



Hello Business Owner,

We are excited to share with you that the Sanford Community Redevelopment Agency and the City of Sanford have partnered with Retail Strategies to provide virtual, on-demand Small Business Support training for locally owned businesses in our community. The Small Business Support program features training videos, downloadable resources, and a chat forum focused on five (5) learning paths that will assist your business in modernizing and improving. The learning paths include:

- Business Modernization
- Omni-channel Retail Strategies
- Restaurant Resilience
- Property Owner Training
- Holiday Trends & Outlook

Learners can earn customized certificates for completing each learning path, and badges and other incentives can be earned for daily log-in, downloading resources, and completing individual courses.

All courses and materials will be delivered on-demand through this self-led learning management system. The City of Sanford has invested in this program on your behalf, so there is no fee for your business to participate in these training courses. Your business will have access to these courses and resources for 12 months from the date of enrollment.

To enroll, please click the following link, enter your email address and create your own unique password to access the resources in this platform:

https://smallbusinesssupport.learnupon.com/users/sign_up

After you create your password, you will be prompted to answer a few short questions about your business (such as business name, sector, and community name,) which will promptly enroll you in our customized learning platform.

Once enrolled, you can access the platform via desktop, tablet or mobile. We encourage you to bookmark the platform url on your desktop for easy access. Additionally, if desired, you may download an app to give you quick access to your unique account on the learning platform from a mobile device. App information is provided below.

Be sure to check-out the Forum in the platform, which is an internal message board where you can communicate with instructors and other learners to share questions, wins, challenges, or how you plan to use the training information in your own business. The Retail Strategies team monitors the platform daily to connect you to the proper instructor if you have questions about the content. There is also a library of resources for easy downloading found at the Resources tab.





Finally, the Retail Strategies team acts as the Customer Support team, so if you have a question about your account, need to reset your password, or need assistance with navigating the platform, you can reach out to them directly. Their contact information is provided below.

If you have additional questions or wish to opt-out of this program and subsequent emails, please contact me directly or the Retail Strategies team.

We are excited to bring you this opportunity!

Link to Enroll in Small Business Support (no cost)

https://smallbusinesssupport.learnupon.com/users/sign_up

Portal Information

- Your portal name: **Small Business Support**
- When you login on desktop or app you may be asked for you URL/Portal name, it is best to save the website or your login information to prevent doing this each time.

App Login Instructions

- Go to iOS App Store or Google Play to download the LearnUpon mobile app
- Open the app and enter the URL for the portal you would like to access:
 - **smallbusinesssupport.learnupon.com**
- Enter your Email ID and Password (must be enrolled in platform to log-in on the app)
- Once you have entered the portal, you will be able to access your Dashboard and learning paths that you have been enrolled in.

Customer Support

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