Elevate Hennepin℠

Frequently Asked Questions for Business Advisors

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Contents

Elevate Hennepin℠ Overview

Elevate Hennepin℠ brings together experts, tools, and programs thoughtfully designed to help new and established businesses gain their footing, plan for next steps, and expand upon their success.

Thanks to support from Hennepin County and partner cities, Elevate Hennepin℠ offers access to a wealth of free advisors, cohort learning, events, and resources for small businesses. These questions and answers cover advisor services.

Laying a solid foundation for Minnesota's future economy

Elevate Hennepin℠ aims to advance an inclusive and equitable economy in Hennepin County and beyond. This economy will be made by the hands of those starting from scratch, building something fresh, striking out and stretching the marketplace with new ideas, ingenuity, and determination. For our economy to work for everyone, it needs everyone – including you.

Elevate Hennepin℠ advisors – Critical to the success of this work

Elevate Hennepin℠ advisors represent the diversity of the businesses they serve. They are professional, experienced leaders serving businesses across the full spectrum of business stages, sectors, and disciplines. They bring cultural understanding to their practice and provide services in many different languages. Businesses can get up to 25 hours of consulting service from each advisor at no cost, bringing enterprise level support to Hennepin County business owners.

Elevate Hennepin℠: A critical bridge

Elevate Hennepin℠ is more than just a government program that funds organizations doing good work. We ask our advisors to not just provide service, but to be knowledgeable about, and connect entrepreneurs to the wide array of resources offered to Hennepin County businesses through the Elevate Hennepin℠ network and through other agencies. We learned some hard lessons during the pandemic about how government agencies need to work harder and more collaboratively to connect with businesses, and to offer a "one stop shop" for businesses to conveniently find what they need, connect with relevant information, knowledgeable people, and get answers to their questions.

When organizations work in silos, we know that businesses miss out on services and opportunities. That's why we ask our advisors to get to know each other, to learn about other resources available to businesses, and to make connections that will support business owners beyond the services they provide. Our advisors are key ambassadors for this vision and a critical bridge between government, other business technical assistance providers, institutional lenders, and other small business support organizations. We help build that knowledge by providing information in communications and the monthly advisor meetings.

Eligible activities

The goal of Elevate Hennepin℠ is to provide peer learning, advising, and consulting services that get clients to the next step that will stabilize or help them grow – or help them get unstuck from an issue that is holding them back. The focus of the services should be helping the business owner understand processes, develop skills and strategy, improve operations, and establish better systems that will stabilize and strengthen the business. Elevate Hennepin^{SM} advisors may provide a one-time consulting service – like enhancing a website, developing a marketing strategy for a new product, defining a business strategy, or designing and planning a short social media campaign – that the business can continue to maintain or replicate on their own in the future. An invaluable by-product of this work is that it increased owners' confidence in their abilities and their business.

While it is our goal to support as many businesses as possible, **Elevate Hennepin^{SM} cannot meet every client's needs**. Elevate Hennepin^{SM} advisory services are not intended to replace staff or provided ongoing professional services that most businesses need to run their business on a daily basis.

Service hours

Can a business receive more than 25 hours of service from my organization?

Generally, we ask the advisor to have a strong sense of what types of services and projects can be completed within 25 hours. Advisors may spend up to 25 hours with a client within the span of a few weeks or a month, or may meet with a client for a few hours every month for several months. Larger projects and services that would take 12 months or more to complete are considered beyond the scope of Elevate Hennepin℠.

We also recognize that there may be times when a business would benefit from more hours to complete the work with their advisor. If you are approaching the 25-hour cap with a client, and you feel that additional hours are necessary, complete an "Additional Hours Request Form," available on the advisor toolkit page. This form should be submitted prior to working with a client beyond the 25-hours.

These requests are decided on a case-by-case basis using criteria such as whether the client's business was severely impacted by the COVID-19 pandemic and/or civil unrest and the impact of additional hours for the business's sustainability. Additional hour requests will not be approved if you, as an advisor, have a waiting list. Advisors are encouraged to refer businesses to other advisors in the network if they feel that the business needs a different type of expertise, or a different type of service than they can provide in 25 hours.

How do I tell if this project would be considered ongoing maintenance or if it helps the business get to the next step?

As part of your responsibility to the client, business advisors should have a strong understanding of what types of services and projects can be completed within 25 hours, what will make a difference in the business, as well as the tasks or "homework" that a business owner should be prepared to undertake to achieve the desired outcome. We trust that advisors will have a sense of whether the scope and expertise requires a more specialized team that should be a paid service beyond Elevate Hennepin℠. We encourage you to discuss the scope and outcomes of the work, along with the client responsibilities with them, so that expectations are clear to everyone involved. For some clients their needs, the quality and caliber of work may result in them hiring the advisor to continue to work with the business after they have expended their Elevate Hennepin℠ hours.

If a business owner has already received 25 hours of service from my organization, can they receive another 25 hours of service from *another advisor*?

Yes! Businesses can receive 25 hours of no-cost service per advisor. Advisors are encouraged to network with other advisors in the Elevate Hennepin℠ network and connect their clients to other advisors who offer expertise or services that would help their businesses thrive.

Can multiple business entities with the same owner receive 25 hours of service per Hennepin County entity?

Yes. A business owner with multiple business entities may receive 25 hours of service per *legal* entity from the same advisor. Example: Business owner has an interior design consulting business that is a separate legal entity from a home décor retail shop that they also own. They may receive 25 hours from Advisor A for the consulting business, and 25 hours from Advisor A for the retail shop provided both entities are based in Hennepin County.

Can a single business entity with multiple business locations receive 25 hours of service per location?

No. A single business entity with multiple locations is only eligible for 25 hours of service per technical assistance provider.

Location requirements

How is eligibility for Elevate Hennepin[SM] determined?

Advisors are required to verify eligibility by looking up the business address on the Hennepin County Property Seach database. If the business hasn't been established, eligibility is determined by the clients residential address. See more information below.

How do I verify that a business's location is in Hennepin County?

The Hennepin County Property Search database should be used to **verify addresses, found here:** [https://www.hennepin.us/residents/property/property-information-search.](https://www.hennepin.us/residents/property/property-information-search) It is not uncommon for locations in cities on the County's border to be mistaken as Hennepin County addresses, or for businesses to represent a location in Minneapolis when located someplace else. **Double-check the address for all businesses when you receive a request.**

When a business registers through the Elevate Hennepin[SM] website, are they automatically verified as a Hennepin County business?

No. Advisors are required to verify that the information submitted by the business is accurate and that the business meets the criteria for services, as outlined in Attachment B of you organization's Elevate Hennepin contract. **Advisors should verify every business location address.** Business location can be verified through the Hennepin County's Property Search database.

The business has multiple locations, within and outside of Hennepin County. Are they eligible for Elevate Hennepin[SM]?

The business location receiving services must be a Hennepin County location. Elevate Hennepin[SM] services cannot be used primarily for an affiliated location outside of Hennepin County. Examples:

- A Hennepin County business with locations in Hennepin and Ramsey County wants to use Elevate Hennepin℠ to develop a new website. **This is eligible.**
- A business with an office in Hennepin County wants to access Elevate Hennepin℠ services to improve operations at a location in Washington County. **This is not eligible.**

An aspiring entrepreneur contacted me for services, but they have not identified a business location. How can I determine if they are eligible?

Hennepin County residents are **eligible to use Elevate Hennepin℠ for businesses in the idea stage**. **Verify their home address using the Hennepin County's Property Search database.** If a Hennepin County resident is planning to open their business **outside** of Hennepin County, please refer them to the economic development office of the county where they plan to open their business for assistance.

A business from another county is interested in opening a business in Hennepin County. Are they eligible?

Business owners with a location outside of Hennepin County or aspiring business owners outside of Hennepin County are eligible if they can **document a potential business site within the county OR if they receive sponsorship from a city economic development professional in a Hennepin County city**. Documentation can include a lease or purchase agreement for a space in Hennepin County.

Clients that are sponsored by a city should list the City Hall address as the business location and the sponsoring city in the Business Name field. If the client states they are sponsored by a city, they should note it on the submission form.

If you are unsure, please contact Hennepin County staff. Invoices and reports should note the Hennepin County location in the explanation of provided services.

My client's business address is at a co-working space in Hennepin County, but they live in another county. Are they eligible?

Yes. Renting a co-working space in Hennepin County counts.

My client's business address is not in Hennepin County, but they have clients and customers in Hennepin County. Are they eligible?

No. Businesses that do not have a brick-and-mortar location in Hennepin County are not eligible for services regardless of where their customers are located.

Types of businesses

Elevate Hennepin℠ does not have any specific rules or practices that exclude certain types of businesses. However, some industries such as finance, real estate, and insurance are highly regulated and we strongly encourage business advisors to avoid providing services that are not specifically within their background or area of expertise.

May I support real estate transactions through Elevate Hennepin^{SM}?

Elevate Hennepin^{SM} does not include real estate agents or brokers among our advisor network, and Elevate Hennepin^{SM} does not cover real estate transaction costs a business may incur. Individuals or businesses seeking to buy or sell investment property are not eligible for Elevate Hennepin^{SM} consulting services.

However, Elevate Hennepin^{SM} advisors include legal and financial professionals who may provide consulting to help a business owner assess the legal and financial aspects of leasing or buying commercial space where the majority of the building will be used to conduct the day-to-day operations of the owner's business.

Can I provide guidance to landlords, real estate development companies, or homeowners associations outside of a real estate transaction?

Elevate Hennepin^{SM} advisors may provide limited support, however, industries of this nature require specialized industry knowledge that is not in the scope of Elevate Hennepin^{SM} services. It is often in the best interest of the client to seek out professionals that specialize in their industry. We leave it to the advisor's discretion on whether they can or should provide this specific type of support.

Do you support franchise businesses?

Elevate Hennepin^{SM} advisors may provide limited support to franchise companies or agents of umbrella entities such as real estate and insurance agents. However, franchise owners and agents often receive significant levels of support from their corporate affiliations and may have limited ability to implement specialized recommendations from advisors and / or rules and regulations that they are required to adhere to. Please learn more about the franchise and manage expectations about what the business owner may implement if you decide to provide advisory services to a franchise business.

Will I have the opportunity to serve businesses through Elevate Hennepin^{SM} that contribute to my organizational mission?

Elevate Hennepin^{SM} business navigators refer clients to advisors based primarily on the business client's stated needs and the expertise provided by the advisors. In matching business needs with advisor expertise, navigators may consider a business client's stated need to be served by a specific cultural community and match that business client with an appropriate advisor specializing in doing business with that community. Navigators will also consider a client's requested language and translation needs in making referrals.

Contractually, business advisors are not allowed to prohibit participation in or the benefits of any program, service or activity on the grounds of any protected status or class, including but not limited to race, color, creed, religion, national origin, sex, gender expression, gender identity, age, disability, marital status, sexual orientation, or public assistance status. No person who is protected by applicable law against discrimination shall be subjected to discrimination.

We encourage all advisors to promote their services, and Elevate Hennepin℠ resources in general, broadly, and inclusively. Advisors are encouraged to engage in promotion and outreach among cultural communities that align with their missions.

Are home-based businesses eligible?

Yes, home-based businesses are **eligible if the business owner's home is located in Hennepin County. Verify their home address using the Hennepin County Property Search database.** Residents of other counties whose businesses do not have a brick-and-mortar location in Hennepin County are not eligible for services. Please refer them to the economic development office of the county in which they are based for assistance.

Are nonprofits eligible for Elevate Hennepin℠ one-on-one advisory services and cohort programs?

Yes, nonprofits are eligible to receive Elevate Hennepin℠ services. However, Elevate Hennepin℠ has been developed to focus on for-profit businesses. To maximize support available for businesses, we ask that you restrict promotion of Elevate Hennepin℠ to private sector businesses. Business and strategic planning advisors should refer clients to resources in the region, including **Propel Nonprofits and Minnesota Council of Nonprofits.**

If your organization has a strong background in supporting non-profit entities—which have different legal, corporate, and revenue structures than small businesses—you may provide services.

Elevate Hennepin's Growth Series (CEO Next, CEO Now, and CEO Start) only supports for-profit businesses. Nonprofits are not eligible to participate in these group-learning opportunities.

Can advisors utilize Elevate Hennepin℠ services?

Business advisors with a contract to perform services may seek services *from other advisors* in the network if they are a registered business in Hennepin County. However, advisors may not provide services to their own organization and charge Hennepin County.

Eligible expenses

May I bill Hennepin County for time spent networking with potential clients or prospecting clients?

Networking and prospecting in general are not billable. However, there may be occasions when we ask an advisor to attend or present at an outreach event, and in some cases, this time may be billable. Be sure to confirm whether any of these events are billable beforehand, and make sure there is shared understanding of the amount of time that is billable. We recommend a quick confirmation email to avoid misunderstandings.

Also note that contracts allow advisors to bill up to 30 minutes on initial intake with the client. Preparation of personalized, professional scopes of services that takes longer than 30 minutes to complete will not be supported.

May I bill Hennepin County for time spent preparing invoicing?

Time spent on invoicing at the end of each billing period is not considered an eligible expense. However, your organization is allowed to bill $375 for administrative work each quarter.

Why don't you pay for administrative time spent on invoicing and prospecting clients?

Recognizing that companies may have overhead associated with delivering services, Hennepin County pays an hourly rate that is comparable or higher than other government entities. Advisors are allowed to bill for the allotted administrative amount each quarter. Any amount over the quarterly administrative amount allowed is considered overhead and is built into the hourly rate.

Can I bill Elevate Hennepin℠ if a client doesn't show up for an intake or advisor session?

You can bill Elevate Hennepin℠ only one time for 15 minutes if they don't show up for a session. It is strongly recommended that you establish a late, no-show policy that is communicated in your initial email to the client. For example from A.M. & Associates -

> *If you miss or cancel an appointment within 24 hours of your scheduled time, you will not be able to schedule with me for three (3) months.*

Client care

I received a request to provide services through the website or a navigator, what is the next step?

The service expectation is that you contact the client within 2 business days of receiving a request for service from the website or navigator referral. This can be done via email and should include instructions on how the client can schedule time to meet with an advisor or intake person within your organization.

May I provide an auto-response to fulfill the 2-day response time?

You may provide an automatically generated email that has a clear path for scheduling an initial assessment. Automatically generated emails should not defer a response to a later date.

I am at capacity and will not be able to take on clients for a while. What should I do?

Be sure to communicate your capacity to *economic.development@hennepin.us*, with the subject line: ADVISOR AVAILABILITY UPDATE. Hennepin County staff are not responsible for managing a waitlist for each advisor, nor can we prevent people from connecting with you. However, if you keep us updated on your availability and length of wait times, we can help prepare clients for the wait time they can expect.

You are responsible for communicating with prospective clients and letting them know when you're at capacity, and what the expected wait time to meet with you will be. Please suggest that the client connect with the business resource navigator to be referred to another advisor if they would prefer not to wait. See an example of a notification below.

> *Thank you for reaching out. I would be happy to schedule a time to meet with you to assess your business needs. I would like to schedule a 15-minute call to determine if our services are a good fit for your business. Please note that due to the Elevate Hennepin's popularity, I anticipate* ***an xx month*** *wait prior to beginning an engagement.*
>
> *If you do not wish to wait, please contact economic.development@hennepin.us to be connected to a business navigator and another advisor.*

A client has requested expertise or services that I cannot provide. What can I do?

- Refer the client to economic.development@hennepin.us to be connected to a business navigator.
- Get to know other advisors in the network so that you can make appropriate and skillful referrals.
- Be sure you are communicating the nuances of your service to Hennepin County staff, so we can ensure we are making appropriate referrals and can update your advisor card on the Elevate Hennepin℠ web site.
- Refer the client to another no-cost resource available in the region that you believe best meets the client's needs.

I am funded by multiple agencies, not just Hennepin County. Why should I talk about Elevate Hennepin℠ with my client?

Recognition is important for all agencies that provide funding for small business consulting. For transparency, business owners should know where the funding for consulting services comes from.

We ask that you discuss Elevate with your client because you are part of the Elevate network that connects business owners to not just other Elevate advisors, but other resources available to business owners through DEED, the SBA, and our city partners. When you discuss Elevate with your client, suggest they explore www.elevatehennepin.org, helping them connect to other advisors, events, and resources that are funded through multiple agencies. It is our goal to ensure that Hennepin businesses are connected to these resources and can access them.

Referrals and services offerings

How do I refer a client to another advisor?

The best practice is to contact the advisor to let them know about the referral, verify their availability, and also ask the client to complete a "Connect with Advisor" form for the new advisor. You can access and provide your client with a direct link to the individual advisor's resource card on www.elevatehennepin.org. Sending a personalized introduction to the advisor and the client is also recommended.

Where can I find the advisor contact information?

A pdf of advisor contact information including email addresses and phone numbers is posted on the advisor resource page here: Advisor Toolkit | Elevate Hennepin℠. There is also a referral guide indicating which advisors specialize in specific areas.

My client needs services for which I am not contracted to provide through Elevate Hennepin℠, but that my organization offers through other funding sources. Can I provide that service?

Contracts allow for up to three hours of service outside of what you are contracted for through Elevate Hennepin℠ . Beyond the three hours, you will only be reimbursed for services through Elevate Hennepin℠ that are in your contract. If a client would benefit from services beyond what you are contracted to provide through Elevate Hennepin℠, you should refer them to another advisor in the network or refer them to other resources that are free to the client. Note, advisors may not solicit for fee-based business through Elevate Hennepin℠. However, offering additional services to the client at **no-cost** under your contract with another funder is allowed.

My client needs services for which I am not contracted to provide through Elevate Hennepin℠, but that my organization offers via a class or other paid opportunity. May I refer them to this other opportunity?

No. While you may make them aware that you offer services on a fee basis in general, you must prioritize referring them to another resource within the Elevate Hennepin℠ network or another no-cost resource available in the region that best meets the client's needs. Referring clients to a paid opportunity is considered a conflict of interest.

If my client's business is in Hennepin County, but they did NOT find me through Elevate Hennepin[SM] can I bill my time for their services?

Yes. As with all clients, they must complete the Certifications and Acknowledgements form to qualify for reimbursement of services.

Where can I refer small business owners who are outside of Hennepin County for assistance?

Businesses located in Minnesota are eligible for technical assistance through the State of Minnesota Department of Employment and Economic Development (DEED) Small Business Partnerships Program (see link below). All of DEED's Small Business Partners that serve Hennepin County businesses are listed in the Elevate Hennepin[SM] website, so for Hennepin County businesses the Elevate Hennepin[SM] website is a "one stop shop" for consulting and technical assistance.

Small Business Partnerships Program / Minnesota Department of Employment and Economic Development (mn.gov)

Businesses can also check with their county to see what small business support programs are available.

- Anoka County Regional Economic Development: https://www.anokacountysuccess.org/
- Carver County Community Development Agency: https://www.carvercda.org/community-economic-development/open-to-business/
- Dakota County Community Development Agency: https://www.dakotacda.org/community-development/
- Ramsey County Workforce and Business Development: https://www.ramseycounty.us/businesses/workforce-business-development
- Scott County Economic Development: https://www.scottcountymn.gov/1073/Economic-Development
- Washington County Community Development Agency: https://www.washingtoncountycda.org/economic-development/
- Wright County Economic Development Authority: https://www.co.wright.mn.us/1012/Economic-Development-Authority

Data usage

How does Hennepin County use the data about clients submitted through invoices and the web site?

Hennepin County recognizes that privacy and trust are of upmost importance to businesses seeking services through Elevate Hennepin^{SM}. The certifications and acknowledgements form contains a data privacy statement known as a "Tennessen warning" that informs business clients of their rights and how their information is used. Please refer to your contracts for a full description of applicable laws.

In accordance with the Minnesota Government Data Practices Act, some of the information shared through the Elevate Hennepin Initiative is considered private, confidential, and/or nonpublic data under the Minnesota Government Data Practices Act. The County is collecting this information to better understand who is using this technical assistance. The County will use the information to demonstrate outcomes and improve technical assistance offered to business owners. Clients are not legally required to provide information and may refuse to complete this intake form, but technical assistance cannot be provided under the Elevate Hennepin initiative without it. If the client opts to not provide the requested information, the County may not fund participation in this opportunity.

The following persons or entities may access the information you provide: the County and County employees, participating Hennepin County cities, and any business advisor assigned to the client through the Elevate Hennepin initiative. All data will be handled in compliance with the Minnesota Government Data Practices Act. Certain information, such as the names and addresses of businesses, may be deemed public information by the Minnesota Government Data Practices Act, and may be provided to cities that invest in Elevate Hennepin^{SM}. Client data is not used to determine a business owners' eligibility for *other* county services. We may share *aggregate* information and data that is deemed public information with other county departments and with cities that invest in Elevate Hennepin^{SM}.

Invoicing

Where can I find information about clients that connected with me through the Elevate Hennepin^{SM} web site?

Client connections are summarized and emailed to you on a weekly basis. You may email Nikil Manayathara at nikil.manayathara@hennepin.us to receive a summary of client connections to date.

Do I need to submit individual sessions with a client?

No. Please submit one line for each client served and summarize the services provided. You can list all the businesses you worked with during a billing period on the Business Info tab of the invoice template.

Do I need to provide session notes for individual sessions billed?

No. Please **do not** provide individual session notes. Submit an overview that communicates the purpose of the technical assistance and the outcomes from the sessions, including actions taken by the business owner. Please do *not* share sensitive information about the business with us!

Do I need to fill out all the fields on the invoice Business Information tab?

Yes. If you do not have the information from the client, please indicate that you do not have it in the field provided.

How do I fill out the Outcomes section on the Invoice?

There are two options for you to report outcomes or results on your invoice:

1. Navigate to column AA on the 'Business owner Info Tab' of the invoice sheet and list 1-2 outcomes or results that you were able to accomplish while working with each business. This can be something ranging from "Helped the client complete his business plan" or "Created a Marketing Plan for the client's business". Please use only 1 line per business and **ensure that Outcomes are present for every business you list within the invoice.**
2. Alternatively, you can also use Columns AB through AG to complete outcomes reporting on your invoice. These columns have drop-down lists that allow you to identify up to three outcomes per business, and whether those outcomes have been fully completed, or are still in progress/ongoing. You do not need to identify three outcomes for each business, but if you are using this method, please ensure that you select at least one outcome for each business. As with the first method, **please ensure that outcomes are present for each and every business you list on the invoice.**

Please ensure that you use one of these methods to report outcomes on your invoice. If you have any questions regarding outcomes reporting, please email **economic.development@hennepin.us.**

I don't have an address for my client. Can I still submit their session for payment?

No. Address verification is required, since Elevate Hennepin^{SM} one-on-one advising is only offered to existing and prospective businesses located in Hennepin County. Please verify addresses here: https://gis.hennepin.us/property/. A best practice includes collecting the data needed for the invoicing (including the address) during the initial intake meeting.

If my client completes the “Connect” form on the website, do I still need to submit demographic and business information on the excel spreadsheet?

Yes. You will need to submit all information requested on the excel spreadsheet prior to submitting the invoice. You can use the answers they provided in the acknowledgement to complete your invoice.

Why are you asking me to provide lending information about my client, if I did not make a loan?

If you are working with a client that is in the pipeline for lending, we want to capture accurate information about how your services contributed to their ability to access capital.

Are the acknowledgements and certifications forms required to be submitted prior to payment?

Yes. Clients are required to complete the acknowledgements and certifications forms. This can be done either through the website when they submit an inquiry through the “Connect with Advisor” form OR you may incorporate pre-approved language from Hennepin County into your intake process and have the client complete the forms. If you are incorporating the forms into your intake process, you are responsible for obtaining these forms, submitting them at the time of invoicing, and retaining them in your files for 7 years. If you need assistance verifying that the client has completed the Connect form, please conta**ct economic.development@hennepin.us.**

Why are the acknowledgements and certifications forms required to be collected?

The certifications and acknowledgements form contains a data privacy statement known as a “Tennessen warning” that informs business clients of their rights and how their information is used. Hennepin County and vendors working for the County are required by state law to provide this statement, any time we ask for private or confidential information. Because this is a legal obligation, we cannot waive Hennepin County’s requirement to provide these disclosures to Elevate Hennepin^{SM} participants. The County must also require a participant’s signature on the form to prove the disclosures were provided to the client.

The acknowledgements in the form aim to generate transparency that Hennepin County is funding technical assistance and will be sharing future communications with clients. In addition, the form seeks to generate a shared understanding of the client’s responsibility to complete follow-up surveys about Elevate Hennepin^{SM}.

How do I check if my client has filled out a “Connect with Advisor” form containing Hennepin County’s acknowledgements and certifications?

You will receive a notification from the website letting you know that a business has connected with you. If you want to keep these for your records, the email notification is your opportunity to retain these documents. You may email Nikil Manayathara at nikil.manayathara@hennepin.us to receive a *summary* of client connections to date.

Who do I follow up with if I have questions about the invoicing form or process?

Please contact economic.development@hennepin.us.

Who do I follow up with if I have a question about invoice payment or ACH direct deposit?

Please email Simran Aryal at Simran.Aryal@hennepin.us and Nikil Manayathara at nikil.manayathara@hennepin.us. Checks are mailed unless you sign up for ACH direct deposit. Please allow up to 2 weeks for payment after we let you know that it has been processed.

How do I sign up for ACH / direct deposit?

Please fill out this form AND email Simran Aryal at Simran.Aryal@hennepin.us and Nikil Manayathara at nikil.manayathara@hennepin.us. Checks are mailed unless you sign up for ACH direct deposit. Please allow up to 2 weeks for payment after we let you know that it has been processed.

Communications

I would like to let my clients know that they can receive services through Hennepin County. Do you have materials to support this work?

Yes. We provide images, graphics, sample content and more on our Communications Toolkits (hennepin.us) page on the Hennepin County web site.

We also can provide printed flyers, business cards and other graphics to support you. Please email nikil.manayathara@hennepin.us with any promotional materials requests.

Am I required to represent Elevate Hennepin℠ in all client communications?

Not unless specifically required by your contract. While we always appreciate recognition, we know that some organizations are funded through multiple agencies. We ask that if you are using Elevate funding to support the client that you let them know about Elevate Hennepin℠, which supports businesses through government funding provided by Hennepin County.

The client I'm working with would be a GREAT success story. How do I let you know and connect them to the communications team at Hennepin County?

Please let us know through the invoice form, email us, or have your client express interest via the client satisfaction survey that is sent out through Hennepin County.

I am attending, tabling or presenting at a business expo or event. Will Hennepin County promote this opportunity through Elevate Hennepin^{SM}?

We will promote events that are targeted to a business audience, are aligned with the Elevate Hennepin^{SM} mission, and that are open to the public.

The easiest way to help us promote you event is to tag in posts from your organization about your events. Doing so is the best way for us to see and respond to social media so that we can like, share, repost, etc.

Elevate Hennepin Profiles:

Elevate Hennepin | Facebook

Elevate Hennepin | Instagram

Elevate Hennepin | LinkedIn

You can also email economic.development@hennepin.us with the event details and links so we can determine if it is a fit to promote it in the Elevate Hennepin^{SM} newsletter, social media, and events webpage. We are also willing to staff a table for certain events. Reach out to us to discuss opportunities.

Resources

My client needs services that are not related to their business. Where can I direct them?

If a client needs services that are not related to their business, there are a number of resources you can direct them to at Hennepin County.

Office of Multi-Cultural services

For non-English speaking and immigrant clients, the best place to direct them is the **Office of Multi-Cultural Services**, which connects residents to social services and support through the County and other agencies.

https://www.hennepin.us/residents/human-services/multi-cultural-services

Legal

For legal issues that are not related to business, the State of Minnesota provides a listing of free and low-cost legal supports:
Hennepin County Legal Referrals / Minnesota State Law Library (mn.gov)

Human Services

A complete listing of supports offered through Hennepin County can be found through Hennepin County's Human Services division: Human Services overview | Hennepin County

This includes links to:

- Employment
- Energy Assistance
- Emergency Programs for shelter, housing costs, etc
- Health care assistance
- Food assistance