



Youth Entrepreneurship Program



Look for the Biz Kid\$ and their **Vive** products this summer...

- Xerox Rochester International Jazz Festival
- Corn Hill Arts Festival
- Park Ave Summer Arts Festival
- 2012 NY State Fair
- Wedgestock
- Avon Fair



Special Thanks to our Sponsors:



City of Rochester
Bureau of Recreation
400 Dewey Avenue
Rochester, NY 14613
(585) 428-7371

Questions? Call 311.

Outside the city call 428-5990
www.cityofrochester.gov/bizkids

Nurturing the Entrepreneurial Spirit



Biz Kid\$ Real is a collaboration between the City of Rochester Bureau of Recreation's Biz Kid\$ program, the Rochester Public Market, the Credit Education Bureau and the New York State Farmers Market Federation.

The Biz Kid\$ Real team is 12 youth from across Rochester who have been tasked with creating a healthy snack made of New York State produce to be packaged and sold at the Rochester Public Market and the New York State Fair.

Participants meet on a monthly basis from January to June and then are employed with the City of Rochester's **Summer of**

Opportunity program. Team members participate in workshops on several financial topics including banking, budgeting, building wealth, wise spending, financial planning, credit and debt. The team members then use their knowledge to develop financial education workshops that they facilitate at local schools, community centers, and service agencies.

Throughout this process, Biz Kid\$ Real members also work with adult instructors and community experts to develop a healthy snack product and business plan through:

- planning
- product research
- production
- marketing and sales

From that, their product line **Vive** was created. To date, the team has sold **Fresh**

Pressed Juice, Fruit Kabobs and Fruit Cups under the Vive product line. They are also hoping to launch their newest product— **Fruit Salsa** —by the end of the summer!



Contact Us!

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