



## Agenda Statement

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**Title:** Discussion Item: Small Business Development Center Workshops  
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| Date     | Ver. | Action By                           | Action | Result |
|----------|------|-------------------------------------|--------|--------|
| 3/1/2017 | 1    | Economic Diversification Commission |        |        |

### **ITEM TITLE:**

Discussion Item: 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. Discussion item only.

### **SUMMARY STATEMENT:**

At the recommendation of the ED Commission, on January 17<sup>th</sup> the Council approved the funding for a contract with the UAA Small Business Development Center to conduct a series of business workshops (up to 18) throughout the course of the year. To ensure the programs are relevant and useful an 11 question survey was direct emailed to the local business community. A link was advertised in the KVAK e-newsletter, on the City's web page and in the Valdez Star. As of the morning of February 24<sup>th</sup> the results were as follows: A total of 66 responses to the survey; 54 responses from the email invitation (21% response rate); and 12 responses from the link. A quick look at the results:

Overall:

- 41% of the responses are from 10+ year old businesses
- 33% of the responses are from 3-10 year old businesses
- Maybe, Somewhat Likely and Very Likely = 74% of the responses to "How likely to attend a workshop"
- Maybe, Somewhat Likely and Very Likely = 65% of the responses to "How likely to meet with an advisor"

Email Responses:

- 43% of the responses are from 10+ year old businesses
- 37% 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"

Link Responses:

- 33% of the responses are from 10+ year old businesses
- 17% of the responses are from 3-10 year old businesses
- 25% of the responses are from 2 year old or less businesses
- 25% of the responses are from pre-ventures
- Maybe, Somewhat Likely and Very Likely = **100% of the responses** to "How likely to attend a workshop"
- Maybe, Somewhat Likely and Very Likely = 58% of the responses to "How likely to meet with an advisor"

A copy of the survey instrument is attached for review by the Commission.

The Council has asked for a group of success metrics to be determined and submitted to them as a way of showing the workshops either are, or are not successful. This may require some follow-up months after the class. As something to consider Lamar Cotten has prepared a short three-question class exit survey for review by the Commission.

The survey link will remain open through March 5<sup>th</sup>.