



October 20, 2020

Contact: Erik Thorson, Communications Director, 763-324-4612, or e-mail:
Erik.Thorson@co.anoka.mn.us

FOR IMMEDIATE RELEASE

Business 4 Business MSP Partnership Update

Due to all counties and cities receiving Coronavirus Aid, Relief, and Economic Security Act (CARES) funding from the federal government, some of which has been allocated to businesses in the form of grants, the regional Business 4 Business MSP Partnership will be focusing its efforts to follow after the CARES Act disbursements.

The Business 4 Business MSP Partnership is a broad alliance of Twin Cities counties, chambers of commerce, community development agencies and other partners created to assist small businesses by providing grants or technical assistance to aid in economic recovery from COVID-19.

The CARES Act grants have served as immediate relief for area business owners across the Twin Cities; this was the aim of the Business 4 Business program. With the launch of the CARES Act grants to small businesses through the end of 2020, the Business 4 Business grants for financial relief or technical assistance is better suited for 2021.

The partnership has received donations from area alliances and business owners in both the form of technical assistance and financial relief. One of the donations came from Connexus Energy, which continues to be a great partner with the county and area businesses. All current donors will receive communications regarding the path forward to continue assisting the small business community.

“There are no easy answers for small businesses trying to survive this pandemic,” said Don Haller, vice president of member services, products and sales at Connexus Energy. “Partnering

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Government Center ▲ 2100 3rd Avenue, Suite 700 ▲ Anoka, MN 55303-5024 ▲ www.anokacounty.us
Office: 763-324-4700 ▲ Fax: 763-324-5490

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on this initiative is an opportunity for Connexus Energy to help some of the businesses we serve.”

More information regarding this program will be posted on Anoka County’s Economic Development website, anokacountysuccess.org.

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