



BUSINESS NAVIGATOR PROGRAM FREQUENTLY ASKED QUESTIONS

1. What is the Business Navigator Program?

The Business Navigator Program has been developed to carry out outreach efforts in Denver's hardest to reach communities by using locally established community-based organizations as navigators, providing one-on-one support for small businesses.

2. What is the Business Navigator program's goals?

- To support the flow of trusted information to the smallest and least advantaged businesses and encourage participation in the city's existing business support and recovery programs.
- To strengthen business supports as they continue to recover from the lingering impacts of COVID-19.
- Businesses will also be connected to relevant resources within their neighborhoods by way of the navigators.

3. Is there a specific area to be served by the navigators?

Yes, the neighborhoods where navigation services will be provided include **Globeville, Elyria/Swansea, East Colfax, Montbello, West Colfax, NE Park Hill, Sun Valley, Valverde, Villa Park, and Westwood.**

4. What type of services will the navigators be providing to small businesses?

Services available to the small businesses from the navigators will include **entrepreneur engagement** (building an initial relationship, 1:1 mentoring, serving as a liaison and referral to available city services); **technical assistance** (through group workshops or individual sessions); **comprehensive information sharing**; and **financial supports** (access to capital, grant opportunities, and other avenues to market access).

5. Can I sign up my business to receive these services?

Yes, if your business is in any of the neighborhoods mentioned above, [request to get contacted by a navigator](#) in your area. If your business is outside this area, but would like to get support from the city, please contact us through: investindenver@denvergov.org.

6. What are examples of coaching or workshops available by navigators?

Navigators provide a wide range of programs and services in one on one, workshop, and boot camp style training formats. Examples include:

- Business Planning
- Navigating city programs to stabilize or expand your businesses
- Marketing & social media
- Preparing your business for grants and loans



7. Are services offered in other languages?

Yes. Navigation services are offered in English, Spanish, and Amharic. If you need another language, simply let us know.

8. Is there a cost for services?

No. Navigation services are offered at no cost.

9. How do I get connected with a Navigator?

If you have a specific need, such as accounting, support with an application to a city program, or other services, email mturner@cclponline.org to get connected with a navigator. A representative from Colorado Center on Law and Policy will assign you a navigator to walk through your immediate needs.

10. What if I need more than one service?

Simply let us know at the time of our initial meeting and we will direct you to the appropriate resources.

11. Will I need to share my personal information?

To get started, we will need basic information on your business such as:

- Business name (as its shown in your registration)
- Your business' address
- A preferred point of contact
- Your neighborhood & council district (don't know this? We can help!)