



## Agenda Statement

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**Title:** Report on Success Metrics for Small Business Development Center Workshops  
**Sponsors:**  
**Indexes:**  
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**Attachments:** 1. SBDC Workshop Survey.pdf

Date	Ver.	Action By	Action	Result
2/21/2017	1	City Council	received and filed	

### **ITEM TITLE:**

Report on Success Metrics for Small Business Development Center Workshops

**SUBMITTED BY:** Lisa Von Bargaen, CED Director

### **FISCAL NOTES:**

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

### **RECOMMENDATION:**

None. Report only.

### **SUMMARY STATEMENT:**

At the January 17<sup>th</sup> meeting Council approved a contract with the Small Business Development Center (SBDC) to hold a series of business development workshops in Valdez. Council made the request that success metrics be outlined so there is a way to measure if the workshops are successful at assisting businesses.

In order to better understand the needs of businesses in the Community the SBDC is conducting a survey of existing and potential business owners. As of February 15<sup>th</sup> the survey had generated 48 responses (a 19% return rate) with early results as follows:

- 44% of the responses are from 10+ year old businesses
- 35% of the responses are from 3-10 year old businesses
- Maybe, Somewhat Likely and Very Likely = 69% of the responses to "How likely to attend a

workshop"

- Maybe, Somewhat Likely and Very Likely = 67% of the responses to "How likely to meet with an advisor"

All of the results generated as of the 15<sup>th</sup> had come as responses to direct email invitations. The survey will remain open through February 27<sup>th</sup> and a bigger media push through radio and newspaper to generate responses from budding entrepreneurs will take place the week of February 20<sup>th</sup>.

The results of the survey will be used to help generate the success metrics and those will be reported to Council in the near future. There will also be on-going reports about the workshops and advising sessions that are held and the participation associated with each one.

A copy of the survey instrument is attached for Council's information.