

The SBSC assists, counsels, and advises small businesses of all types (small businesses, small disadvantaged businesses, minority-owned small businesses, women-owned small businesses, veteran-owned small businesses, service-disabled veteran owned small businesses, and small businesses located in economically distressed or historically underutilized business zones) on procedures for contracting with local, state and federal agencies. Counseling and technical assistance include application preparation and review, business plan review, finances and financial projects review, loan packaging review and a host of other business development areas.

## **1. Technical Assistance and Counseling.**

- Business Assessments/Feasibility Assessments: Each entrepreneur will participate in a feasibility assessment. The assessment tool will provide justification necessary to ensure that the clients receive the appropriate counseling or training. **(51 clients interviewed during qtr.)**

Business plan assistance and review: The business planning phase of business start-up is critical to the overall success launch of the venture and sustainable operations subsequent to launch. **(6 Business Plans completed during quarter)**

- Loan and grants applications: Program staff may help clients prepare loan applications (for their own or other finance products). **(3 loan packaged completed during quarter/ 7 loan packages being assembled)**

## **2. Training.**

In partnership with the U.S. Small Business Administration, the Chamber hosted and/or coordinated the following trainings during the quarter. A number of SBSC trainings were held during the Galvanizing Gadsden Small Business assistance event held in Chattahoochee on January 14<sup>th</sup>. Training topics included:

- How to Start a Business- an overview of small business creation and information on business planning, organizing your business, business organization, marketing, record-keeping, finances and financial management and a host of considerations for new or fledgling businesses. (3 hour course)
- Marketing and Customer Development (2 hour course)
- How to Run a Small Business-Management tips and Best Practices for successful business management (1.5 hour course)
- Government Procurement: negotiating the public sector procurement process and finding the opportunity (3 hour course)
- Show Me the Money: the truth about loans, small business grants and economic development and incentives. (2 hour course)

### 3. Networking Events and Business Recognition.

The Gadsden Chamber hosted two Go Gadsden Programs during the quarter. Featured speakers included January's speaker, FSU President John Thrasher; and February's speaker, Tyson Johnson of Arthur J Gallagher and Company. The events were held at the Gadsden Arts Center and IFAS of U of F respectively.

The Chamber held its Business Recognition luncheon on Jan. 15<sup>th</sup> during the Galvanizing Gadsden event. 2016 BUSINESS AND COMMUNITY AWARD RECIPIENTS included:

- Emerging Businesses of the Year- Sicamu; and Lamb Pallet Company
  - Hospitality Business of the Year- WB's Restaurant
  - Tech Business of the Year- Applied Fiber
  - Manufacturer of the Year- CDS Manufacturing
  - Family-Owned Business of the Year- May Nursery; and Padgett's Jewelry
  - Small Business of the Year- Corry Cabinets
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- Community Champions-Kim Gay/TEC; Pastor Bob Wells/ChristTown Ministries; and Roy Moore/Piggly Wiggly
  - Economic Development Champions- Preble Rish; Bill Enfinger; Steve Hittinger; and Frank Holcomb

**SMALL BUSINESS SERVICES CENTER'S**  
**TRAINING COUNSELING AND TECHNICAL ASSISTANCE PROGRAM METRICS**  
***(Jan1 through March 31, 2016)***

Client Demographics

<b><u>Ownership Type</u></b>	<b><u>Quantity</u></b>
Sole Proprietorship	39
Partnerships	0
Incorporated	19
Unregistered	51
<b>TOTAL</b>	<b>109</b>
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*Veterans status	3 of 109

**Gender**

Male	52 (47.7%)
Female	57 (52.3%)

**Race (as declared by participating clients)**

African-American or Black	
White	84
White Latino	18
Non-White Latino	7
Asian	0

**Program Activities and Performance****Events**

	Quantity	Attendance (aggregate)
Networking	8	189
Training	10	65
Counseling	161	109 (unique)
Technical Assistance	14	14

**Initial Clients Stated Needs**

	<b><u>Quantity</u></b>
General	19
Training	42
Counseling	29
Financing	102
Workforce Programs or needs	17
Incentives/Grants	89

**Outreach**

	<b><u>Quantity</u></b>
Calls	57
Walk ins	19
E-requests	3
Site visits	12

**Impacts**

- *46.7 % of current clients are pre-start and start up*
- *92.7% of current clients require capital or incentives*
- *61.5% of current clients are long-term (requiring >18 hours of training and counseling)*
- *Ave. investment in services to date is approximately \$495.41 per client*
- *To date, 9 clients have registered businesses in incorporated areas of the county; 16 in unincorporated areas*