

# B4B MSP FAQ

**Q: What is B4B MSP?**

A: Business 4 Business MSP is a multijurisdictional public/private coalition created to help small local businesses survive and recover from the economic impacts of the COVID-19 pandemic and other compounding challenges by connecting them with other businesses, agencies and community partners able to provide financial or in-kind resources.

**Q: Who all is part of B4B MSP?**

A: The effort is lead by a broad coalition of agency, community, and private sector partners, including: Anoka, Hennepin and Ramsey counties, Carver County Community Development Agency, Washington County Community Development Agency, GREATER MSP, and local chambers of commerce, along with a growing number of private businesses and community partners. Find a complete list of active partners at [Business4BusinessMSP.com](http://Business4BusinessMSP.com)

**Q: What does B4B MSP do?**

A: The coalition will aim to connect small businesses to financial and technical assistance resources from both existing and new sources. Partners will identify and collect financial and in-kind contributions, then pair businesses in need with businesses and community partners able to give. Financial resources will be added to existing county business relief programs to extend their reach.

**Q: How is this initiative different from other business relief funds and programs?**

A: B4B MSP aims to maximize the impact of existing small business relief programs by leveraging additional local resources and expertise from larger local companies, organizations, and community partners. This is designed to be a group effort able to respond and adapt to the growing and changing needs in our small business community over the coming weeks and months.

**Q: What businesses will qualify for support?**

A: Eligible businesses will:

- Be based in one of the five participating counties (Anoka, Carver, Hennepin, Ramsey and Washington)
- Have 1-20 employees
- Have been financially impacted by COVID-19

Funds being added to an existing county's small business relief program will be subject to that program's specific criteria and guidelines. Funds will be prioritized for businesses who have seen the most severe disruptions.

**Q: How will donated funds be used?**

A: Donors will choose to provide funding to an existing county business relief program or to a general fund. Contributions without priority for a specific county will go towards the regional coalition and can be used for critical expenses such as rent or mortgage payments, utilities and costs associated with reopening.

**Q: How are decisions made about which businesses get support?**

A: Contributions to the coalition fund will be divided across the five counties and will then be added to those counties relief programs to augment their impact. Contributions to specific county programs will be subject to that program's guidelines.

**Q: How will businesses offering technical assistance be paired with businesses in need of support**

A: County staff in partnership with MCCD will pair small businesses with providers of technical assistance based on conversations with the small community.

**Q: When can businesses expect to see support?**

A: B4B MSP partners are working hard to secure additional assistance and connect small businesses to resources as quickly as possible.

**Q: What is the timeframe for this new initiative**

A: The financial and economic impacts of COVID-19 will likely be lasting. We are approaching this as part of a broader long-term recovery effort. It is our hope that this coalition will be able to grow and respond to changing business needs into the future.

**Q: How many businesses are you aiming to support?**

A: We aim to help as many businesses as Minnesota has lakes: 10,000+

**Q: How can businesses and organizations contribute?**

A: Visit [www.business4businessMSP.com](http://www.business4businessMSP.com) and tell us how you're able to support our small business community.