

Aurora-South Metro SBDC 2020 Annual Economic Update

SBDC Centers

Aurora-South Metro 303-326-8686

Boulder
303-442-1475

970-243-5242

La Junta
719-384-6959

Larimer County
970-498-9295

North Metro Denver
303- Colorado Springs
719-255-5842

Denver Metro
303-620-8076

Grand Junction
404-5340

Northeast-East Central
970-352-3661

Northwest Colorado
970-453-5700

San Luis Valley
719-589-3682

Southern Colorado
719-549-3224

Southwest Colorado
970-247-7009

West Central
970-943-3157

Our Mission is to help existing and new businesses grow and prosper in the Aurora-South Metro area (Arapahoe, Douglas and South Jefferson counties).

Our Vision is to be the premier, trusted choice of Colorado businesses for consulting, training and resources.

We maximize the economic potential of entrepreneurs and our clients give our consultants/trainers a **97% satisfaction rate.**

Nationally Accredited Program by the Association of America's Small Business Development Centers

Citizen requests for SBDC services doubled (or tripled) in volume during 2020 due to the pandemic.

2020 Overall Economic Impact

Client inquiries (calls for referrals): 5,000

1:1 Number of Clients: 1,296

1:1 Consulting Sessions: 4,211

Jobs Created: 134

Jobs Retained: 185

Business Starts: 17

Capital Formation: \$8.1M

Government Contracts: \$8M

Sales Increase: \$6.3M

Webinars: 125

Webinar Attendees: 1,767

Arapahoe County Citizens: 47%

Douglas County Citizens: 46.5%



OPENING · LAUNCH · VENTURE · COACHING
INFORMATION · COMPETITION

Funding Recap:

Community funding partners: City of Aurora, City of Englewood, City of Centennial, Douglas County, City of Greenwood Village, Town of Parker and Ent Credit Union

Grant funding partners: U.S. Small Business Administration, CARES Act, Colorado Minority Business Office, Colorado Department of Transportation and Colorado Office of Early Childhood Development

Resource partners: Arapahoe Library District, Douglas County Libraries, Colorado Community Media, Aurora Sentinel, Community College of Aurora, Arapahoe Community College, Manufacturer's Edge, area Chambers and Economic Development offices

Arapahoe County has not funded the Aurora-South Metro SBDC since the fiduciary host office relocated from the South Metro Denver Chamber to the City of Aurora in September 2014.

Financial Assistance Requested:

Due to the tremendous increase in services requested by citizens, we find ourselves in need of additional human capacity in order to meet client needs. Our plan is to fund two new positions beginning now (2021) and for three years into the future (2022, 2023 and 2024) in order to grow the economic impact in the south metro area.

Associate Director for the South Metro Area – Budget Need: \$125,000 annually

Full-time Consultant for the South Metro Area – Budget Need: \$100,000 annually

Programming/Operational Budget Need: \$25,000 annually

Financial need by year:

2021 - \$185,000 Personal & Fringe; \$25,000 for programming/operations; Total Resources Needed: \$210,000

(Center has \$40,000 of CARES Act funding for the P&F in 2021)

2022 - \$225,000 Personal & Fringe; \$25,000 for programming/operations; Total Resources Needed: \$250,000

2023 - \$225,000 Personal & Fringe; \$25,000 for programming/operations; Total Resources Needed: \$250,000

2024 - \$225,000 Personal & Fringe; \$25,000 for programming/operations; Total Resources Needed: \$250,000

Full Funding Request: \$960,000

Demand for services doubled (or tripled) in 2020

New Strategic Partnerships/Programs developed during COVID:

- Colorado Legal Relief Program (free legal advice for COVID related issues not in litigation):
<https://www.coloradocovidrelief.org/>
- A/D Works! Collaboration and promotion on all Arapahoe Cares Relief programs
- Increased collaboration and promotion on all relief programs including Arapahoe Cares, Douglas County and all municipal programs
- IRS webinar for small businesses
- Homebased Early Childhood Development program (English and Spanish)
- Resiliency Series: 3-hour in-depth webinars for existing entrepreneurs, on specific topics requested by citizens
- Advanced Webinars - Business Conversations – 1-hour content and group conversation for existing business owners presented in both English and Spanish monthly
- Spanish language – Accounting program, business planning, start-up series, Business Conversations and Community Wealth Building (developing financials for year-end)
- Increased collaboration and promotion of City of Aurora – 3 AER programs, Retail Programs, Arts District Programs, Content Creation Studio and training, Office of International and Immigrant Affairs (translation of programs, new programs)

Ongoing Strategic Partnerships/Programs:

- Start-Up Essentials: Launching, Marketing, Cash Flow & Biz Plan
- Fired Up: I Want to Start a Business!
- Small Manufacturer's AdvantEDGE (manufacturing program)
- Connect2DOT (transportation program)
- Leading Edge (business/pivot planning course)
- TechSource (SBIR/STTR assistance for tech companies)
- eLearning Videos www.ColoradoSBDC.org
- Business Librarians assist clients with business market research (Arapahoe and Douglas County Libraries)

Event Collaboration:

- NASA Innovation and Opportunity Conference 2020 – pushed to 2021
- Colorado Advancing Procurement Expo 2020 – Virtual in 2021; in-person 2022
- City of Aurora - Procurement Fair 2020 – pushed to 2021
- SBA – Veteran's Week Kick-Off event at Launch Pad Brewery
- SBA – "Small Businessperson of the Year" Award – Winners Launch Pad Brewery – award nomination and District Event at Launch Pad
- Business Resource & Lender's Fair/Expo (2 annually, one in Arapahoe County and one in Douglas County) – virtual May 5, 2021 (Englewood)

Leadership and COVID Disaster Relief:

- A. First SBDC Center in the State of Colorado to go fully remote with all services by the third week of March 2020.
 - Registration to attendance ration on webinars up 85%
 - Attendance at one-on-one consulting sessions up 95%
- B. First SBDC Center to offer webinars on the following:
 - How to Apply for the EIDL, EIDL Advance and PPP Programs
 - Coffee with the SBDC Executive Director
 - CPA led webinars on PPP Forgiveness process

- C. Aurora-South Metro SBDC Certified Disaster Relief Experts – full staff is fully certified to assist in SBA Certified Disaster incidences
- SBA Federal – EIDL, EIDL Advance and PPP Programs
 - State, County and local programs
 - Energize Colorado – Gap Fund and Climber Fund
 - Alternative Funding Sources located on OEDIT site
- D. Expanded services to Spanish language (consulting and webinars) through outreach, collaboration, programming and adding bi-lingual staff members
- E. Added Saturday and Evening consulting appointments and webinars, as requested and needed
- F. Assistance to the Municipalities and Chambers:
- Assistance with Federal EIDL and PPP programs for citizens
 - Individual municipality webinars offered, as requested for citizens
- G. Executive Director served as disaster expert on the following:
- Arapahoe County Recovery Task Force
 - Douglas County Recovery Task Force
 - Denver South Business Resource Partnership (co-founder)
 - Douglas County Economic Forum
 - Contributes regularly to the SLACK Channel for all south metro economic development partners on pandemic response resources
 - Available via personal phone to all economic development partners to assist with citizen questions
- H. Expanded SBDC Team from 3 FT persons to 6 FT staff at the City of Aurora and added 5-6 part-time contractors for the south metro area. Goal to add two FTE's for the South Metro area (Arapahoe and Douglas counties) in 2021.
- I. Guided SBDC Team (both FT and IC contractors) through weekly Team Check-ins to educate and update on all Federal, State, County and Local programs

- J. Co-Convener for Aerospace/Aviation Sector Partnership by A/D Works!
- K. Leadership Aurora – Secretary of Board of Directors (2019 – 2020)
- L. Neighborhood Minority Business satellite office (name TBD) – found donated furniture from strategic partners - KeyBank, Citywide Bank and Thrive Workplace – Centennial; fund raising to open satellite center in 2021
- M. Serve on the Colorado SBDC Network’s Committees: TechSource, Alternative Sources of Funding, Minority Statewide Services, Early Childcare Development Committee, Spanish Language Committee, Statewide Strategic Planning Committee and Accreditation Committee
- N. Serve on the ASBDC National Minority Outreach Interest Group

IDEAS · DEVELOPMENT
STRATEGY · RESEARCH · STARTUP · GROUNDWORK
feasibility study · capital investment
ENTREPRENEUR · RISK ASSESSMENT · ANALYSIS
MANAGEMENT
OPENING · LAUNCH · VENTURE · COACHING
INFORMATION · COMPETITION