



A-G.U.I.D.E. Nonprofit Partner Logic Model Form

Program/Project: x A B

Organization: Greater Delray Beach Chamber of Commerce Contact Person: Stephanie Immelman,
President & CEO

Program/Project Name: SBDC at the Delray Beach Chamber Funding Period: 2021-2022


Program/Project Budget \$: 40,000 Request \$: 40,000 CRA Need Area: Economic Development

Brief Description: Continued support for the SBDC team’s ability to serve the Delray Beach CRA’s efforts at strengthening the small business ecosystem in the city.

Need for Program: The Small Business Development Center at Florida Atlantic University Division of Research is a unique partnership with the Delray Beach CRA that provides a consistent local source of one-on-one mentoring and consulting to the small business community. In 2020 alone, the team of consultants in this region of Palm Beach and Broward counties worked with over 2500 clients (22,500 hours) on a first come first served basis. Throughout the pandemic and hurricanes of 2020, the Delray Beach business community received priority attention as a result of this relationship with the Delray Beach CRA. By having a lead consultant imbedded, the business owner has an immediate access to our depth of resources among the team. The consultants that worked with members of the community included specialties of Capital Access, Marketing and Social Media, Strategy Pivot, Government Contracting and Leadership Behavior. The lead consultant also integrates other economic partners in their guidance to the client such as CRA funding options, networking opportunities, location identification, and guidance through the city’s new business processes.

Target Audience: Pre-venture, Emerging and Small to Medium Enterprises. With the emphasis on Minority owned, Women owned and Veteran entrepreneurs.

Uniqueness/Justification: The SBDC relationship with the Delray Beach CRA has provided an opportunity to work with the small business owners in the context of the economic development intentions of the City of Delray Beach. By understanding the planned community development and business support structure, the SBDC can build a more robust relationship with the business owner. In addition, the SBDC at FAU collaborates with local consultants and service providers to round out the client’s development needs.

GOAL: Provide consulting services that focus on the unique needs of small businesses in Delray Beach. Utilizing the broad capabilities of the SBDC team develop a long term strategy for the business owner, immediate response to their needs and mitigation of the harmful effects that disasters impose.			
Key Activities	Outputs	Outcomes	Impact(s)
<p>1. Access to the team of consultants focused on providing consulting services for local Delray Beach business owners registered with the SBDC at FAU. The team includes:</p> <p>Lead consultant – outreach, assignment of resources, leadership coaching. Core members of the team include:</p> <ul style="list-style-type: none"> • Financial Literacy Consultant • Capital Access Consultants • Government Contracting Consultant • Marketing, PR, and Social Media Consultants • Trade Specialists • SBIR/STTR Specialists 	<p>1a. One-on-One coaching of Business Owners to guide and support the growth of their operation and mitigate the impact of the pandemic and potential weather disasters.</p> <p>1b. Immediate access for the local Delray Beach business community continues with the Lead consultant based in the CRA District. </p>	<p>Increase in client base by 10%: Current client base in Delray Beach = 189 current active clients. Currently 57% of client base, 107 are in the CRA District.</p> <p>Continued availability of coaching resources for business owners as needed.</p>	<p>Local business owners have the resources they need to make scalable decisions for their operations.</p> <p>Business owners receive ongoing, timely information on potential funding programs communicated through the Delray Beach Economic Partners and to registered clients.</p> <p>New businesses are connected with local resources to ensure a healthy start in the community.</p> <p>Local businesses receive the holistic guidance needed to grow and add jobs to the community.</p>

<p>2. The SBDC secures additional resources and services because of increased funding, or offerings made available by the University.</p> <p>Those offerings are offered first to our local economic partners, before opening to the general client base.</p> <p>Examples from 2020 - 2021 include:</p> <ul style="list-style-type: none"> • Auto-CAD training seats (levels 1,2 and 3) made available by FAU to SBDC. • A new Financial Literacy Program • Success in Sales Program • Business Valuation Service • Dale Carnegie – the Innovative Mindset. <p>Cost to the SBDC for these training services range from \$800 - \$1000 per seat. Cost to the Business owner \$0. Cost to the Delray Beach CRA – no additional charge.</p>	<p>2a. Each quarter clients are invited to attend an introductory webinar on a new offering.</p> <p>If the webinar is well attended, the offering can be provided as a small group experience.</p> <p>In addition, these services can be provided as one-on-one consulting to the business owner/owner's team.</p>	<p>Providing new skills and knowledge to the local business owners and their employees increases the businesses potential as well as the employee's value to the industry.</p>	<p>Increase in healthy business community contributing to a healthier tax base.</p>
<p>3. Ongoing communication on Capital Access opportunities, including SBA funding programs and services, non-bank capital and traditional banking services.</p> <p>The SBDC serves as the consulting team for the SBA and therefore has the ability to provide the business community the education, process support, and individual guidance on applying for the funding and putting those funds toward sustainable growth.</p>	<p>3a. A weekly newsletter is disseminated with highlights of programs and services and clients that are identified as best served by new offerings are notified directly.</p>	<p>Business owners are educated on role of funding to start/grow their companies, becoming knowledgeable of eligibility criteria, receive assistance applying for funds and have a guide on how best to invest the funds received into their operations.</p>	<p>Ensures the business owner not only understands what funding is available, but also how to structure their operations to ensure eligibility when those funds can best support their growth. o</p>