

# Highline Economic and Business Development Programs



**Global Trade & Supply  
Chain Management**  
*Highline College*



# Who We Serve

StartZone: Underserved Communities -  
limited English proficiency (LEP),  
minority, immigrant, low-and-moderate  
income

SBDC: Established or “promising  
startups,” often with industry experience



# Services and Training We Offer

## StartZone

No cost one-on-one business advising geared towards pre and early startups.

## Training

- Reality Check 4-part series in English and Spanish
- Business Online Marketing series
- Tax workshops for small businesses
- Specialty Initiatives
  - Adult Family Home
  - Urban Farming
  - Food startups



# Services and Training We Offer

## SBDC

Primary service is confidential, no cost one-on-one business advising to established or “promising startups,” often with industry experience.

## Training and Services

- Online Marketing
- Profit Mastery – Financial Education
- New to Export
- Research service for businesses



# Our Activity and Results

## StartZone

2018

Group classes - 18

Technical assistance - 192 clients served

Job creation and retention - 18

Business starts - 8

Micro loans - \$10,000

\* Over 78% of the businesses StartZone helped are still in business

## SBDC

2018

Helped 251 businesses / 1973 hours

27 Business starts

41 Jobs created and 10 retained

Increase in revenue \$3,633,000

Capital Investment \$5,051,650

# StartZone Client Stories



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# StartZone Client Stories



Worked with the city to assist a client relocate from the Justice Center property to a new location in south King County. Retained 1 job and their livelihood.

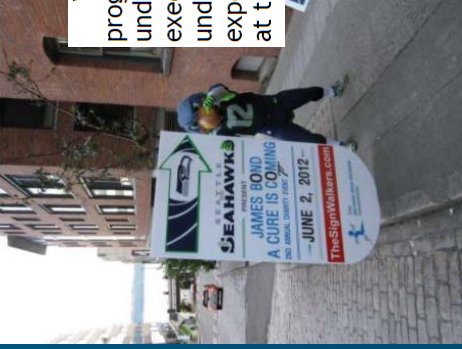


# SBDC Client Stories



***"They (SBDC advisors) are everything you would want when you need advice, are trying to grow your business, or are applying for a loan."***

Danny House, Owner  
Dan the Sausageman



Verjee, a 2009 graduate of the entrepreneurship program at Babson College in Massachusetts, said he understands business plans and scalability and executing a good idea to its fullest potential. He also understands the value of the good advice and an experienced sounding board, both of which he found at the Washington SBDC.



Grant Jones, owner KuKuRuza

***Shockley helped... "This is where we are now, this is where we want to be. How do we get there?"***

Grant Jones, co-owner  
KuKuRuza Gourmet Popcorn, Seattle, WA



Three Trees Yoga owners: Jeni Martinez, Suzy Green and Karen Schwisow

***"We never leave our advisor's office without at least three great ideas, three action items and renewed focus and energy for our business."***

Suzy Green, Co-Founder  
Three Trees Yoga, Federal Way, WA



Jack Walsh, owner  
Sub Zero Ice Cream

***"Rich gave advice and feedback and helped us significantly," Walsh said.***

Jack Walsh, owner  
Sub Zero, Federal Way, WA

# SBDC Client Stories



Business was selected by Highline College to provide table gifts to the sponsors at the Highline Foundation Gala



# Funding Support From Our Cities

## StartZone Established in 2008

### Funding

\* Need – stable long term funding

Port of Seattle (2019)

City of Burien

City of Renton

City of Federal Way (2019)

SeaTac, Tukwila, Des Moines, etc.

(funding eliminated 2019 – King County CDBG)

\$120,000

\$50,000

\$20,000

\$15,000

\$30,000

# Funding From our Partners

Established at Highline College in 2002

## Funding

SBA / Congress (requires \$1 for \$1 match)	\$118,000
Soundside Alliance	\$ 50,000
Soundside Alliance one time support (2 year – ends 2019)	\$ 27,600
City of Federal Way	\$ 20,000
Federal Way Chamber – one time support	\$ 15,000
Highline College	\$ 15,000



# Highline College Economic & Business Development

