

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

FEBRUARY 2020



DATE

2/5

*CITY INSPECTIONS – ASK QUESTIONS, GET ANSWERS

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

Presented by the City of Chicago

To operate a successful business in Chicago you need to know what it takes to maintain compliance. Officials from several City departments will provide insight on how to operate safely, stay compliant, help prepare for inspections and highlight the do's and don'ts of operating a business.

2/7

CONSTRUCTION PROJECT MANAGEMENT

9:30 to 11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by the City of Chicago Department of Business Affairs & Consumer Protection (BACP) and the Department of Planning and Development (DPD) – NOF

Working with design and construction professionals to make your business dream a reality takes smart planning and organization. Learn the best practices for establishing your schedule and budget, hiring the right professionals and dealing with unforeseen challenges to ensure your project is completed on-time and on-budget.

2/12

NO WORKSHOP DUE TO HOLIDAY

2/14

SPEAK UP AND SPEAK OUT: PUBLIC SPEAKING TRAINING FOR SMALL BUSINESS OWNERS

9:30 a.m. – 11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by Michele Williams MSW,MA, Public Speaking Consultant and Columbia College Speech Instructor

You have started or plan to start your own business. You know you have something special to offer but does the rest of the world? Whether it's giving an elevator pitch, hiring staff, giving a community lecture, talking to a loan officer, or speaking at a National Conference, knowing the basics of public speaking will enhance your ability to confidently speak up and speak out. Your speaker Michele Williams has been adjunct faculty at Columbia College for over 32 years and is a public speaking consultant. She has helped over 1,000 people become more confident public speakers. Topics include: choosing topics, types of speeches, organizing the speech, dealing with fear, relaxation, non verbal communication, relating to the audience, use of language and creating new opportunities.

* Workshop offered once a month.

DATE

2/19

HOW TO OBTAIN A SIDEWALK CAFÉ PERMIT

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

Presented by the City of Chicago Department of Business Affairs & Consumer Protection (BACP) - Public Way Use (PWU) Unit, Anthony Bertuca

Come learn about the Sidewalk Café Permit Application process by attending this informative workshop. We will explain the application process, inform you of all the requirements, and help you get prepared to submit an application. The entire application process may take up to 30 days and the 2020 Sidewalk Cafés Season begins on March 1st.

2/21

CHOOSING THE RIGHT LEGAL ENTITY: A SMALL BUSINESS ENTITY WORKSHOP

9:30 to 11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by the Chicago Lawyers' Committee for Civil Rights (CLC)

As an entrepreneur starting a new business, you will be faced with many important decisions; one of the first and most important decisions will be selecting the right legal structure for your business. The legal entity you choose will impact many critical aspects of your business, such as your ability to raise capital, how your company will be managed, its tax treatment, liability protection for managers and more. CLC will discuss the advantages and disadvantages of various business structures including the Sole Proprietorship, C-Corp, S-Corp, LLC, Benefit Corporation, Cooperative Association and more.

2/26

WHAT YOU NEED TO KNOW ABOUT YOUR BUSINESS & TAXES

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

Presented by the Internal Revenue Service (IRS) and Ladder Up

This workshop will answer important tax questions for your business including: Are you required to file a tax return? Is your worker an independent contractor or an employee? What will the IRS request during an audit? Are you required to make estimated tax payments? What resources does the IRS have for small business owners?

2/28

DIGITAL MINDSET FOR GROWTH 101

9:30 to 11:30 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by Grow With Google #GoogleDigitalCoaches with JinJa Birkenbeuel

Learn how to change your mindset from analog to digital by translating your entrepreneurial dreams into online action for your brand and your business. We will give guidance on how to create goal-based strategies for your business that will help it become more "discoverable" and recognized online so you can connect with customers. We will touch on creative branding, social media, YouTube and content strategies. Come ready with your mobile phone to work and learn!

* Part of "Staying Alive: 2nd Year in Business Series" *



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/ChicagoBACP

All workshops are **FREE** and open to the public.

Space is limited. Please reserve your attendance by calling 312.744.2086 or e-mail BACPoutreach@cityofchicago.org

To learn more about BACP's workshops, visit www.chicago.gov/businessworkshops

Film or audio recording of workshops by attendees is prohibited.

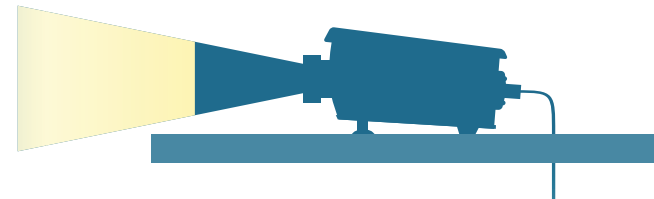
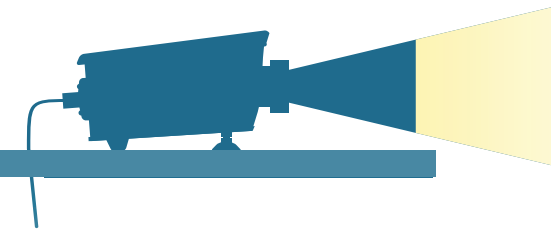


FREE BUSINESS EDUCATION WORKSHOPS @ CITY HALL



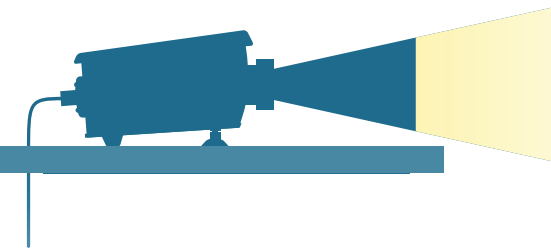
WORKSHOP TOPICS INCLUDE:

- Business licensing requirements
- Develop a business plan
- How to finance your business
- Know what to expect during an inspection
- Marketing, social media and websites
- Leverage technology to boost your business
- Staying Alive: 2nd Year in Business Series: Workshops dedicated to business owners who want to continue growing their enterprise during that tricky make-or-break second year in operation.



BUSINESS START-UP CERTIFICATE PROGRAM

Complete 9 workshops in a 6 month period and earn a **Business Start-up Certificate**. Those who earn a certificate are eligible to apply for low-interest and no-fee loans ranging from \$1,000 - \$25,000 through the CIBC Entrepreneurial Loan Program.

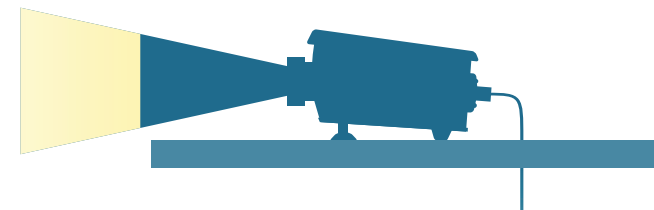


CITY OF CHICAGO'S SMALL BUSINESS CENTER ON THE ROAD EXPOS

Small Business Center "On the Road" Expo brings business resources to the community.

A series of 5 free expos at various locations citywide for new and existing businesses looking to start or grow their business in the City of Chicago.

For updates visit www.ChiSmallBizExpo.com



SMART BUSINESS CHICAGO PODCAST

The podcast features Chicago's entrepreneurs who share their business stories and provide advice to help you navigate the road to business success. Listen to hear how entrepreneurs were able to make their business dreams a reality with some perseverance and the support of City programs and services.

Listen at www.soundcloud.com/ChicagoBACP

Register for workshops by calling **312.744.2086** or e-mailing BACPoutreach@CityofChicago.org
Workshops are held on Wednesdays and Fridays at City Hall, 121 N. LaSalle St., Chicago, IL 60602

Download our monthly calendar at Chicago.gov/BusinessWorkshops



City of Chicago Department of Business Affairs and Consumer Protection