

Real Help - Resources & Assistance for Small Businesses



**Presented by Northeastern California
Small Business Development Center -
Greater Sacramento (SBDC)**

March 16, 2010

Mission

“Our Mission is Your Success”

Program Goals

- **Assistance to small business owners in their efforts to start, grow, manage and expand results in**
 - **Success for the Entrepreneur**
 - **Jobs Creation**
 - **Jobs Retention**
 - **Obtaining Loans**
 - **Sustaining Regional Economic Growth**

History & Locations

- **SBDC is located at 1410 Ethan Way, Sacramento, CA 95825**
- **SBDC was established in 1989, as part of the Economic and Workforce Development Center hosted by Los Rios CCD**
- **Shared space with EWD partners: Center for International Trade Development; The US Department of Commerce; Center of Excellence; The Training Source; Government Training Academy; and Workplace Learning Resource Center. Creating an opportunity to build strong multi-level business partners within the Sacramento region**

Outreach & Service Areas

- **Covers 3,016 square miles**
 - **Sacramento County**
 - Ethan Way Center
 - Elk Grove Chamber
 - **El Dorado County**
 - Placerville
 - South Lake Tahoe
 - **Southern Yolo County**
 - Davis
 - West Sacramento

Economic Impact

- **2009 Economic Impact**

- **557** **Clients advised**
- **2,244** **Counseling hours**
- **119** **Jobs Created/Retained**
- **144** **Business management sessions**
- **1,056** **Training session attendees**
- **346** **YEP Students through Folsom Lake College,
San Juan USD, Monterey Trails HS**

- **\$1,182,325** **Capital infusion from SBA, Non-SBA &
Owners' Injection**

Client Services Provided

- **One-to-One Consulting**
- **Business Workshops**
- **Business Resource Library**
- **Business Turn Around Program**

Service Location Options

- ❖ **Provide one-on-one consulting and workshops to existing small business owners and emerging entrepreneurs.**
- ❖ **At the SBDC site**
- ❖ **At the customer's site**
- ❖ **At outreach sites**

Core Workshops Offered

- ▶ **Business Basics**
- ▶ **Business Plan Guidelines**
- ▶ **Small Business Bookkeeping**
- ▶ **Beginning QuickBooks**
- ▶ **Intermediate QuickBooks**
- ▶ **Branding & Marketing for Small Businesses**
- ▶ **How to Buy an Existing Business or Franchise**

Consulting Areas

- ❖ Strategic Planning
- ❖ QuickBooks Training
- ❖ CPA Assistance
- ❖ Cash Flow Management
- ❖ Business Management
- ❖ Marketing
- ❖ Financial Projections
- ❖ Business Plan Development
- ❖ Break-even Analysis
- ❖ Website Optimization
- ❖ Time Management
- ❖ Government Contracting

Partnerships

- ❑ Various cities within Sacramento County**
- ❑ Thirty different Chamber's of Commerce**
- ❑ Economic Development Corporations:
SEDCorp, El Dorado, West Sacramento,
County of Sacramento**
- ❑ Business Information Center's (BIC),
SCORE, SETA, SARTA, Federal Technology
Center, and LEED**

Business Assistance Venues

- ❖ **YEP**
- ❖ **Caltrans**
- ❖ **Mutual Assistance Network**
- ❖ **Asian Resources, Inc.**
- ❖ **The Federal Technology Center**
- ❖ **Child Action, Inc.**
- ❖ **Sacramento County Public Law Library**
- ❖ **California Indian Manpower Consortium, Inc.**

Future Plans

- ❑ Increase economic impact of emerging and existing clients served**
- ❑ Enhance training curriculum**
- ❑ Improve availability of capital resources for clients**
- ❑ Expand community outreach program**
- ❑ Transition to Green Technology**



Q & A's