

The SBDC at the Greater Delray Beach Chamber of Commerce



A-Guide 2020 – 2021

Program A



FY 2019 - 2020

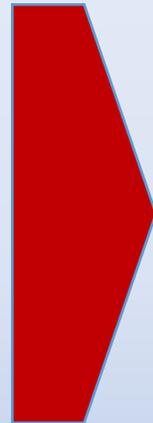
Pre-Covid

Going into the program year the SBDC plans were to serve at least 154 clients, a series of training sessions and a 3 Lenders' events were scheduled for Q2.

Due to the demand caused by the impact of Covid-19 in the economic health of the business community, by end of Q3 we had met 136% of our goal of clients served and 460% of our goal for addition of new clients, in addition to transitioning to a virtual platform

During the Covid impact

When the Disaster Declaration was approved, the SBDC was restricted to providing individual consulting to the local business community which included.



- Helping clients assess the potential impact on their businesses,
- Alternative marketing strategies
- Leadership coaching – stress management
- Ongoing updates on legislative decision,
- Alternative strategies to managing through the crisis.
- Determine Eligibility for Funding sources – PPP, EIDL, FBL programs as well as local grants.
- Prepare and submit applications for funding.
- Continue to identify new sources of funding.
- Advice on management of funds received

FY October 1st 2020 - September 31, 2021

	Pre-Venture	Emerging Businesses	Growth and Established Businesses 3+ years, \$100,000 in Sales, >5 Employees
Core Services			
One-on-one guidance on business information, structure, registration, regulation and business taxes	■		
Early stage business concept mapping	■		
Business Audit		■	
Market Analysis		■	
Sales Growth		■	
Capital Access Basics		■	
Emergency Preparation Plans		■	
Business Plg and Forecasting		■	
Strategic Planning			■
Market Expansion/ Sales Growth			■
Government Contracting			■
Export Planning			■
Capital Access Assistance			■
Financial Analysis			■
Cash Flow Management			■
Business Continuation Assistance			■

Mastering Resiliency Growth and Established Businesses (3+ Years)

Virtual Sessions repeated Quarterly	Tools	Consulting Services
Reopen Business Planning	Customized planning document	Lead Consultant assigned to each participant to guide selection of conference topics and apply new knowledge.
Leadership Strategies	Self Assessment and Coaching	
Virtual Marketing Plans	Customized planning document	Lead Consultant will form and assign a Mentor Team upon request of the client.
Business Emergency Plans	Guidelines	
Growth Acceleration	Customized planning document	Additional research reports on available.
Market Expansion --- Pivoting, New Market Identification	Customized planning document	
Capital Access Plan and Preparation	Analysis to integrate into Bus plan	Subscriptions to planning tool provided.
Business Valuation	Customized planning document	
Identifying New Funding resources	Information to Include in Bus plan	
Small Business Innovation Research Funding	Roadmap to Application Process	
Business Analyst and Lender Panels	Introduction to local lenders and financial analysts for feedback on Business Plan/Financials	

Funding Request - \$140,000

- Provides for access to 8 consultants that are subject matter experts, a program manager, administrative and logistical support for both the “Core Services” and “Mastering Resiliency”
- Planning tools, assessments and materials
- Marketing and social media management

Of note – 2 of the subject matter expert consultants and a staff member are local Delray Beach professionals on contract with our team at the SBDC.