



# Creative Solutions FOR Thriving Communities

CENTRALINA COUNCIL OF GOVERNMENTS

**REGIONAL CONFERENCE**

## Embracing Entrepreneurship and Small Business



GROWING Jobs and Our Economy | CONTROLLING Cost of Government | IMPROVING Quality of Life

# Session Take Aways

1. Small businesses = big impact for communities
2. Public administrators and elected officials have a vital role in connecting small businesses and entrepreneurs to resources
3. Being informed is key to staying abreast of what is available and where there are gaps to fill

# U.S. Small Business Administration

Eileen Joyce

Lead Economic Development Specialist

# **FEDERAL PROGRAMS:**

**SBA: Capital, Counseling, Contracting**

**USDOC: ITA, MBDA, USPTO**

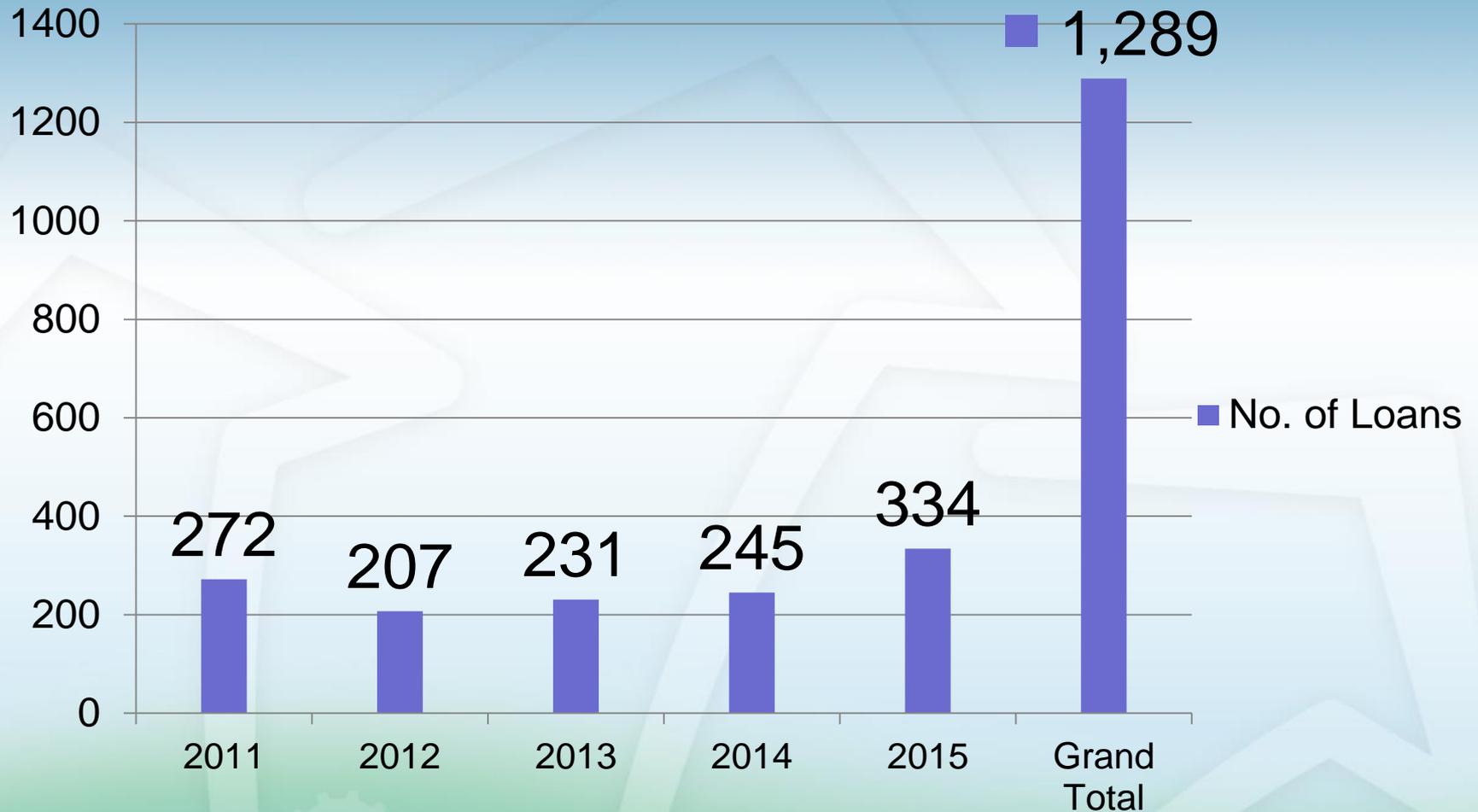
**USDOT: Resource Center, Financial Assistance**

**USDA: Business and Industry Loans**

# **STATE PROGRAMS:**

**SBTDC, SBC**

# Centralina Region: # SBA of Loans



6%

25%

25%

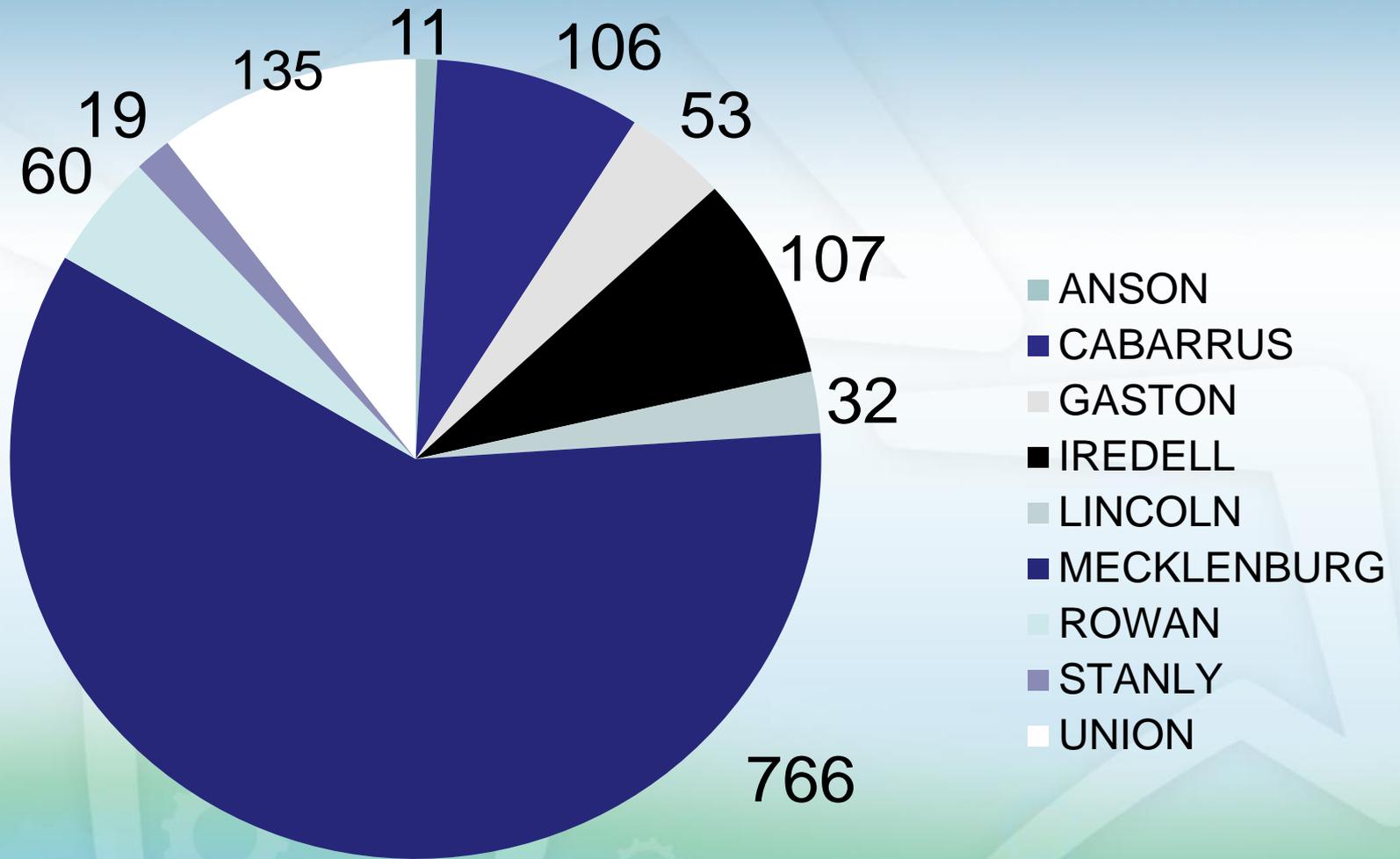
29%

28%

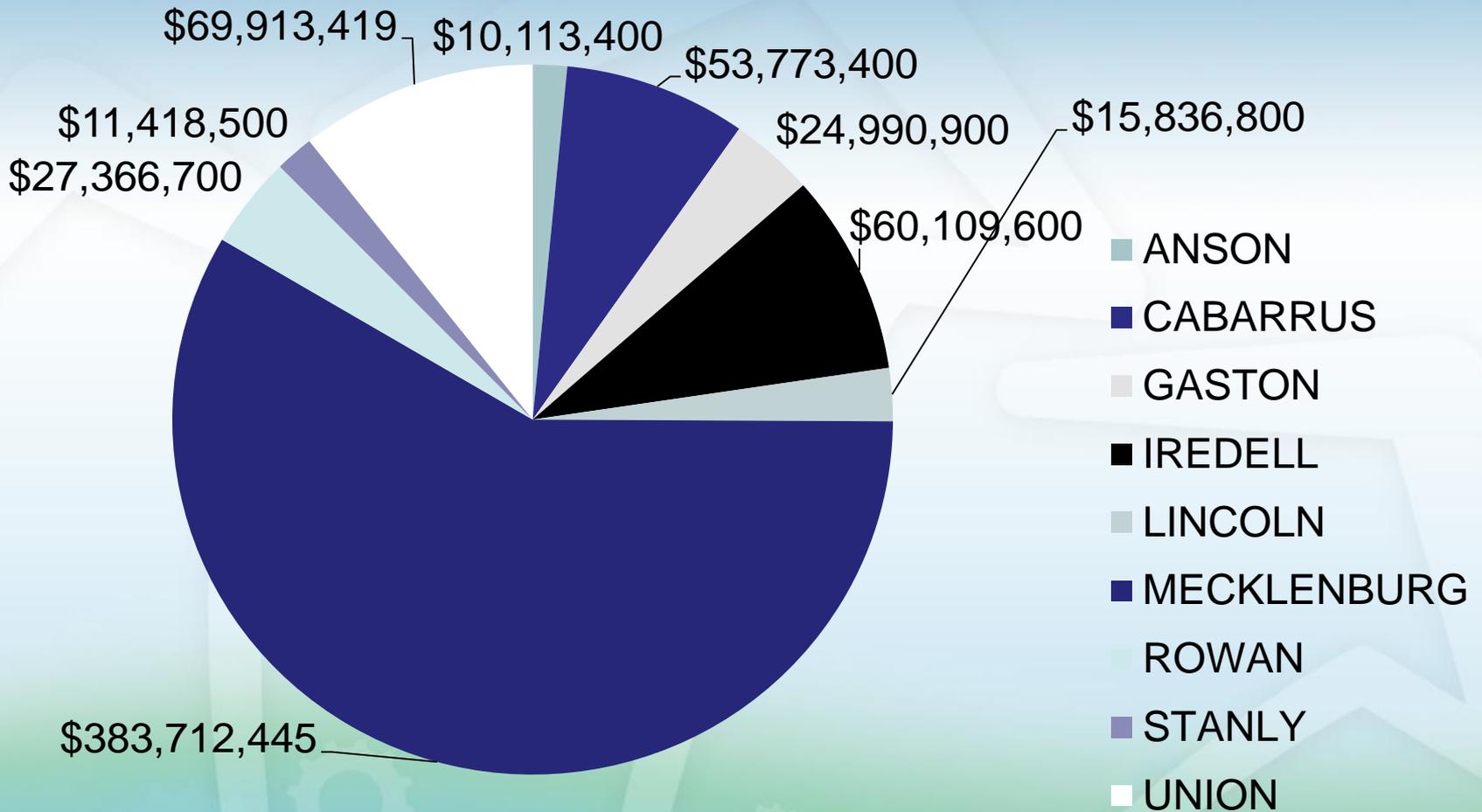
25%

% of Total NC

# Centralina Region SBA Loans 2011-2015 by County



# Centralina Region SBA Loan Dollars 2011-2015 by County



**Over \$600M in 5 years**

# Crescent Construction Services, Salisbury



# B Roberts Foods, Charlotte





# H&H FARM MACHINERY

Monroe, NC



15 Jobs Created



Revenues Up 75%



Doubled Capacity

# Sun Valley Theater, Indian Trail



# Animal Care Clinic, Concord



# Metal Recycling Services, Monroe





# Lain Consulting, LLC

**Thank you.**

**Eileen Joyce**

**US SBA**

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# North Carolina Small Business Technology Development Center

Bion Schulken

Senior Associate State Director

# Take-Aways

- How you can use the SBTDC as your resource
- Getting help matters!
- Don't wait until you can see the edge of the cliff...

# Core Business Services

- Business counseling
- Education and training
- Applied research
- Publications / Web-based Resources
- Advocacy

# Business Counseling

- Strategic positioning / performance
- Access to debt & equity capital
- Market growth / development
- Leadership & talent development
- Operations planning & improvement
- Business planning
- Providing professional referrals

# Statewide Programs & Services

- Government Procurement (PTAC)
- Technology Development & Commercialization
- International Business Development
- Marketing & Research Services
- Private Equity Initiatives
- Strategy & Growth Services

# Capable Professionals

- Economic Development Finance Professional
- Certified Global Business Professional
- Federal Contractor Certification (FCC) Program
- Leading “T” Accredited Program in US

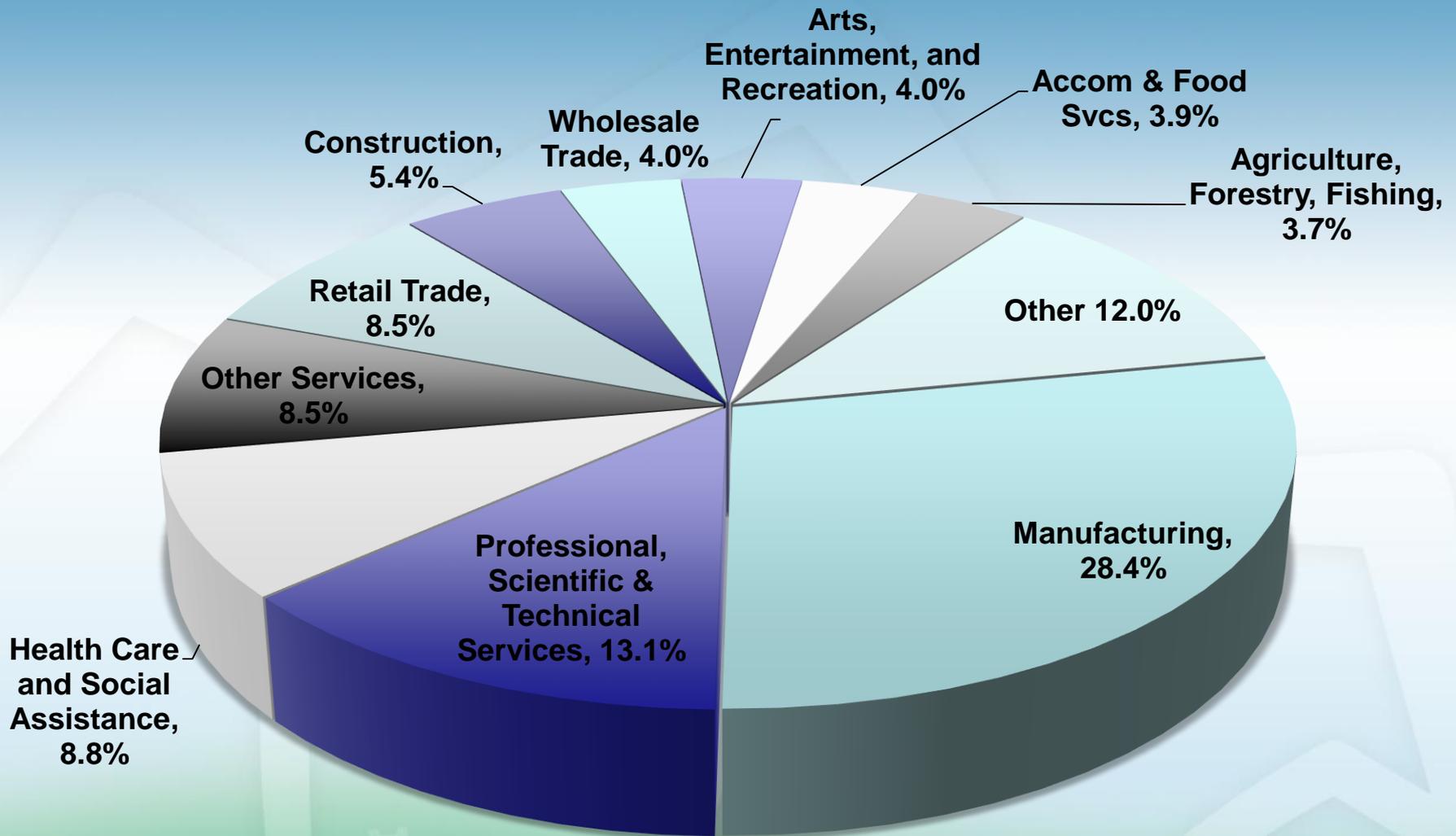
# *Don't be like this me...*



"WE'VE JUST BEEN GIVEN A NEW MISSION STATEMENT, AND IT DOESN'T SAY ANYTHING ABOUT CUSTOMERS, SO SHOVE OFF."

# Focused on Client Outcomes

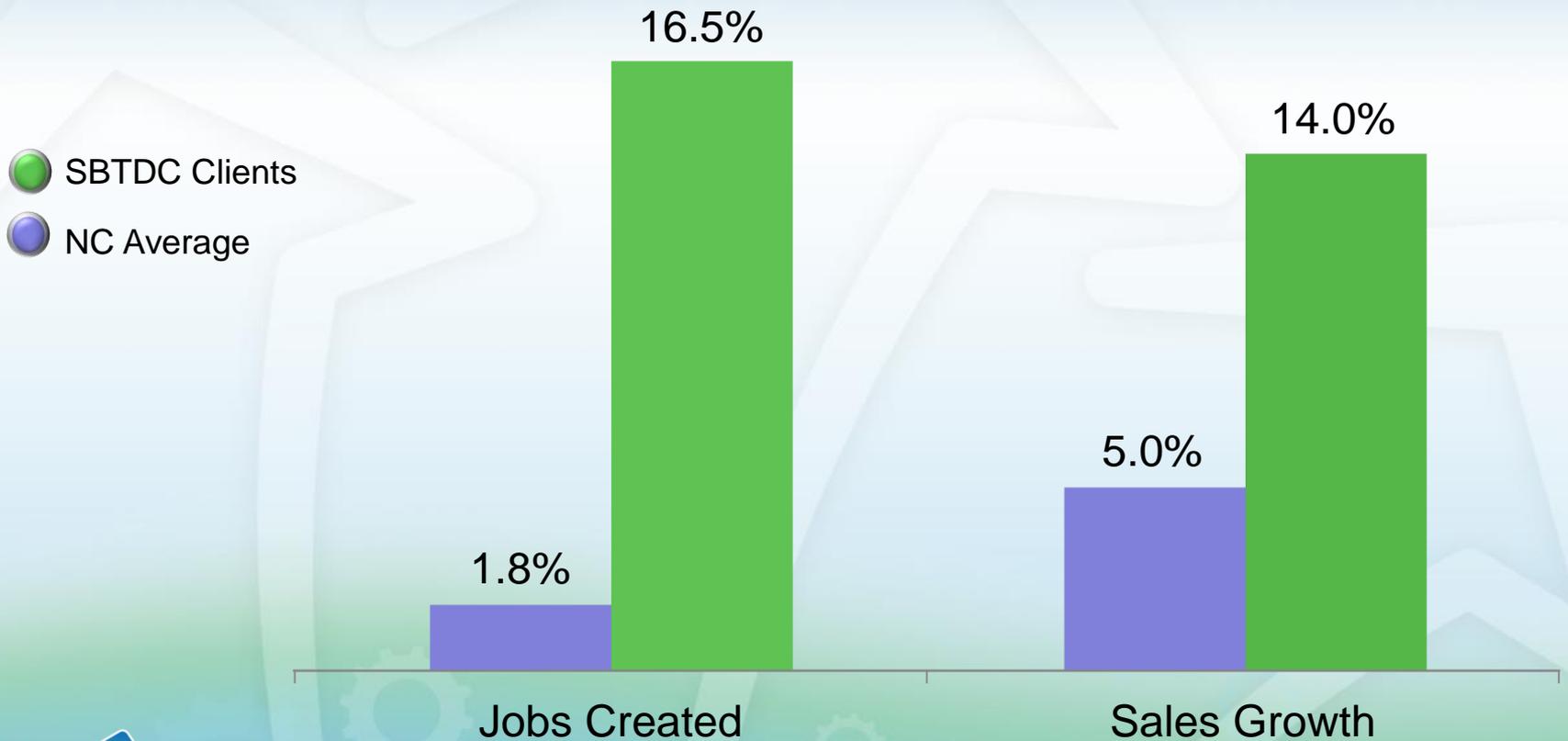
- Evaluate and improve financial performance
- Access new capital and markets
- Improve management and employee performance
- Obtain quality business and market information
- Make better decisions and achieve goals



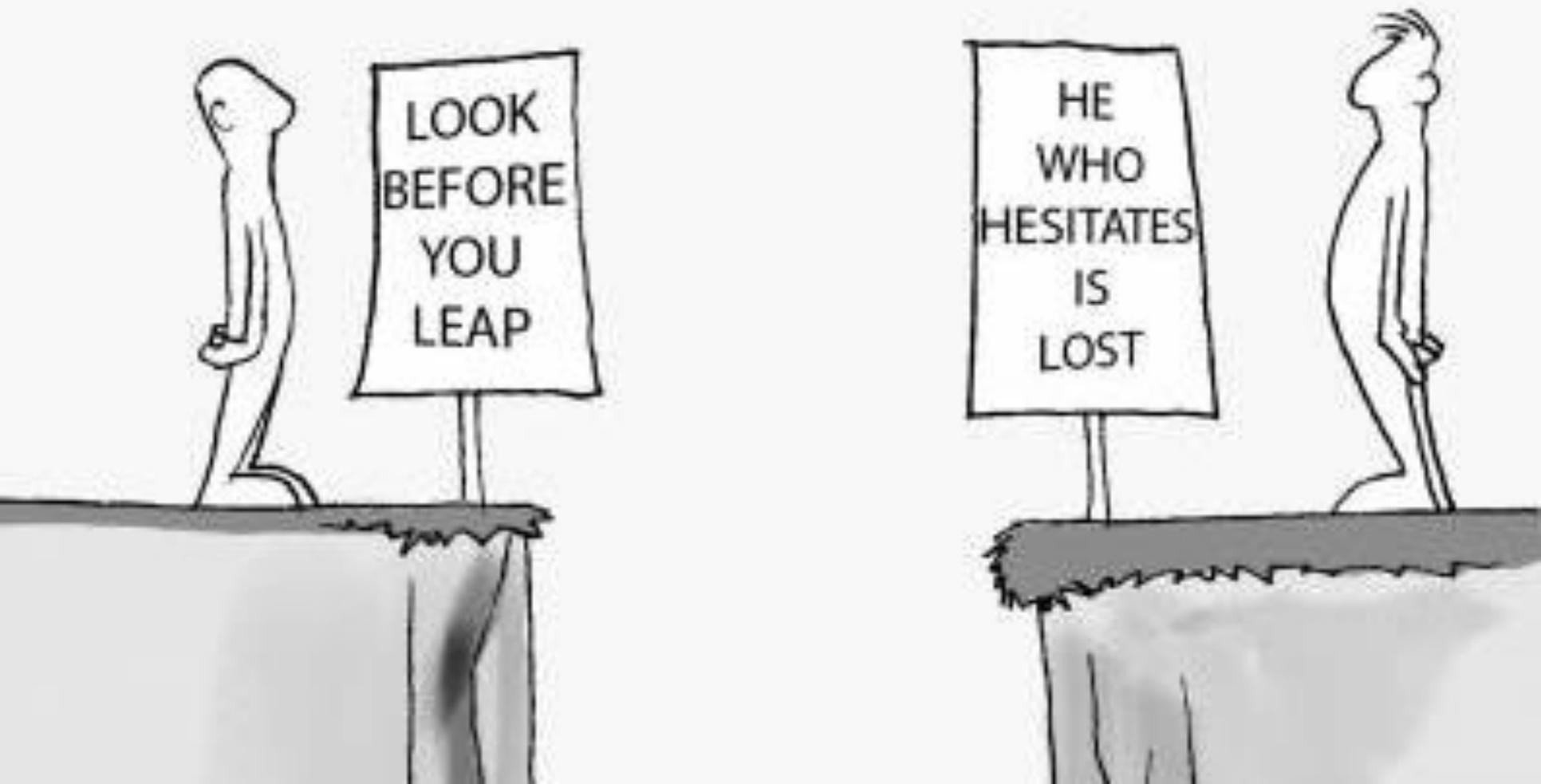
# **SBTDC Client Counseling**

*By Business Type – Existing Businesses*

# Getting help matters...



**Don't wait till you're at the edge...**



# Session Take-Aways

- Find & use existing resources for existing bus dev
- Getting help matters!
  - For your businesses
  - For your community
- Don't wait until you can see the edge of the cliff...
- Meet them where they are

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Senior Associate State Director  
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## **The Small Business & Technology Development Center**

*The business advisory service of the University of North Carolina System  
administered by NC State University  
and operated in partnership with the US Small Business Administration*

# Comments and Questions?

# The Entrepreneur Friendly Toolkit

David Shellhorse

Manager of Economic Development Services

SC Appalachian Council of Governments

# The Entrepreneur Friendly Toolkit

An Economic Development Planning Tool  
developed by the SC Appalachian Council of  
Governments (Greenville, SC)

Presented by: David Shellhorse, ED Manager

# Background

- Appalachian Regional Commission (ARC) planning grant awarded in fall 2013
- Developed the “7-step” on-line tool via 3 pilot communities over 24 months (1 county, 2 towns)
- Tool is now available after communities discuss with ACOG and we provide user name and password
- “Do it Yourself” or ACOG-assisted, approximately 7 month process
- Target Audience: Communities (preferably towns)

# What makes a community *Entrepreneur Friendly?*

- Pro-business culture with long-term ED strategies
- Supportive, attractive to entrepreneurs
- Strong networks, business planning resources and local data
- Gov't compliance is efficient, clearly explained
- Helps navigate local and area capital sources
- Promotes local business success stories and Business-Government communication
- Business resource information is organized, readily available

# How will the EF Toolkit help?

A local public-private task force produces:

- Long Term Deliverable: An “Entrepreneur Friendly Action Plan” (on-line process)
- Short Term Deliverables:
  - An online Business Survey (challenges, opp’s, etc.)
  - A local Business Assistance Guide
  - A local/regional “Capital Matrix”
  - A one page, step-by-step Business Start-Up Timeline
  - A SWOT Analysis on local biz environment
  - Local Demographic/Market Data
  - A Small Business Resource Fair (culminating event)

# The Process: 1 Full Task Force with 3 Subcommittees work on 4 Concurrent Projects

Month 1

Month 2

Month 3

Month 4

Month 5

Month 6

Month 7

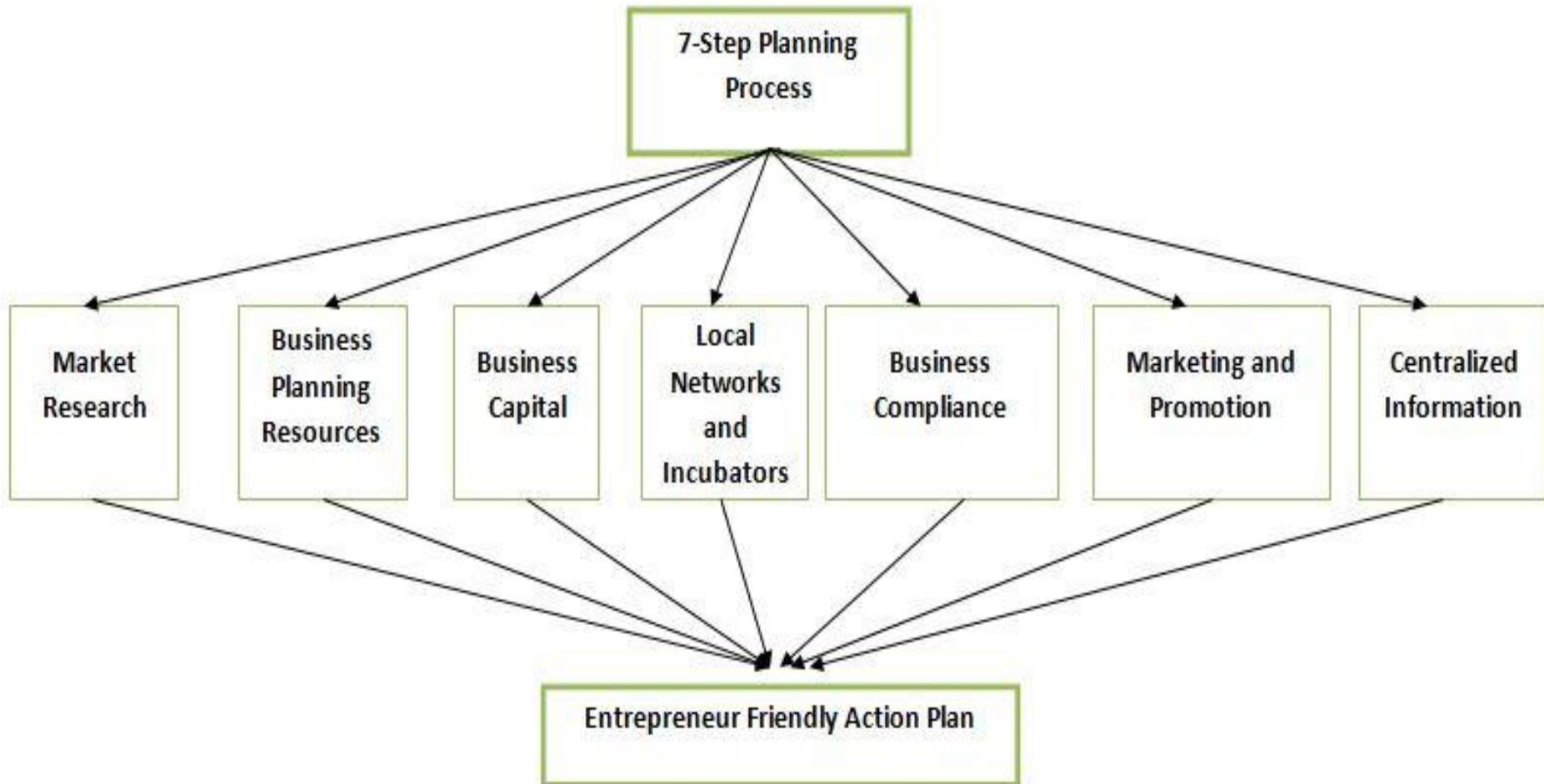
**7-Step EF Action Plan (all Task Force members)**

**Local Business Survey  
(Subcommittee,  $\geq 3$  members)**

**Local Business Assistance Guide  
(Subcommittee,  $\geq 3$  members)**

**Local Business Resource Fair  
(Subcommittee,  $\geq 3$  members)**

# Month-by-Month, the “7 Steps” (topics) of the Task Force’s Planning Process



# Each step culminates in a “strategic plan table” for that topic (simplified example below)

## Step 6: Marketing and Promotion

**Goal #1: Revitalize Downtown**

**Supportive Finding: Business/Shopping activity is down**

**Objective: Make downtown more economically attractive for opening a business.**

**Recommended Action: Establish a local façade grant program as a business incentive.**

**Strategic Partners and Timeline: Mayor/City Council, Chamber of Commerce, Downtown Property Owners. 12 Months.**

# The Strategic Plan Tables combine to form...

Market Research
Goal
Supportive Findings
Objectives
Recommended Actions
Strategic Partners and Timeline

Biz Planning Resources
Goal
Supportive Findings
Objectives
Recommended Actions
Strategic Partners and Timeline

Biz Capital
Goal
Supportive Findings
Objectives
Recommended Actions
Strategic Partners and Timeline

Networks & Incubators
Goal
Supportive Findings
Objectives
Recommended Actions
Strategic Partners and Timeline

Biz Compliance
Goal
Supportive Findings
Objectives
Recommended Actions
Strategic Partners and Timeline

Marketing & Promotion
Goal
Supportive Findings
Objectives
Recommended Actions
Strategic Partners and Timeline

Centralized Information
Goal
Supportive Findings
Objectives
Recommended Actions
Strategic Partners and Timeline



***The Entrepreneur Friendly Action Plan***  
(automatically generated PDF)

# Why a long-term strategic plan?

- A roadmap for continued progress post-EF Toolkit
- Legitimacy & Leverage for future initiatives (grant apps, Main Street designation, local ED investments, etc.)
- Generated in a public-private fashion
- Compiles credible supportive findings, including local business survey data
- Helps inform elected leadership and policy

# Useful, Practical Short-Term Deliverables

- Local Business Assistance Guide
- Local Business Start-Up Timeline
- Local/Regional Capital Matrix
- Local/Regional Business Support Infrastructure
- Local Business Resource Fair Event (preferably annual)

Let's take a quick look at a some examples.

# EF Toolkit Take-Aways: Getting your Small Biz Development *Ducks in Row*

- Intentionally non-academic (doesn't need to be)
- There are numerous business support resources out there (SBTDC, SBA, etc). This program does not create another one.
- This is about communities aligning those resources and incorporating them into their daily practices and long-term strategies.
- It's also about providing the space/opportunity for public-private stakeholders to plan cool E.D. initiatives

# Comments and Questions?

## Program Contact:

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SC Appalachian Council of Governments (Greenville, SC)**

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**THANK YOU FOR INVITING ME!**

# Questions?