \_\_\_ Commercial Kitchen for teaching and renting out
- 1 Community Service Center (with Business Training, Social Services, and IT training)
- 2 Event Center *- more explanation*
- 2 Food Court
- 3 Kid's Zone
- \_\_\_ Sports and Arts Focused Charter School for BIPOC youth and International students
- \_\_\_ Sports Complex with basketball and soccer fields
- 4 Zen Garden (Indoor)
- \_\_\_ OTHER IDEA: *performance space for non-professionals (where neighbors etc can perform.)*

FMI: [aabrn@amamedia.org](mailto:aabrn@amamedia.org)

TOP 5 Choices with **1 is the most meeting your needs to 5 as not urgent but love to have**

- 3 3D Virtual Reality and Immersive Theme Park
- 4 Center for Wellness Technology with Holistic Care
- 2 Commercial Kitchen for teaching and renting out
- 1 Community Service Center (with Business Training, Social Services, and IT training)
- 1 Event Center
- 2 Food Court
- 1 Kid's Zone
- 1 Sports and Arts Focused Charter School for BIPOC youth and International students
- 2 Sports Complex with basketball and soccer fields
- 1 Zen Garden (Indoor)
- \_\_\_ OTHER IDEA: \_\_\_\_\_

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TOP 5 Choices with **1 is the most meeting your needs to 5 as not urgent but love to have**

- 6 3D Virtual Reality and Immersive Theme Park
- 7 Center for Wellness Technology with Holistic Care
- 10 Commercial Kitchen for teaching and renting out
- 1 Community Service Center (with Business Training, Social Services, and IT training)
- 4 Event Center
- 6 Food Court
- 4 Kid's Zone
- 3 Sports and Arts Focused Charter School for BIPOC youth and International students
- 3 Sports Complex with basketball and soccer fields
- 2 Zen Garden (Indoor)
- \_\_\_ OTHER IDEA: \_\_\_\_\_

FMI: [aabrn@amamedia.org](mailto:aabrn@amamedia.org)

TOP 5 Choices with **1 is the most meeting your needs to 5 as not urgent but love to have**

- 15 3D Virtual Reality and Immersive Theme Park
- 13 Center for Wellness Technology with Holistic Care
- 15 Commercial Kitchen for teaching and renting out
- 1 Community Service Center (with Business Training, Social Services, and IT training)
- 1 Event Center
- 1 Food Court
- 1 Kid's Zone
- 1 Sports and Arts Focused Charter School for BIPOC youth and International students
- 1 Sports Complex with basketball and soccer fields
- 1 Zen Garden (Indoor)
- 2 OTHER IDEA: \_\_\_\_\_

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TOP 5 Choices with **1 is the most meeting your needs to 5 as not urgent but love to have**

- \_\_\_ 3D Virtual Reality and Immersive Theme Park
- 2 Center for Wellness Technology with Holistic Care
- 2 Commercial Kitchen for teaching and renting out
- 3 Community Service Center (with Business Training, Social Services, and IT training)
- \_\_\_ Event Center
- 4 Food Court
- \_\_\_ Kid's Zone
- 1 Sports and Arts Focused Charter School for BIPOC youth and International students
- \_\_\_ Sports Complex with basketball and soccer fields
- \_\_\_ Zen Garden (Indoor)
- \_\_\_ OTHER IDEA: *Kids need a way out of violence, need martial art facilities of practice and learn self*

FMI: [aabrn@amamedia.org](mailto:aabrn@amamedia.org)

TOP 5 Choices with **1 is the most meeting your needs to 5 as not urgent but love to have**

- 3 3D Virtual Reality and Immersive Theme Park
- \_\_\_ Center for Wellness Technology with Holistic Care
- 4 Commercial Kitchen for teaching and renting out
- 2 Community Service Center (with Business Training, Social Services, and IT training)
- \_\_\_ Event Center
- 5 Food Court
- \_\_\_ Kid's Zone
- \_\_\_ Sports and Arts Focused Charter School for BIPOC youth and International students
- \_\_\_ Sports Complex with basketball and soccer fields
- 1 Zen Garden (Indoor)
- \_\_\_ OTHER IDEA: \_\_\_\_\_

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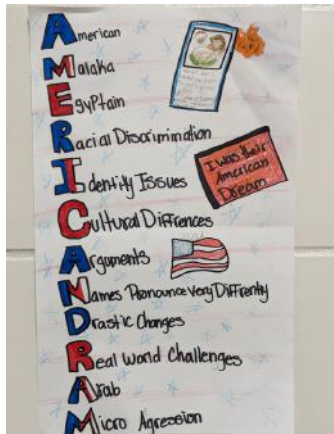
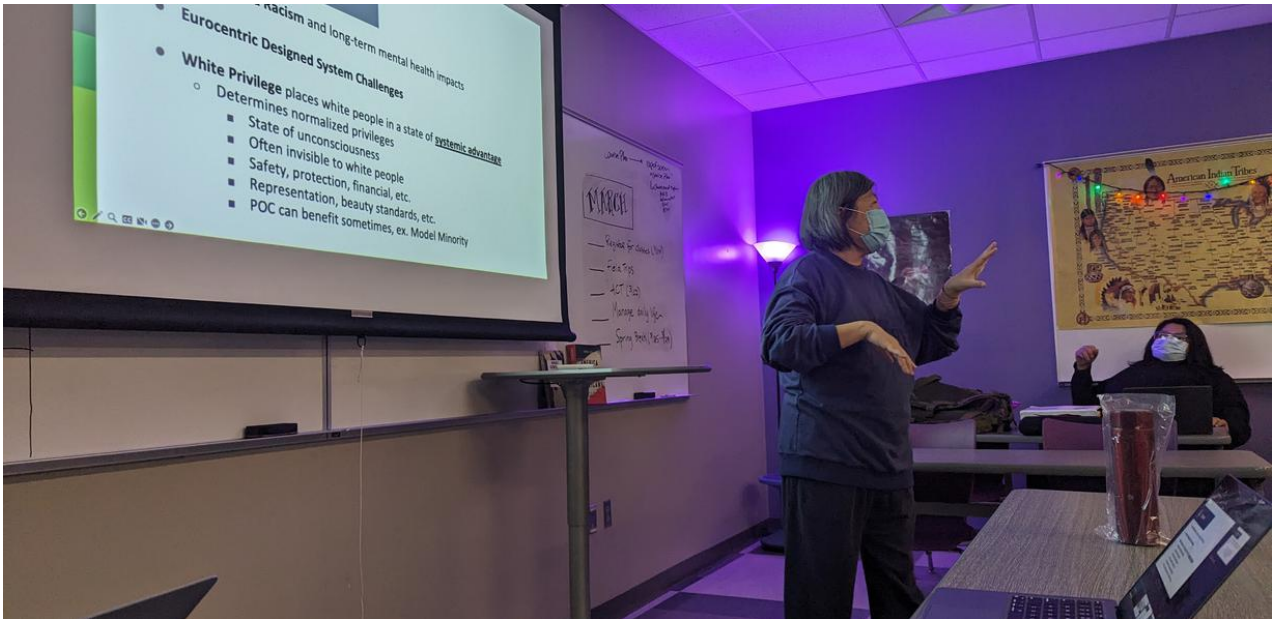
TOP 5 Choices with **1 is the most meeting your needs to 5 as not urgent but love to have**

- \_\_\_ 3D Virtual Reality and Immersive Theme Park
- \_\_\_ Center for Wellness Technology with Holistic Care
- 1x Commercial Kitchen for teaching and renting out
- 2x Community Service Center (with Business Training, Social Services, and IT training)
- \_\_\_ Event Center
- 4x Food Court
- 4x Kid's Zone
- \_\_\_ Sports and Arts Focused Charter School for BIPOC youth and International students
- 3x Sports Complex with basketball and soccer fields
- \_\_\_ Zen Garden (Indoor)
- \_\_\_ OTHER IDEA: \_\_\_\_\_

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March 04

# BROOKLYN CENTER HIGH SCHOOL ANTI-ASIAN HATE PRESENTATION

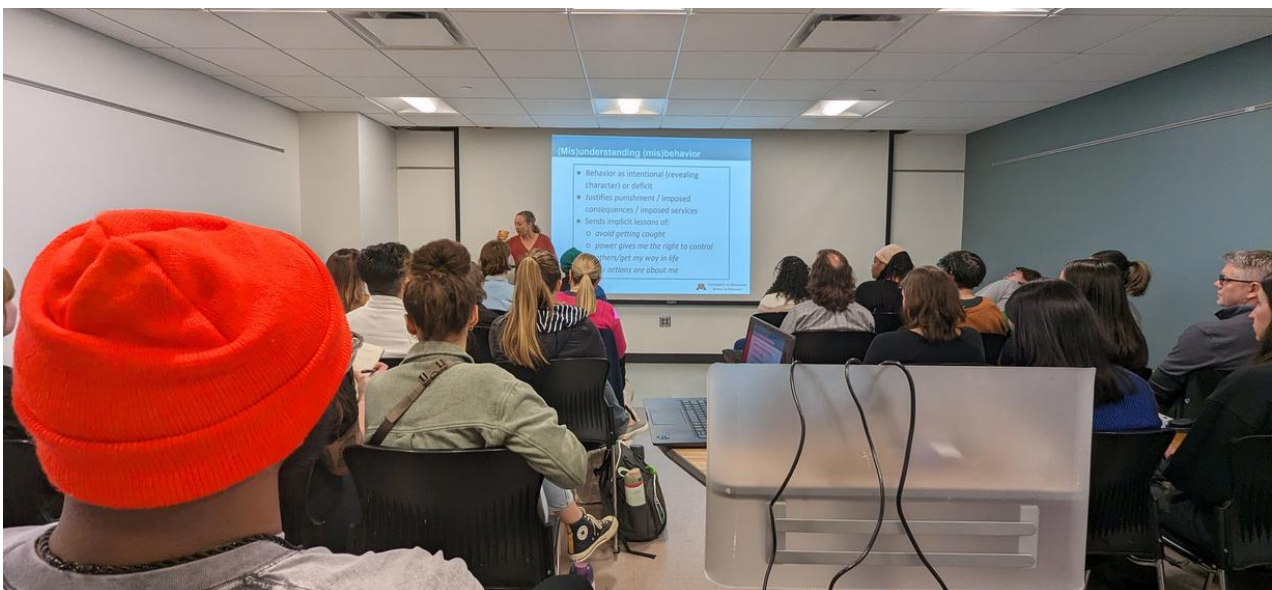
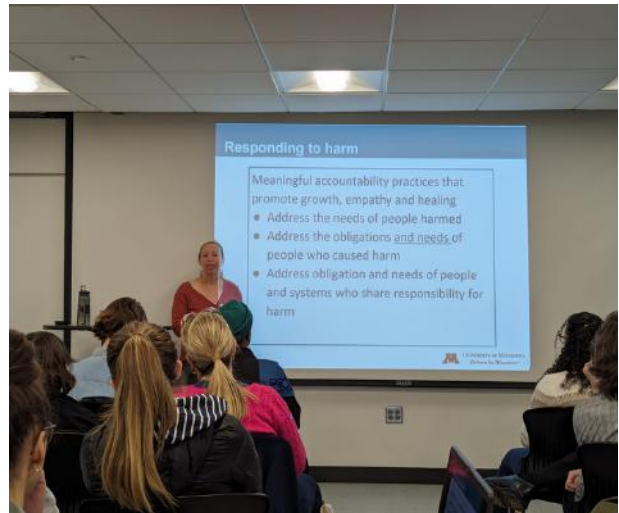
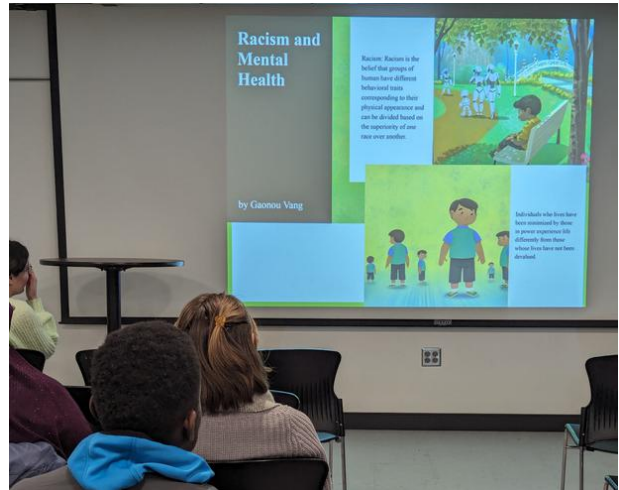




March 8

# PARTNERS CONFERENCE 2024

The PARTNERS with Youth Conference provided a wonderful opportunity for connection, learning, and growth. Following the conference, we had a special social hour dedicated to networking and discussing important topics such as racism, mental health, and effective ways to respond to them.





March 11

# NATIONAL NETWORK OF PUBLIC HEALTH INSTITUTES PRODUCTION - CACC & HACER

We've successfully collaborated with our partners, the Chinese American Chamber of Commerce - MN and HACER, on a video production to gain insights into vaccine hesitancy within cultural groups.





March 29

## SEARS ST. PAUL REDEVELOPMENT COMMUNITY MEETING

John B Yang (Executive Director of Asian American Business Resilience Network) and Abdirahman Abdulle (ED of Skyline Math and Science Academy) hosted a SEARS St. Paul Redevelopment community meeting at Skyline Math & Science Academy. They have provided updates, gathered insights, and hosted a FAQ session to address local communities' concerns about the SEARS St. Paul Redevelopment project.




# PHYSICAL SELF-DEFENSE STRATEGIES

The flyers, offered in six Asian languages as well as English, guide how individuals can safely intervene if they witness someone being targeted due to COVID-19 hatred. These leaflets also teach how to de-escalate threatening moments and use verbal and/or physical methods to safely escape a hostile situation. Learn More at <https://www.aafederation.org/safety-resources/>


### Physical Self-Defense Strategies\*

\*Only use in situations where you are experiencing a level of aggression that endangers your physical safety

#### Safety Stance




If cornered, pivot out in half-circle motion to cover distance quickly to make safe getaway




On the ground  
Use leg kicks to maintain distance


#### Basic Strikes



Palm Heel Strike  
Use palm to strike, keeping fingers back and thumbs tucked in  
Target: Nose and chin




Foot Stomp  
Bend knees to stomp down quickly using heel of foot  
Target: Foot




Front Kick  
Strike down quickly with ball of foot and pull back with quick snapping motion  
Target: Knees or shin


#### Blocks



Roof Block  
Protects head from front and overhead strike  
• Fisted palm facing out  
• Forearms should be in line with your forehead



Elbow Block  
Protects head from side. Shift your body to reduce impact of blow  
• Keep eyes forward as you block  
• Elbows face forward



Secondary Targets: Goal is to startle and cause pain. These spots include the chin, shin, ear, groin, ribs, feet, and fingers.

English Full Version

### 人身自我防衛策略\*

\*僅限於人身安全受到威脅的情況下使用

#### 站姿



如果被逼到角落，旋轉推出半圓，快速製造距離，借以安全逃脫



坐姿  
借由踮腳維持距離

#### 基礎打擊



掌擊  
使用手掌出擊，保持手指向後並收起拇指  
目標：鼻子與下巴



踏腳  
彎曲膝蓋，以腳後跟迅速踏踏  
目標：腳



前踢  
以前腳快速出擊，接著迅速反彈後拉  
目標：膝蓋或脛骨

#### 阻擋



頂擋  
保護頭部不受來自前方與上方的攻擊  
• 拳眼朝前  
• 前臂應遮住你的額頭



肘擋  
保護頭部不受來自側面的攻擊，移動身體以降低手臂所受的衝擊  
• 阻擋時保持眼睛向前  
• 手指朝前

次要目標：旨在刺痛與引起疼痛，這些部位包括下巴、鼻、耳、耳、膝蓋、肘骨、腳和手指。

Simplified Chinese Full Version

### 신체적 자기방어 전략\*

\*누군가 당신의 안전을 위협하는 수준의 신체적 위협을 가하는 경우에만 사용하세요.

#### 안전 자세



코너에 몰렸다면 재빨리 빠져나갈 수 있도록 반원을 그리며 몸을 돌려 공간을 확보하세요.



바닥에 앉아 있는 경우  
공격자와의 거리를 유지하기 위해 발차기를 이용하세요.

#### 기본 공격



손바닥으로 공격하기  
손가락은 펴고 엄지 손가락은 안으로 감은 상태로 손바닥을 이용해서 치세요. 상대의 코와 턱을 조준할 때 이용



발 구르기  
무릎을 구기어 앉고 발바닥을 안으로 감은 상태로 발을 조준할 때 이용



앞발차기  
발바닥 앞쪽을 이용해 상대를 빠르게 차고 공격하세요. 윗몸 일으키고 상대의 무릎과 정강이를 조준할 때 이용

#### 공격 차단



머리 차단  
전방 및 머리 위로 가해지는 공격을 방어합니다.  
• 주먹을 잘 손바닥이 바깥 쪽을 향하게 하세요.  
• 팔꿈치가 아이라와 일직선이어야 합니다.



팔꿈치 차단  
측면에서 가해지는 공격을 방어합니다.  
• 팔꿈치는 앞으로 전방을 향합니다.



2차 목표: 상체를 놀라게 하고 고통을 유발하는 것입니다. 이를 위한 공격 목표는 턱, 중앙이, 귀, 사타구니, 갈비뼈, 발목 손가락이 될 수 있습니다.

Korean Full Version

### Các Chiến Lược Tự Vệ Về Thể Chất\*

Chỉ sử dụng trong những trường hợp khi bạn phải đối mặt với một đối tượng có mức độ hung hăng gây đe dọa đến sự an toàn về thể chất của bạn

#### Tư thế an toàn



Nếu bị dồn vào đường cùng, hãy xoay người ra ngoài, bằng cách xoay chuyển nửa vòng tròn, nhằm tạo ra một khoảng cách thật nhanh chóng để thoát thân an toàn



Trên mặt đất  
Sử dụng chân để duy trì khoảng cách

#### Đòn tự vệ cơ bản



Dùng dầy lòng bàn tay  
Sử dụng dầy lòng bàn tay để ra đòn, giữ các ngón tay căng về phía sau và ngón cái chạm vào lòng bàn tay  
Mục tiêu: Mũi và cằm



Dậm chân  
Gập đầu gối và đảm bảo chân xuống bằng góc chân  
Mục tiêu: Chân



Đá về phía trước  
Đá về phía trước bằng mũi bàn chân, sau đó thu chân lại thật nhanh  
Mục tiêu: Đầu gối hoặc hông chân

#### Lá chắn tự vệ



Che chắn phần đầu  
Bảo vệ phần đầu khỏi những đòn tấn công từ phía trước và phía trên  
• Nằm chạt lòng bàn tay và hướng ra ngoài  
• Cẳng tay phải được đặt thẳng hàng với trán của bạn



Dùng khuỷu tay để che chắn  
Bảo vệ hai bên đầu. Di chuyển cơ thể có bạn để giảm tác động của cú đánh  
• Giữ tâm mắt hướng về phía trước khi bạn che chắn hai bên đầu  
• Khuỷu tay hướng về phía trước



Mục tiêu thứ cấp: Làm giảm và gây đau đớn. Những bộ phận này bao gồm cằm, ống chân, tai, bẹn, xương sườn, bàn chân và ngón tay

Vietnamese Full Version



COMBAT HATE CRIMES TOOLKITS

NAPABA and the Asian & Pacific Islander American Health Forum (APIAHF) have collaborated on a hate crime/incident toolkit that provides basic and critical information for victims, community-based organizations, and community leaders. Find translations in 25 different languages. Visit NAPABA.ORG for more resources or to report a hate incident.

What is a Hate Crime? ... A crime committed based on the victim's perceived or actual race, color, religion, national origin, sexual orientation, gender, gender identity, or disability. 1. Ensure Your Safety & Seek Help. 2. Record Details About The Incident. 3. Report The Incident. 4. Contact A Community Organization.

ما جريمة الكراهية؟ جريمة الكراهية هي جريمة تُرتكب بناءً على العرق أو اللون أو الدين أو الجنسية الأصلية أو الميول الجنسية أو النوع أو الهوية الجنسية أو الإعاقة المتصورة أو العرقية للضحية. 1. تتأكد من سلامتك وتطلب المساعدة. 2. سجل تفاصيل الحادث. 3. ابلغ عن الحادث. 4. التواصل مع مؤسسة مجتمعية.

English Full Version

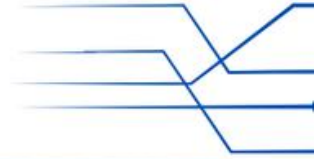
Arabic Full Version

အမုန်းပွားရမှုဖြစ်ပွားသော ရာဇဝတ်မှုဟူသည်မှာ အဘယ်နည်း။ 1. သင်၏ဘေးကင်းမှုအတွက် စိတ်ချရအောင် လုပ်ဆောင်ပြီး အကူအညီတောင်းပါ။ 2. ဖြစ်ရပ်အကြောင်း အသေးစိတ်မှတ်တမ်းတင်ပါ။ 3. ဖြစ်ရပ်ကို တိုင်ကြားပါ။ 4. ရပ်ရွာအဖွဲ့အစည်းအား အသိပေးပါ။

ঘূণা থেকে সংঘটিত অপরাধ বলতে কী বোঝায়? 1. আপনার সুরক্ষা সুনিশ্চিত করুন এবং সাহায্য চান। 2. ঘটনাস্থলে বিবরণ সংগ্রহ করুন। 3. মটনামটির বিবরণ ক্রমান্বয়ে করুন। 4. একটি কমিউনিটি সংস্থার সাথে যোগাযোগ করুন।

Burmese Full Version

Bengali Full Version



## TECH ESSENTIALS WORKSHOP SERIES SMALL BUSINESS DIGITAL SOLUTION

Take Your Business To The Next Level



**John B Yang**  
CEO of Digital Synergy



**Ellie Mariyo**  
Founder Ellie Mariyo Media



**Ceci Dadisman**  
President of Cardinal + Company

Webinar will be via Zoom from 6pm to 8pm CST

- 1) 4/10/24 - MARKET RESEARCH AND BUILDING A DIGITAL STRATEGY
- 2) 4/17/24 - WEBSITE DESIGN & DEVELOPMENT WITH WORDPRESS
- 3) 4/24/24 - SEARCH ENGINE OPTIMIZATION FOR GOOGLE AND BING
- 4) 5/1/24 - SOCIAL MEDIA MARKETING AND MANAGEMENT
- 5) 5/8/24 - ONLINE ADVERTISING AND PAY PER CLICK ON GOOGLE
- 6) 5/15/24 - EMAIL MARKETING ESSENTIALS
- 7) 5/22/24 - LEVERAGING CHATGPT AND AI TOOLS
- 8) 5/29/24 - WEBSITE TRAFFIC ANALYTICS, MEASURING SUCCESS

Register at: <https://bit.ly/HCTechEssentials>

Contact: [info@elevatehennepin.org](mailto:info@elevatehennepin.org)



**Incentive For Eligible Hennepin County Business Owners:**

- 1) Reimbursement to cover 75 percent of eligible hardware and software investments, up to \$1,500
- 2) Free WordPress Website Development



### ELEVATE HENNEPIN TECH ESSENTIALS COHORTS

The Chinese American Chamber of Commerce - MN, in collaboration with Asian Media Access, Asian American Business Resilience Network, and Digital Synergy, presents the Hennepin County's Tech Essentials Program. The aim is to empower



small businesses and residents in Hennepin County by providing expert IT training to help them leverage technology and expand their market share.

Through cohort-based training, entrepreneurs will learn:

- Enhancing entrepreneur ability to adopt and integrate technology into their business;
- Raising awareness of, and identifying technology tools that will enhance business delivery; and
- Training and supporting business owners in evaluating and integrating technology into their business.

The program is funded by Elevate Hennepin and offers five cohorts covering essential IT skills, including Digital Marketing, Web Development, and Social Media Management. The class schedule is listed below:

- Cohort #1: July – August., 2023 – [Digital Marketing](#)
- Cohort #2: Sept. – Dec. 2023 - [Web Development](#)
- Cohort #3: Jan – Feb. 2024 - [Social Media Management](#)
- Cohort #4: April – May 2024 – Digital Solutions

Participants who complete a cohort will be eligible for a one-time reimbursement of up to \$1,500, covering 75 percent of eligible hardware and software expenses. For example, if a business owner spends \$1,000 on hardware, they would be eligible for a reimbursement of \$750. Terms and Conditions applied.

Reserve a spot in the Tech Essentials Program today by signing up through the registration link provided by the Asian American Business Resilience Network ([bit.ly/HCTechEssentials](https://bit.ly/HCTechEssentials))



**ELEVATE**  
Hennepin<sup>SM</sup>

**FREE ONLINE  
TECH ESSENTIALS COHORTS**



## WHAT IS THE MN PROMISE ACT?

The Providing Resources & Opportunity & Maximizing Investments in Striving Entrepreneurs (PROMISE) Act is a new small business revitalization program that will provide grants and loans to disadvantaged businesses located in certain areas of Minneapolis, Saint Paul and greater-Minnesota.

### PROMISE ACT - GRANT PROGRAM

#### Budget

A total of \$86,480,000 million dollars will be awarded to eligible applicants for business repositioning or growth.

#### Eligible Use

Grant funds can be used for working capital to expenses that occur in the regular course of business such as payroll expenses, rent or mortgage payments, utility bills, equipment other similar expenses.

### PROMISE ACT - LOAN PROGRAM

#### Budget

A total of \$28,080,000 million dollars will be awarded to eligible applicants for approved business projects.

#### Eligible Use

Eligible project includes but is not limited to construction of buildings, infrastructure, related site amenities, landscaping, and street-scaping. Loans may not be used to refinance or pay off existing debt, pay off delinquent debt, inventory purchases, working capital and employment needs.

[LEARN MORE >>](#)





## **HENNEPIN COUNTY'S DOWNPAYMENT ASSISTANCE PROGRAM BEGINS!**

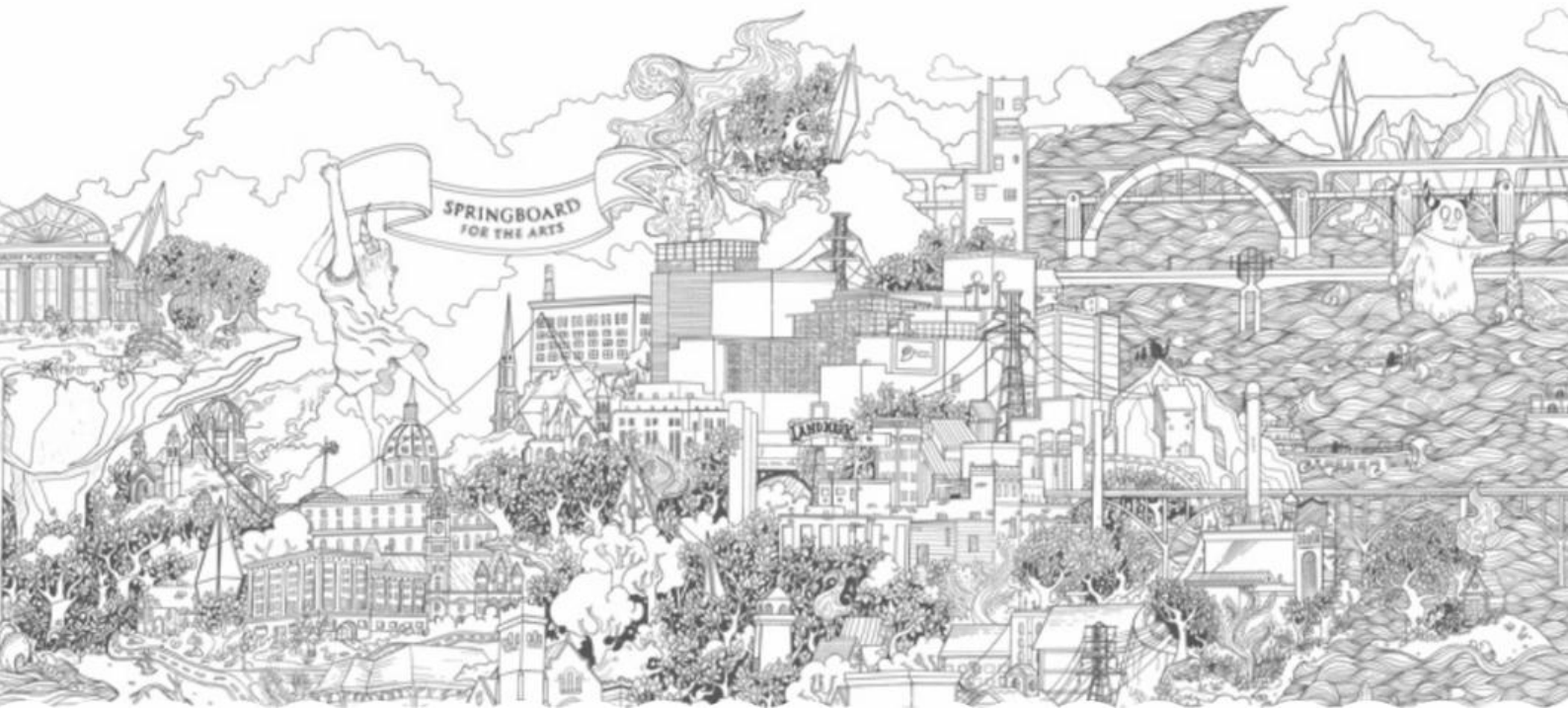
Homebuyers can now qualify for assistance to make a down payment on their first home in Hennepin County.

In collaboration with Hennepin County, NeighborWorks Home Partners launched a down payment assistance program for residents buying homes in Hennepin County. This program started on March 4, and is estimated to be available through 2025.

The Hennepin County Housing and Redevelopment Authority (HCHRA) created and designed the Homebuyer Assistance Program to reduce racial disparities in homeownership. As the program administrator, NeighborWorks Home Partners will provide down payment financing to assist buyers interested in purchasing a home to have as their principal place of residence in Hennepin County.

Interested homebuyers can find more information at [NeighborWorks](#), or by contacting NeighborWorks at [hello@nwhomepartners.org](mailto:hello@nwhomepartners.org) or 651-292-8710.

The HCHRA is funding the downpayment assistance program through its first designated fund for homeownership assistance. Find more information at the [Homeownership Assistance Program page](#).



### Springboard for the Arts Calendar of Events - Professional Development

- April 2, 2024 6:00 pm to 8:30 pm - Work of Art: Recordkeeping
- April 2, 2024 5:00 pm to 8:00 pm - Art-Train Individual Artist Training \*\*Evening Offering\*\*
- April 5, 2024 12:00 pm to 4:00 pm - Special Topics: Obsolescent Tech Recovery Clinic (In-person: Saint Paul, MN)
- April 6, 2024 1:00 pm to 2:30 pm - Trademarks
- April 15, 2024 12:00 pm to 1:00 pm - Ask Me Anything: Artists on O-1 B Visas
- April 16, 2024 6:00 pm to 8:30 pm - Work of Art: Legal Considerations
- April 20, 2024 1:00 pm to 3:00 pm - Publishing Panel
- April 20, 2024 10:00 am to 3:00 pm - Artist Resource Fair
- April 30, 2024 6:00 pm to 8:30 pm - Work of Art: Funding
- May 4, 2024 11:00 am to 4:00 pm - SpringPOP Community & Maker Market

Learn more and register at: <https://springboardforthearts.org/events/>

### Tax Tips from the IRS



- [Here's what taxpayers need to know about business related travel deductions](#)
- [Companies who promise to eliminate tax debt sometimes leave taxpayers high and dry](#)
- [Get an Identity Protection PIN.](#)
- [Tax Resources for Members of the Military](#)



**m** EMPLOYMENT AND ECONOMIC DEVELOPMENT  
OFFICE OF SMALL BUSINESS AND INNOVATION

WE INVITE YOU TO THE

**SMALL BUSINESS RESOURCE CONNECTION**

Join us to learn about resources and support organizations that serve entrepreneurs and small businesses.

[JoinUsMN.com/smallbusiness](http://JoinUsMN.com/smallbusiness)

**AMERICA'S SBDC MINNESOTA**

**SBDC Consultants**  
Provide one-to-one free business consulting and subject matter expertise.

**Community Partners**  
Empower diverse communities and support vibrant mainstreets.

**Small Business Assistance**  
Advisors that provide answers to questions by phone, email and publications.

**Launch MN Partners**  
Accelerate innovative businesses by fostering a statewide startup ecosystem.

**m** EMPLOYMENT AND ECONOMIC DEVELOPMENT  
OFFICE OF SMALL BUSINESS AND INNOVATION  
Focused on helping entrepreneurs, startups and small businesses succeed

## SMALL BUSINESS RESOURCE CONNECTION

The Minnesota Department of Employment and Economic Development (DEED) Office of Small Business and Innovation is working with partners across the state to host a series of events to highlight the many organizations and resources available to help entrepreneurs and small businesses start and succeed.

The events are opportunities for entrepreneurs to meet one-on-one with local, regional, and state economic development experts who serve small businesses, main streets, and start-ups. At the events, DEED is convening [Launch Minnesota partners](#), [Small Business Development Center consultants](#), and [other local partners](#) that provide services to entrepreneurs in their areas of Minnesota.

All of the events are free and open to the public. To register, [visit Small Business Resource Connection Registration](#).

The following schedule for the series. The exact location and time can be viewed when you register.

- Tuesday, April 2, Duluth
- Tuesday, April 9, Mankato



APR

2

2pm~3pm

## Ecosystem-Led Growth for Entrepreneurial Success

Business Webinar

[LEARN MORE >>](#)

APR

3

1pm~2pm

## Money Smart for Small Business: Insurance

Business Webinar

[LEARN MORE >>](#)

APR

9

2pm~3pm

## Leverage Technology for Customer Success

Business Webinar

[LEARN MORE >>](#)

APR

10

1pm~2pm

## Money Smart for Small Business: Tax Planning & Reporting

Business Webinar

[LEARN MORE >>](#)





APR  
**11**  
1pm~2pm

## Social Media Marketing for High-Growth Startups

Business Webinar

[LEARN MORE >>](#)

APR  
**17**  
11am~12pm

## 2024 Spring IPO Bootcamp

Business Webinar

[LEARN MORE >>](#)

APR  
**17**  
1pm~2pm

## Money Smart for Small Business: Selling Your Business & Succession Planning

Business Webinar

[LEARN MORE >>](#)

APR  
**25**  
4:30pm~6pm

## Cincy Mastermind: Real Talk For Wob's (Women-Owned Businesses)

Business Webinar

[LEARN MORE >>](#)



Visit Our Website for More Upcoming Events

[OFFICIAL WEBSITE >>](#)

# Contact Us

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Partnering with



Asian Media Access



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Asian American Business Resilience Network