



INFORMATIONAL MEMORANDUM

TO: Planning and Economic Development Committee

FROM: Brandon Miles, Business Relations Manager

CC: Mayor Ekberg

DATE: April 26, 2021

SUBJECT: Small Business Development Center

ISSUE

Briefing by Highline College on the services provided at the Small Business Development Center.

BACKGROUND

The City of Tukwila partners with other south King County cities to help fund the Small Business Development Center (SBDC) at Highline College. The City's annual contribution included in the Economic Development budget is \$12,000.

DISCUSSION

The SBDC provides essential services to small businesses in the City. Staff from Highline College will provide a briefing on the various services offered by SBDC, including providing an overview of the services offered in response to COVID-19.

FINANCIAL IMPACT

N/A. The City has already approved the budgeted funds for the SBDC for 2021 and 2022.

RECOMMENDATION

Discussion only.

ATTACHMENTS

- Presentation prepared by SBDC staff at Highline College.

Highline College Economic and Business Development Programs



Our Services & Who We Serve



Our Services & Who We Serve

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

Group training, one-on-one business
advising geared towards pre and early
startups.



Our Services & Who We Serve



"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

Our Services & Who We Serve

SBDC: Established businesses & startups with industry experience

Primary service is confidential, no cost one-on-one business advising



What We Do

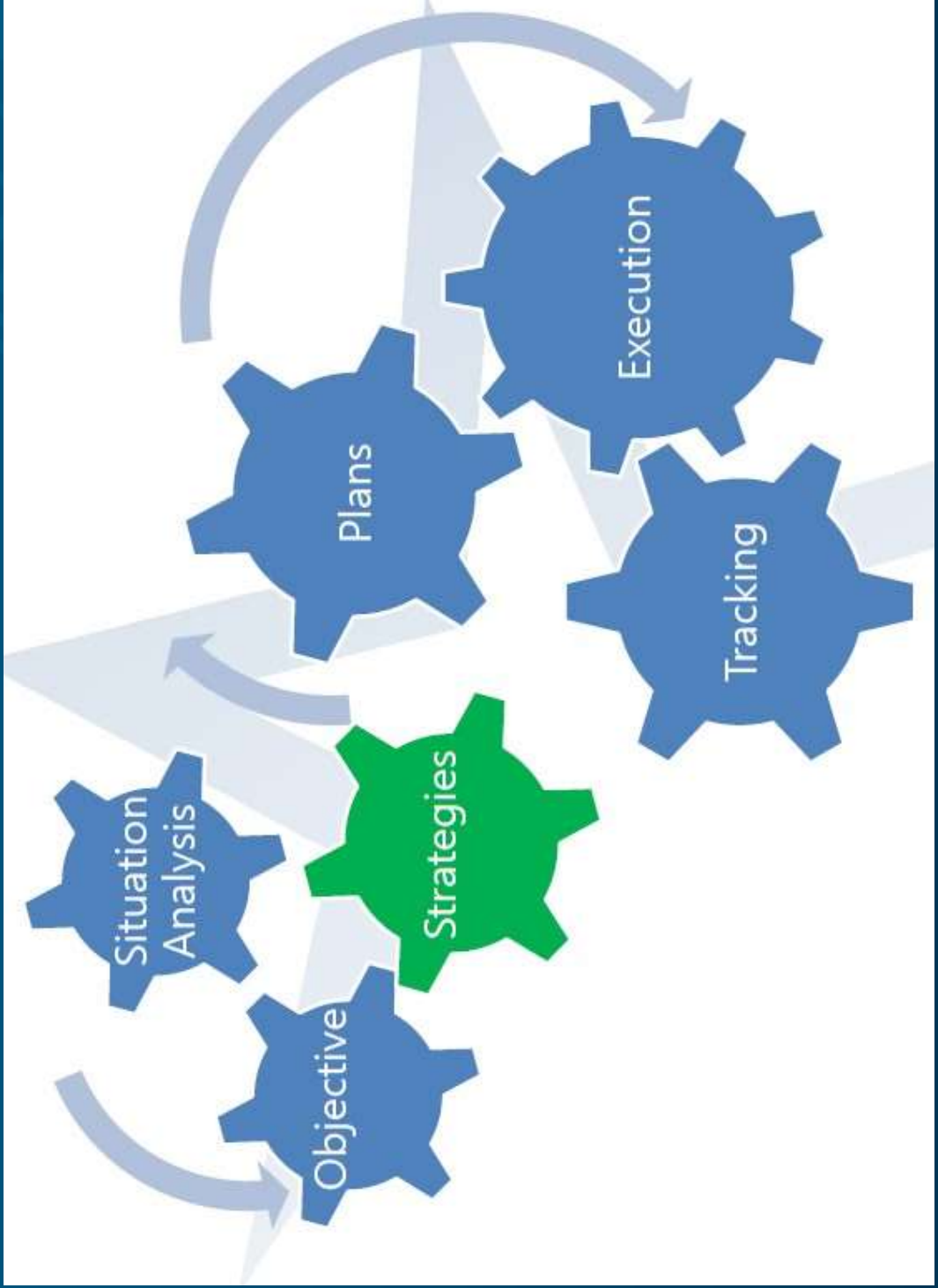
Business focused training & technical assistance

Areas of Focus;

- Financial planning and cash flow management
- Access to capital
- Marketing
- Business Strategy and Planning
- Research



How We Do It



Meet the Team

Njambi Gishuru – Microenterprise Specialist
– English and Swahili

Jaqueline Garcia – Microenterprise Specialist
– English and Spanish

Phon Sivongxay – Certified Business Advisor
– English and Thai

Rich Shockley – Center Director and Certified Business
Advisor – English

Meet the Team



Njambi Gishuru – Microenterprise Specialist
– English and Swahili



Meet the Team



Jaqueline Garcia – Microenterprise Specialist
– English and Spanish



Meet the Team



Phon Sivongxay – Certified Business Advisor
– English and Thai



Meet the Team



Rich Shockley – Center Director and Certified Business
Advisor – English



How We Are Funded



Since – COVID-19

Tukwila Clients Served

59 Unique Clients

*35 direct service one-to-one assistance

*24 online training and webinars



COVID Impact on Small Business

Three Separate Groups

Businesses hit hard through closures

Restaurant, Bar, Hospitality, Travel, Childcare

Businesses who have profited through closures

Construction, technology, already established
online sales and pick up / deliver service

Businesses that were marginal prior to COVID

Impacted by change in buying patterns

The Gap in Stimulus

Immigrant and Refugee communities

- Lack of awareness of stimulus money
- Language and cultural barriers
- Challenge with application & documentation
- Ineligible due to business structure or immigrant status



Technical Assistance During COVID-19

Five Primary Areas

- How to secure stimulus funds
- We got the money, now what
- Management, control & forgiveness
- Reopening and Rebuilding
- Added focus to underserved



Technical Assistance During COVID-19

Loan Forgiveness

Access to stimulus funding

Cash flow management

Essential costs vs non-essential costs

Cash balances

Use of loan funds

“What if’s” – business assumptions

Stress the cash flow to consider alternatives

Stimulus Loans and Grants

PPP draw 1 & 2

EIDL, EIDL Advance, Targeted EIDL

Working Washington Grant 1, 2, 3, 4

Local City grants

RRF Restaurant Revitalization Fund (May 3rd)

SVOG – Shuttered Venues



Why Focus on Cash Flow & Financials During COVID-19

- 1) Annually - when they have to give their accounting records to their CPA to do the taxes = 25%-35%
- 2) Monthly - because they have come to believe they should = 75%-80%
- 3) Weekly – 52 times a year without fail = 95%+



Looking to the Future

Faulty assumption,
two legs of a stool is
enough.

- Retention / Expansion
- Attraction
-

3rd Leg: Entrepreneur
Development System



Going Forward

Reopening
Safety and Sanitation
Cash Management
Adaptation to Changing Markets



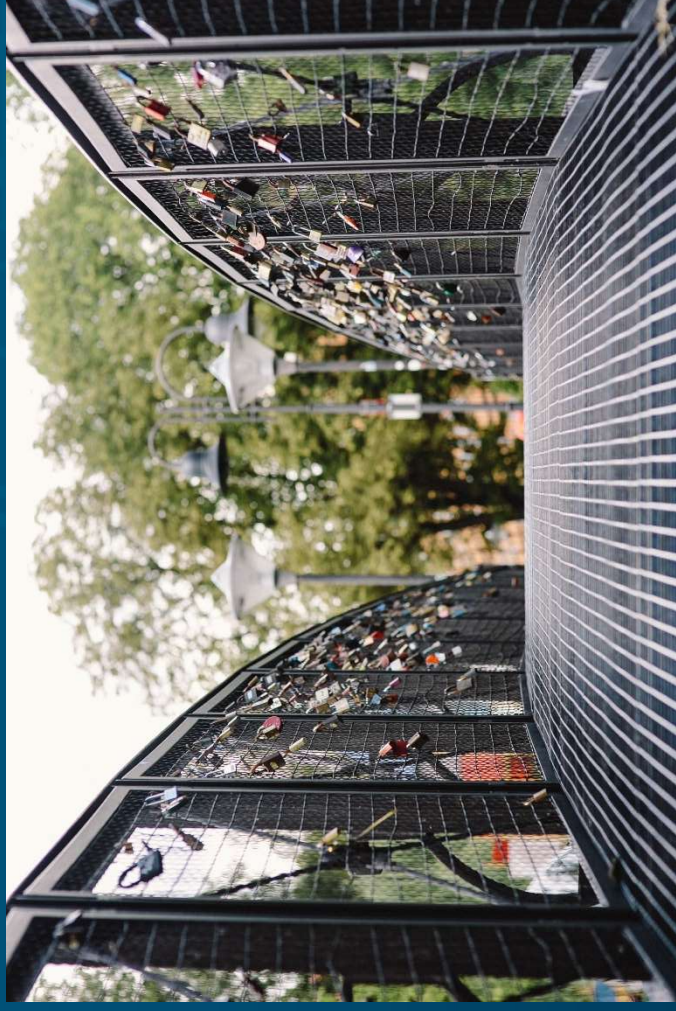
Turnaround, Survival & Exit Strategies

**No one is saying
this will be
easy.....**



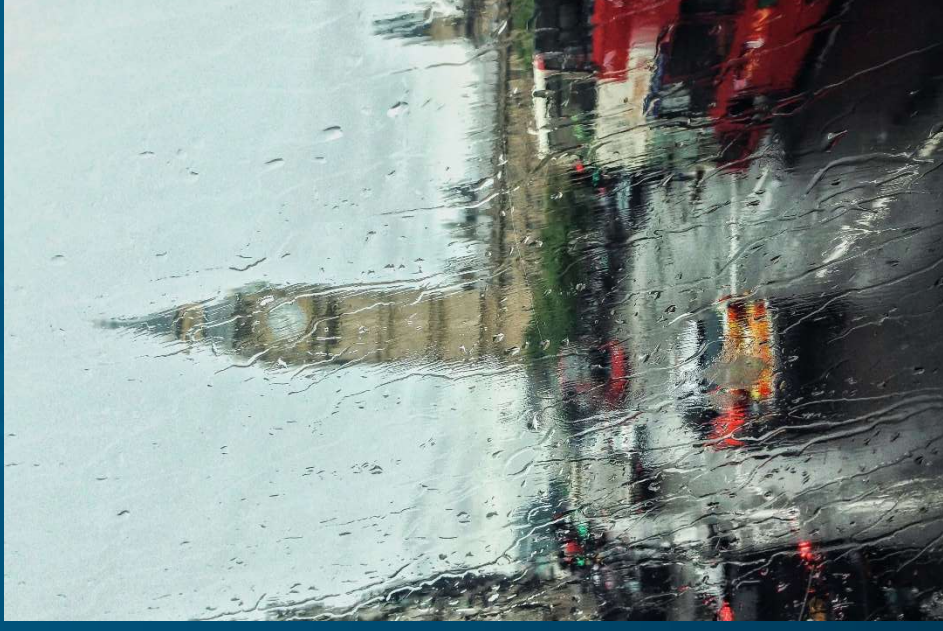
Turnaround, Survival & Exit Strategies

**No one can
guarantee
the outcome**



Turnaround, Survival & Exit Strategies

**Funding alone
will not be sufficient
to weather the storm**



Turnaround, Survival & Exit Strategies

**Develop your
individual action
plan**



Turnaround, Survival & Exit Strategies

If it's time to exit,
what is my strategy



Looking to the Future

Partner with African Chamber to engage immigrant communities in South King County

Partner with Seattle Southside Chamber for outreach to immigrant communities

Expand StartZone service capabilities – training and one-to-one support



Highline College Economic & Business Development

