

# Small Business Development Program

Jefferson County understands the importance of small businesses to our local community and economy. That's why the County has sponsored the Small Business Development Program (SBDP).

## Small Business Programs help:

**Create new businesses**

Create new jobs



**Keep existing businesses in business**

(and existing jobs in place)

**Expand current businesses**

Strengthen the abilities of businesses to achieve their goals & contribute to the community

**Bolster local economies**

The SBDP assists individuals seeking to **create, expand or improve upon a business** in the county. Our goals are to support the creation of new jobs for local residents, keep current jobs in place by helping existing businesses be strong, ensure the availability of needed goods and services for those who live here and contribute to the kind of economy that will sustain our community long-term.

## One-on-One Client Support

Professional support services are provided at no charge to individuals and companies with a business idea or plan and a commitment to their business goals. Direct client support has been our number one priority.

From shopkeepers to in-keepers, consultants to construction contractors, health care providers to mail order marketers, restaurateurs to farmers, and other businesses of wide variety, the SBDP is here to support the success of local businesses. We offer a diverse range of services of uncommon scope and quality for a program of our size.

Our services include: help in evaluating business concepts and plans; market analysis; assistance with Business Plan development; financial evaluations and planning; support with loan applications and proposals; marketing plans and strategy; location assistance; strategic communications; operational improvements and other varied support. Our services are tailored to the needs of individual businesses. We support nonprofit organizations as well that help build the local economy.

The SBDP has also connected clients where we've seen opportunities for local businesses to do business together, with positive results for all concerned.

## Business Training Services

Professional development is an important part of keeping businesses sharp and strong while also helping entrepreneurs prepare for launching their new businesses.

The SBDP organizes and hosts training events featuring in-house presenters and guest speakers with expertise on a variety of business topics. Workshop examples range from How to Get Your Small Business Funded and Social Media Marketing for Small Businesses ... to Home-Based Business Needs & Solutions ... How to Get & Stay Motivated and Effective ... and Understanding Local Permitting & Land Use Policies Affecting Small Business.

In addition to group training we have provided one-on-one coaching services on topics like how to present oneself effectively in a sales meeting, how to approach meeting with a potential lender and how to utilize social media marketing tools.

We also have created dozens of reports to assist local entrepreneurs on specific topics related to their business ventures.



### Our Approach

- High level professional support provided for businesses in need
- Broad range of services available for existing and new businesses
- **Services tailored to meet the needs of individual clients**
- Availability of support during and beyond business hours
- Availability of support by methods best for clients – in person, by phone, online
- Option of meetings at the business locations

Jefferson businesses in 2016 and relationships have been built for ongoing support in future years.

In less than a day's turnaround the SBDP was responsible for finding a business infrastructure grant source and helping the client to meet the application deadline, resulting in over \$25,000 awarded to that client. The SBDP has identified still other sources with promise for application by the County and laid the groundwork for future support.

## Community Awareness & Outreach

Accomplishing our goals depends on reaching out to and connecting with community members and particularly those in the business sector. The SBDP does so in a number of ways that, at the same time, add value for local businesses, such as:

### Local Funding

In addition to working with conventional funding sources, the SBDP has been instrumental in identifying grant and low interest loan sources to help local businesses and connecting Jefferson entrepreneurs with those funders. One federal agency actively promoted by the SBDP is anticipated to award many thousands of dollars in grant monies to

- an informative newsletter (available in print and downloadable)
- our Website and Blog
- a Facebook page and You Tube channel
- guest columns on timely topics in the Monticello News/Jefferson Journal
- regular announcements in the Chamber of Commerce newsletter
- speaking engagements at local forums and
- participation in regular and special local events

The SBDP mailing list includes over 350 local small businesses. Most small businesses in Jefferson County are home-based.

### **Special Projects**

The SBDP has undertaken a variety of such projects and other special roles in further support of business development for the County. Examples include:

- Serving on the County Vision Action Plan Stakeholder Team and now the ACTION Plan Committee (a Plan developed under contract with our Director)
- Designing and conducting the Community Business Survey
- Providing detailed policy and technical input as part of the local land development planning process, as related to the concerns of small business
- Representing the County at regional forums on business concerns
- Revamping and expanding administration and services of the SBDP

### **Accessibility of Services**

All who seek small business services are provided with support and the SBDP has actively publicized the availability of its services.

We also go the extra mile to meet client needs. Appointments are available in person, by phone and online. For online meetings, we set it up and all you need is a computer or mobile device. If your business or job keep you from meeting during regular business hours, we'll adapt our schedule to yours. Where appropriate and helpful we also schedule appointments at local business establishments and are happy to provide feedback on business operations through an on-site review.

Video highlights of our program and services appear on our Website. Confidentiality of client information is also respected.

We look forward to hearing from you. Contact us at: 363-3753 or [smallbusiness@jeffersoncountyfl.gov](mailto:smallbusiness@jeffersoncountyfl.gov). Check out our Website at [JeffersonMeansBusiness.com](http://JeffersonMeansBusiness.com).

*Marcia Elder serves as Director of the SBDP as a consultant to the County. Her local business, CPI Consulting, has been in operation for over 30 years.*