



# SMALL BUSINESS DEVELOPMENT CENTER REQUESTING FUNDING SUPPORT

**CRYSTAL MENDOZA**

DIRECTOR OF THE SMALL BUSINESS DEVELOPMENT CENTER (SBDC) - AWC

# WHO WE ARE



- The AZSBDC Network works to help launch, grow and sustain small businesses in Arizona. We are Arizona's largest most comprehensive and accessible statewide source of assistance for small businesses in every stage of development.

## WHY CLIENTS COME TO US



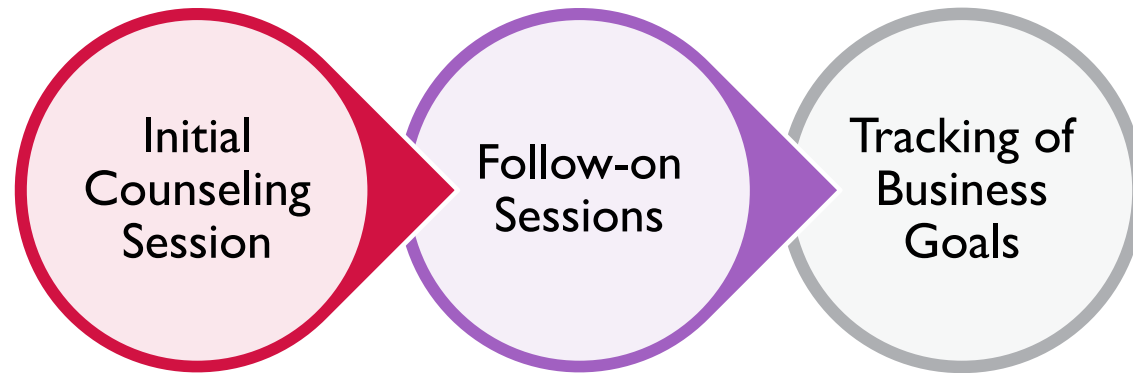
**Counseling**  
(No Fee)

Start-Up Assistance  
Business Plan Development  
Financing and capital needs for start up and growth  
Financial analysis and budgeting  
Marketing and sales strategies  
Existing business expansion-growth  
Succession planning  
Technology commercialization  
Export planning  
Government contracting - PTAC

# SBDC COUNSELING EXPERIENCE



Complete a Request for Counseling form.



Identify business goals and areas of assistance needed.

Meet with counselor for regular guidance.

Track and report metrics.

**Counseling is by appointment only.**

[azsbdc.net](http://azsbdc.net)

# SBDC-AWC OPEN COUNSELING SESSIONS @ LOCAL LIBRARY'S



- Yuma Library: Twice a Month - Tuesdays 1PM-3PM
- Somerton City Hall: Second Wednesday of every Month 1PM-4PM
- Wellton Library: Fourth Wednesday of every month 1PM-3PM
- San Luis Library: Every other Thursday 1PM-3PM
- AWC Main Campus Library – First Wednesday of the month 9am-11am (Fall & Spring Semesters)
- AWC Parker Campus – May 25, Aug 24, Nov 9 1-3PM

## Follow-Us!

**FB: Small Business Development Center at Arizona Western College (TeamSBDC)**

**Twitter: @SBDCAWC**

**Instagram: SBDCAWC**

**Located: Downtown Center – AWC /Phone (928) 317-6151**

# 2023 WORKSHOPS / EVENTS / CAMPAIGN



|   | # Attendees |   | # Attendees |
|---|-------------|---|-------------|
| <b>City of San Luis - Workshops at San Luis Library</b>   |             |   |             |
| 03/30/2023 3:30PM – Business Licensing Steps, Government Contracting (City of San Luis to show their videos for business license and some city officials present and business owner. )  | 37          |   |             |
| 5/18/2023 3:30-4:30PM Google Mi Negocio, Incluye lo basico de pagina web y redes sociales   |             |   |             |
| 07/06/2023 3:30PM Business Insurance, Liability insurance, Workers Compensation, Health insurance   |             |   |             |
| 10/19/2023 3:30PM Business Financing/Lending.   |             |   |             |
| <b>City of Somerton - Workshops at City Hall</b>  |             |   |             |
| 4/19/2023 3pm - Marketing; Take your business to the next level! Sustain, Grow, Expand.   | 18          |   |             |
| 7/12/2023 3pm – Business License Steps, Government Contracting, City to show their videos for business license and some city officials present and business owner), (Other possible topics -Marketing – Social media, Billboards, Google mi Nogocio Video Production, Moonshot Invite. Or Business Insurance, Liability insurance, workers comp, health insurance). Or Business Financing/Lending.  |             |   |             |
| 10/11/2023 3pm – Business License Steps, Government Contracting, City to show their videos for business license and some city officials present and business owner), (Other possible topics -Marketing – Social media, Billboards, Google mi Nogocio Video Production, Moonshot Invite. Or Business Insurance, Liability insurance, workers comp, health insurance). Or Business Financing/Lending. |             |   |             |
| <b>City of Yuma</b>   |             |   |             |
| 03/21/2023 4:00 - 5:00 pm Small Business Start-ups - Business Licenses (at City Hall)   | 25          |   |             |
| 04/18/2023 4:00 - 5:00 pm - Marketing (at City Hall)  | 20          |   |             |
| 07/11/2023 4:00 - 5:00 pm - Insurances for Businesses ( Yuma Main Library)  |             |   |             |
| 10/24/2023 4:00 - 5:00 pm - Finance/Lending ( Yuma Main Library)  |             |   |             |
| <b>Wellton</b>  |             |   |             |
| 04/27/2023 - 10:30am - 11:30am - Connecting Small Businesses with Future Entrepreneurs  | 106         |   |             |
| 07/19/2023 3:00 - 4:00 pm Tentative - Marketing; Take your business to the next level! Sustain, Grow, Expand.   |             |   |             |
| 10/18/2023 3:00 - 4:00pm Tentative - Business Financing/Lending.  |             |   |             |
|   |             | <b>Boots To Business - Workshops at MCAS Yuma</b>   |             |
|   |             | 3/18/23 12:30 – 1:30 pm MODULE 7: INTRODUCTION TO BUSINESS PLANNING OBJECTIVE: Leveraging the Nuts-and-Bolts Guide to Business Planning. Understand how to move from feasibility analysis to constructing a viable and fundable business plan.  | 10          |
|   |             | 6/14/23 12:30 – 1:30 pm MODULE 7: INTRODUCTION TO BUSINESS PLANNING OBJECTIVE: Leveraging the Nuts-and-Bolts Guide to Business Planning. Understand how to move from feasibility analysis to constructing a viable and fundable business plan.  |             |
|   |             | <b>AZ at Work Youth Entrepreneurial Program - Workshops at Downtown Center</b>  |             |
|   |             | 3/13/2023 at 3:00pm - 4:30pm Entrepreneurial Skills Training; to provide the basics of starting and operating a small business, such training must develop the skills associated with entrepreneurship. A) Taking initiative (Evaluate your business idea form will be used), B) Creatively seeking out and identifying business opportunities, C) Developing budgets and forecasting resources needs, D) Understanding various options for acquiring capital and the trade-offs associated with each option; and E) Communicating effectively and marketing oneself and one's ideas. | 22          |
|   |             | 5/22/2023 at 3:00pm - 4:30pm Entrepreneurial Skills Training;   |             |
|   |             | 7/10/2023 at 3:00pm - 4:30pm Entrepreneurial Skills Training;   |             |
|   |             | 9/11/2023 at 3:00pm - 4:30pm Entrepreneurial Skills Training  |             |
|   |             | 11/6/2023 at 3:00pm - 4:30pm Entrepreneurial Skills Training;   |             |
|   |             | <b>Kofa High School-</b>  |             |
|   |             | 05/02/23 - Youth Entrepreneurial Skills Training Workshop 11:30am - 12:30 pm  | 18          |
|   |             | <b>Cibola High School - Cancelled</b>   |             |
|   |             | <b>Consulado de Mexico</b>  |             |
|   |             | 04/14/23 - 3:00pm - 4:00pm - Mexicana Empremda - Business Plans, Entrepreneurship (Tentative)   | 6           |
|   |             | 04/17/23 - 3:00pm - 4:00pm - Marketing/Social Media (Tentative)   |             |
|   |             | 04/21/23 - 3:00pm - 4:00 pm - Marketing/Social Media ( Tentative)   |             |
|   |             | 04/26/23 - 3:00pm - 4:00pm - Disena Tu Futuro ( Tentative)  | 6           |
|   |             | <b>State-Wide SBDC Workshop</b>   |             |
|   |             | 05/03/23 - Conduct business in Arizona With Confidence & Innovation Portal Program -  | 150+        |

# PARTNERSHIP WITH CITY OF SAN LUIS



# SBDC SERVICES



**Yuma SBDC is part of America's SBDC Arizona Network.**



**Counseling**  
(No Fee)



**Training**



**Resources**

**For Yuma & La Paz Counties**

**I Full Time Center Director**

**I Full Time Business Counselor**

**I Full Time Administrative Assistant**

**Population Served**

(July 1, 2022 Estimates (Per AZ Office of Economic Opportunity))

**Yuma County - 209,920**

**La Paz County - 16,860**

# AWC SBDC ECONOMIC IMPACT



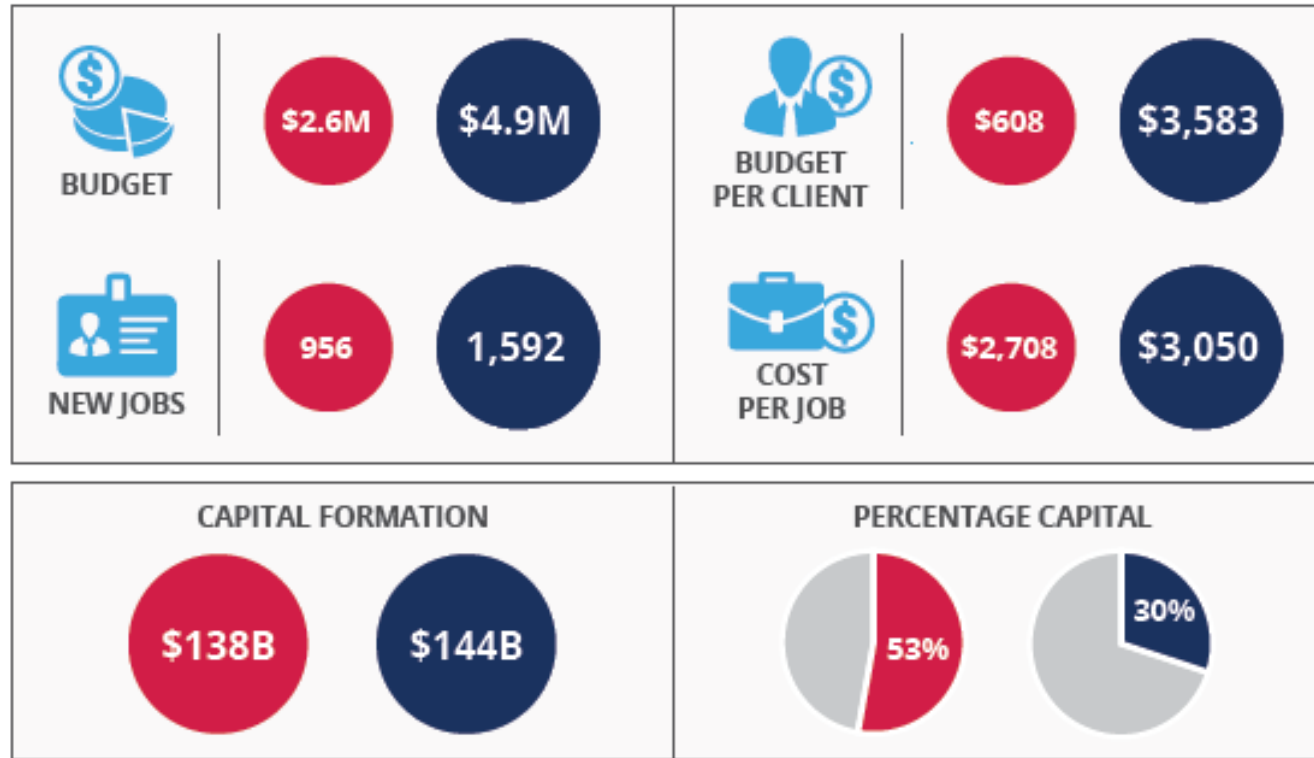
|                         | Oct 2021 - Sept 2022 | Oct 2022 - Present |
|-------------------------|----------------------|--------------------|
| Clients                 | 581                  | 457                |
| Sessions                | 984                  | 779                |
| Total Capital Formation | \$ 3,579,300         | \$ 4,832,416       |
| Jobs Created - FT       | 108                  | 145                |
| Jobs Retained - FT      | 75                   | 120                |
| Biz Starts              | 18                   | 16                 |
| Sales Growth            | \$ 1,588,356         | \$ 14,048,561      |

- Data last updated 5/8/23



# ARIZONA VS. NATIONAL AVERAGE

■ ARIZONA ■ NATIONAL AVERAGE



# AWC SBDC FUNDING



| Funding Source  | Yearly Funding       |
|---|----------------------|
| Small Business Administration                         | \$ 110,000.00        |
| Arizona Commerce Authority                            | \$ 32,000.00         |
| AWC Cash Match - Historical                           | \$ 110,000.00        |
|   |                      |
| <b>Total Funding</b>                                  | <b>\$ 252,000.00</b> |
|   |                      |
|   |                      |
| <b>Currently on Staff - Total Salaries and Fringe</b> | <b>\$ 230,919.02</b> |
| Full Time Center Director                             |                      |
| Full Time Business Counselor                          |                      |
| Full Time Administrative Assistant                    |                      |

# RETURN ON INVESTMENT



The AZSBDC Network delivers a great return on investment. On average, each dollar spent on the AZSBDC and its Arizona small business clients increases sales by **\$18**, accesses **\$14** in new capital, and creates or retains **6** jobs *on every working day!*

*The AWC Foundation is a 501 (c)3 nonprofit organization. Federal Tax ID# 86-6051919*

For information about making a donation, please contact **Laura Knaresboro** at: [laura.knaresboro@azwestern.edu](mailto:laura.knaresboro@azwestern.edu) or 928-344-1720. To make a donation on-line, visit our website at: <https://foundation.azwestern.edu/give-online>

# THE ASK



| Location     | Population     | Contribution<br>Per Capita<br>\$.40 |
|--------------|----------------|-------------------------------------|
| San Luis     | 34,074         | \$13,630                            |
| Somerton     | 14,651         | \$5,860                             |
| Wellton      | 2,549          | \$1,020                             |
| Yuma         | 99,600         | \$39,840                            |
| Yuma County  | 57,046         | \$22,818                            |
| <b>Total</b> | <b>207,920</b> | <b>\$83,168</b>                     |

|                                     |    |           |
|-------------------------------------|----|-----------|
| Full-time Business Counselor Salary | \$ | 41,322.00 |
| Fringe benefits (38.4% of salary)   | \$ | 15,867.00 |
| Operational Supplies for Center     | \$ | 25,979.00 |
|                                     | \$ | 83,168.00 |

(Population per July 1, 2022 Estimates (Per AZ Office of Economic Opportunity))

QUESTIONS?

