

To: Board of County Commissioners: Arapahoe County
 From: Lisa Hudson, Director East Colorado SBDC
 Subject: 2025 Request for Support for the East Colorado SBDC
 Request Amount: \$10,000.00

Services:

The East Colorado Small Business Development Center offers business consulting and training that maximizes the economic potential of entrepreneurs within thirteen counties of East Colorado. Our mission is to help existing and new businesses grow and prosper. Our goal at the Small Business Development Center is to help emerging and existing entrepreneurs gain control of their business operations. We provide free guidance and consulting in all aspects of funding and developing small businesses. We strive to help grow and start businesses. While we cannot eliminate risk, we work to minimize it by helping clients write comprehensive business plans, conduct financial forecasts, strategize marketing tactics, apply for funding, and improve operations. We also offer low cost and affordable training in various business topics via seminars and online webinars. We also provide the connection to resources to secure financing. We strive to assist business owners in taking their business to the next level, making them successful while also fostering economic impact across the state.

 <p>STARTING YOUR BUSINESS</p> <ul style="list-style-type: none"> ✓ Business Planning ✓ Demographic and Industry I ✓ Licensing and Registration 	 <p>GROWING YOUR BUSINESS</p> <ul style="list-style-type: none"> ✓ Financial Analysis ✓ Marketing, Advertising and Sales ✓ Social Media and Websites ✓ Pricing Products and Services 	 <p>SUSTAINING YOUR BUSINESS</p> <ul style="list-style-type: none"> ✓ Disaster Preparedness ✓ Strategic Planning ✓ Lean Manufacturing ✓ Capital Formation 	 <p>HELPING YOU PROSPER</p> <ul style="list-style-type: none"> ✓ Expanding Locations and Products ✓ Business Valuations ✓ Rebranding and Retooling ✓ Exit Strategies
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Arapahoe County Presence:

East Colorado SBDC is requesting the support of \$10,000 to continue servicing Arapahoe County. Over the past 4 years, we have not only increased our overall presence but helped these small businesses develop and increase their economic impact within the communities of Arapahoe County. The East Colorado SBDC offices in Bennett, CO to provide services to entrepreneurs and small business owners of Arapahoe County. We also host unofficial SBDC appointments in Byers at the Kelter Library. We are extremely involved in the networking groups throughout Eastern Colorado as well as REAP. Tracy Carter attends all sessions possible to promote the SBDC services, entrepreneurship, and small business. We provide training throughout the year via online seminar to these small businesses. We are finding that with the increase in demand at the Bennett office location we will need to allocate more dollars to the consultant for the area.

Consulting Report for Arapahoe County:

Since 2019, the East Colorado SBDC has spent 712 hours consulting with clients with 478 sessions. As the demand increases in these areas the more time, we must invest in Arapahoe County. Currently, our

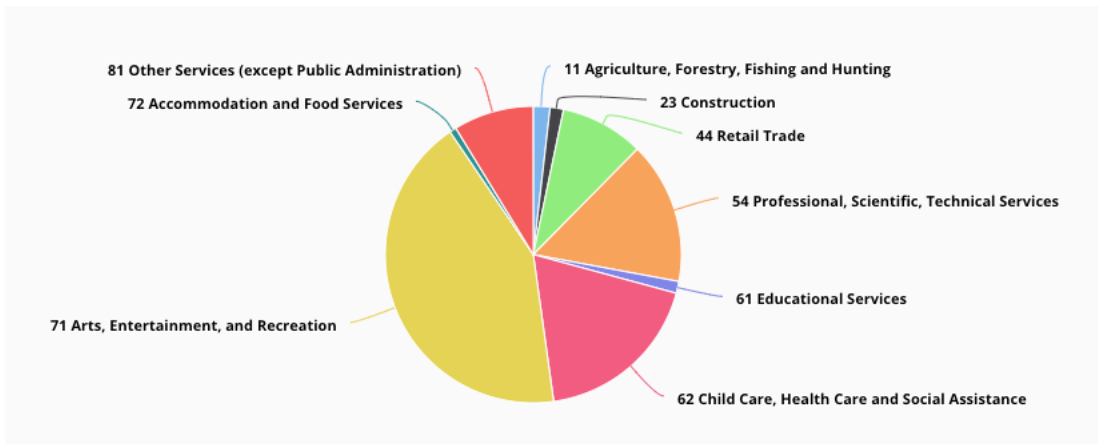
consultant for the county, Tracy Carter, is providing areas of consulting in business startup & acquisition, marketing & sales, sources of capital, and technology. The East Colorado SBDC hires contract consultants at an hourly rate to service the different regions throughout the territory and help these small businesses. Over the past five years, demand has gone up for these services from 65 hours in 2017 to 137 hours in 2023. Support from the local communities helps us deliver these services to small businesses to impact the local economy.

2023 Economic Impact in Arapahoe County (Organizational Metrics):

- 19 Full Time Jobs Supported
- \$604k Capital Infusion
- \$322k Sales Growth
- 137 Consulting Hours

About our clients:

In 2023 in Arapahoe County 62% of the clients served were in business and 38% were not in business. This is an increase in clients looking to start businesses over last year but still a high likeliness of potential for job creation and capital formation within the county creating more economic development in the area. We do offer services in both English and Spanish that way we can service the small business appropriately. We continue to add more contract consultants with specialty areas of expertise, most recently we have onboarded two management specialists one of which has a background in retail management as well as a childcare specialist.

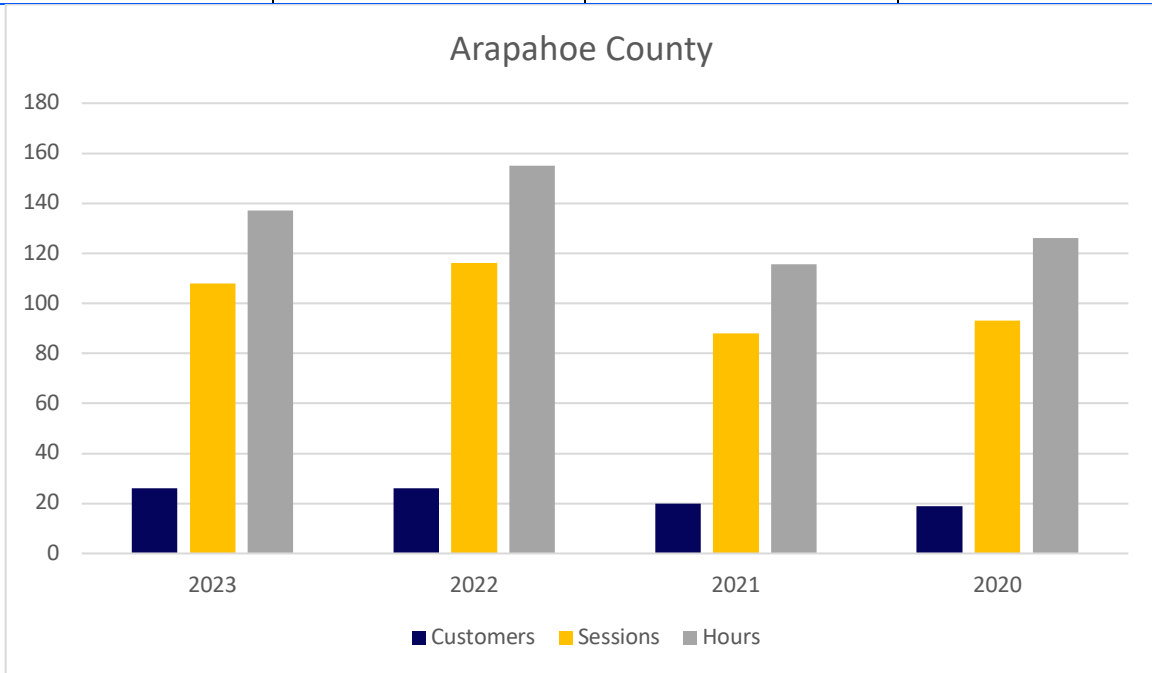


Arapahoe County Impacts and Efforts:

Small business growth and recovery has been a focal point for our clients. We are the point of contact for residents living in Arapahoe County for assistance and resources with startups, business marketing, financing, technology, and business succession planning.

East Colorado Consulting Report for Arapahoe County Clients Only:

Year	Customers	Sessions	Total Time
2024 YTD	16	46	67
2023	26	108	137
2022	25	116	155
2021	20	88	115.5
2020	19	93	126
2019	8	31	90



Use of Funds:

Additional Consulting-General & Specialty:

With the core program for the SBDC as one-on-one consulting, we will use the funds to increase the number of hours allocated for Arapahoe County meeting the demand for the county.

Recruiting:

The East Colorado SBDC spends time recruiting new clients and conducting outreach. This has created the opportunity to help a business with an export project in Arapahoe County, which will create jobs, tax dollars, and economic development. With more dollars available, the East CO SBDC will be able to provide more one-on-one consulting and attend other local events.

Training:

The East Colorado SBDC will be able to host local training within Arapahoe County outside of online seminar training. Although the current trend for training falls within online seminar, it is still effective to host training within an area. The SBDC has been communicating with the I-70 Chamber of Commerce about hosting some training opportunities for small businesses.

Other SBDC Programs:

Childcare:

Expertise and resources designed to help childcare providers succeed across all stages of the organizational lifecycle. The program is a partnership between the SBDC and Early Childhood Council.

SBDC TechSource

A program designed for companies that are innovating tech. The program cultivates & attracts, engages & educates, develops & supports, and connects & scales companies in the tech world. It is a three-prong service approach integrating tech commercialization through SBIR, creating cybersecurity awareness and implementation of policies, and connecting companies to tech partners.

Leading-Edge

The East Colorado SBDC developed strategic planning programs through the leading-edge program. We currently host three distinct types of courses which are based on industries. We host 4-week programs for creative businesses (painters, potters, voice-over actors, etc.) and a 6 week program for restaurant and food truck businesses. These are hosted online to increase the availability for attendance and provide more connections for attendees across the state. This also allows to provide facilitators to present expertise across the state.

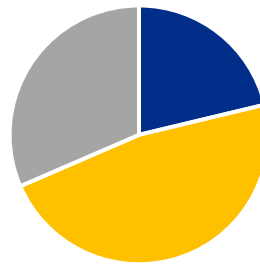
The East Colorado SBDC Request for Support:

We rely on our local communities to support the East Colorado to offset the costs of providing one-on-one consulting and training for small businesses and entrepreneurs within the community we are servicing. All dollars provided to the SBDC by a community, town, and county are dedicated supporting the East Colorado SBDC program. We receive a base grant from the SBA that only covers 33% of the total budget and we need to raise funds to offset those costs. If we receive \$10,000 for 2025 from Arapahoe County this will affect our center to better serve the area with the increase in demand for consulting. We are currently working on a deficit to serve the area and this year, although unusual, we have an ever increasing need to help small businesses in survival mode. We will exceed the hours spent with clients this year. By maintaining the previous budget of \$10,000 we will continue to invest in the county.

Current Budget:

The East Colorado SBDC receives a base grant from the SBA which covers about 33% of the total expense of the program. We receive funding from the Monfort College of Business at UNC as our host institution. We raise most of the funds within the communities that we serve, but as the number of small businesses grows the demand for the SBDC services continues to increase. We do not charge for most of the training and therefore do not have a line item for workshops.

2024 SBDC Budget



■ SBA ■ Grants ■ Local

Closing Comment:

Thank you for considering this proposal and I welcome any feedback or ideas to better serve the entrepreneurs and small business owners of Arapahoe County. We look forward to our continued partnership and helping small businesses maximize their potential.

Best Regards,

Lisa Hudson
Executive Director, East Colorado SBDC