

CSN Expands Small Business Development Program

Nevada Grow has helped more than 250 local businesses succeed

September 10, 2020 — CSN is expanding the Nevada Grow business development program at a time when Nevada’s small businesses need all the help they can get.

A \$271,000 grant from the U.S. Department of Commerce’s Minority Business Development Agency will allow the program to double the number of local small businesses it helps succeed. With this grant, Nevada Grow joins the national network of MBDA Business Centers and Specialty Centers.

“We help small businesses grow using data to help them make the right decisions and the right partnerships,” said Kevin Raiford, a CSN business professor and the Nevada Grow program manager. “This new funding will allow us to go from helping 25 businesses each week to 50 a week. This is great news for Nevada.”

Nevada Grow, launched in 2015 at the urging of Nevada Assemblywoman Dina Neal, partners with CSN and the Nevada Small Business Development Center to provide free counseling and demographic data to businesses with more than \$50,000 but less than \$700,000 in sales. This grant allows for the qualifying criteria to expand.

To date, more than 250 local small businesses have benefited from the program. In the last two years alone, the program has grown its partnerships among Small Business Development Centers, the Latin and Urban Chambers of Commerce and various minority business enterprises, leading to an economic impact of more than \$8 million and creating 82 jobs.

The grant will allow Nevada Grow’s four staff members to function as an MBDA Business Center, working even more flexibly, creatively and completely virtually when needed in order to meet the world of small businesses in Nevada at their virtual doorsteps and post-COVID19.

Jonathan Santos, who co-founded the successful Revive Brand Company with Nevada Grow’s help, said the assistance was critical. “It took us from wanting to start a business to showing us how a business is started and run,” he said.

With the success of Revive Brand, Santos has now branched out into the media business with Santos Studios, which aims to help other entrepreneurs succeed in business.

***About CSN:** The College of Southern Nevada empowers our students and communities to achieve, succeed, and prosper. Founded in 1971, CSN is a nationally recognized student success leader specializing in two-year degrees and select bachelor’s degrees in specialized fields. Connect with the state’s largest and most diverse higher education institution at blog.csn.edu/newsroom or csn.edu/press-releases.*

