

BUSINESS CENTS 101

Hands-on financial training for aspiring and existing business owners



APRIL 11, 2019

5:30 - 8:30 PM

SANTA CRUZ
POLICE DEPARTMENT
COMMUNITY ROOM

155 CENTER STREET
SANTA CRUZ CA 95060

COST: FREE

[CLICK HERE TO REGISTER](#)

WHAT YOU WILL LEARN

- Basics of budgets, financial statements (balance sheets, profit & loss), metrics, and accounting principles
- Demonstration of credit worthiness and translating numbers and financial statements to a lender
- Mastering information that can be applied to daily operations
- Financial resources available from the City of Santa Cruz

NO FINANCIAL BACKGROUND REQUIRED

BUSINESSES OF ANY SIZE ENCOURAGED TO ATTEND



Business Cents 101 is conducted by the National Development Council (NDC): a non-profit committed to creating jobs, housing opportunities, and generating investments in America's diverse communities.