



## MILWAUKEE PUBLIC LIBRARY

### FOR IMMEDIATE RELEASE

#### **Milwaukee Public Library Announces New Entrepreneur-in-Residence**

*The Entrepreneur-in-Residence Program Will Support Aspiring Business Owners Through Workshops, Mentoring and Library Resources*

Milwaukee, WI – May 4, 2024 – Milwaukee Public Library (MPL) is excited to launch its first-ever Entrepreneur-in-Residence (EIR) program, designed to support and cultivate local entrepreneurs through expert-led workshops and personalized mentoring. Eli Rivera, a local entrepreneur with a proven track record in business development, will serve as MPL's first resident entrepreneur.

The first of its kind at MPL, this program follows successful residency models geared towards supporting aspiring and new business owners. Starting in June 2024 and lasting six weeks, Eli Rivera, a Milwaukee-based entrepreneur and co-founder of The Way Out, will lead workshops and offer one-on-one mentoring sessions aimed at equipping individuals with the skills and knowledge necessary to launch and grow their businesses. Another area of focus will be to connect these individuals with existing library resources and services to further their growth.

“Entrepreneurs are important drivers of economic development and growth in our city,” Mayor Cavalier Johnson said. “By providing aspiring business owners with access to the knowledge and tools they need, through programs like the Entrepreneur-in-Residence, we're not just fostering individual success; we're creating opportunities that will resonate throughout our community.”

The Entrepreneur-in-Residence is an initiative out of MPL's Business and Technology department and will be located in the Business Commons. The Business Commons is located in historic Central Library and offers free community co-working space, access to business librarians, business resources, special events and trainings, and help with job searching and resume building.

“The Milwaukee Public Library is committed to supporting the economic development of our community and ensuring that everyone, regardless of their background, has the opportunity to realize their full potential,” said Joan Johnson, Library Director. “This program combines library resources with industry expertise. We're excited to welcome Eli Rivera as our first resident entrepreneur.”

#### Program Details:

- **Workshops:** Held every Tuesday from June 4 to July 9, 12 pm to 2 pm at the Central Library's Business Commons. Topics include Introduction to Entrepreneurship, Brand Identity, Digital Marketing, Financial Planning, Team Building, and Scaling Strategies.
- **Mentoring Hours:** Available by appointment every Wednesday from 3:30 pm to 5:30 pm and Saturday from 9 am to 11 am.

Eli Rivera also expressed his enthusiasm: “I'm excited to be able to help individuals from all walks of life build their dreams by tapping into the diverse resources and unwavering support from MPL. I also look forward to contributing to the growth of our local economy and supporting the vibrant entrepreneurial ecosystem that reflects the richness of our community.”



All workshops are free, but registration is required due to limited capacity. For more information, and to register for workshops or mentoring sessions, please visit [mpl.org/eir](http://mpl.org/eir).

**About the Milwaukee Public Library**

Milwaukee Public Library is an anchor institution that helps build healthy families and vibrant neighborhoods – the foundation of a strong Milwaukee. Since 1878, Milwaukee Public Library has been a free provider of education and information for residents of Milwaukee and beyond. With 13 locations, and more than three million items in circulation, MPL offers free access to a rich collection of materials both physical and digital, access to technology, classes, exhibitions, programming and more.

Media contact:

Melissa Howard, Community Relations & Engagement Director, Milwaukee Public Library  
414-286-3032, [mhowar@milwaukee.gov](mailto:mhowar@milwaukee.gov)

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