

An Emphasis on Results

Return on Investment

The SBDC has helped New York's entrepreneurs:

- Start more than 80,000 new businesses
- Create more than 108,000 new jobs
- Obtain more than \$5.4 billion in investment capital
- Obtain more than \$112.9 million in government contracts

The Bottom Line

- More than \$48 million in tax revenues are paid by SBDC clients assisted each fiscal year
- Total Program Benefit to Cost Ratio \$5.52 /\$1.00 (Every \$1.00 in funding for the NYS SBDC generates \$5.52 in tax revenue)
- Every \$1.00 in funding for the NYS SBDC has leveraged more than \$19.70 in new capital raised from external sources for client investment

Quality of Counseling

- 96% of SBDC clients are more than satisfied with their results

Inspiring the Future Today

The SBDC inspires the future today through its customized approach to technical assistance, which has helped businesses and entrepreneurs prosper while facilitating access to university-based research and converting the great ideas of innovators into products and services for the marketplace. Clients receive personalized, confidential, and free business counseling; moderately priced training; and focused, accurate, and timely research related to their businesses and the industries in which they operate. They can work with their SBDC advisors from start-up, and throughout the life of their businesses. When small business owners face disaster, SBDC professionals help them rebuild their businesses, their families, and their communities. This approach helps business owners survive in challenging economic times and thrive in better times.

www.nysbdc.org

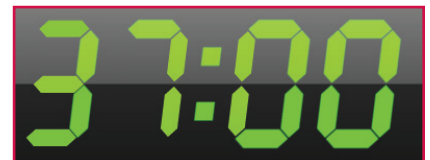


Funded in part through a cooperative agreement with the U.S. Small Business Administration.

A new client is assisted by the SBDC every 43 minutes



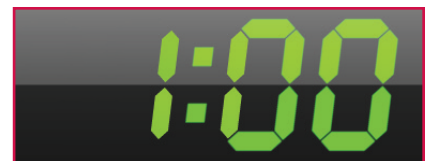
A job is created or saved by an SBDC client every 38 minutes



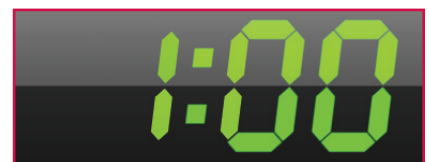
SBDC clients generate \$990 in new sales every minute (\$59,396/hour)



SBDC clients generate \$92.97 in state/federal taxes every minute (\$133,962/day)



SBDC clients invest \$619 in their business every minute (\$892,178/day)



Based on statistical analysis of program activities in 2010-2011 by Dr. James Chrisman, PhD, Mississippi State University

Understanding Economic Impact

NEW YORK SBDC

How the NY Small Business Development Center Measures Success

Our ability to accurately measure and report economic data makes it possible to gauge the economic impact of the NY SBDC Network and its clients on the New York economy. Reliable reporting is vital to our Network's ability to secure the funding needed to provide free counseling and low or no-cost training to existing and aspiring small business owners across the state.

The NY SBDC measures its impact by factors including job creation and retention, capital development, sustainability and government contracts received. NY SBDC clients sign an agreement to receive services and are surveyed on a regular basis to track the impact of those services on their companies. Economic impact data is verified and validated through this multi-step process:

- 1) Client counseling sessions are recorded in our web-based Management Information System (MIS) by the client's Business Advisor, following an established format and criteria.
- 2) When a client reports that he or she has generated economic impact, the client submits verification of the type of impact (Jobs Created or Retained, Capital Formation, New Business Started or Loan Obtained), the amount of the increase and the role of the NY SBDC in facilitating that impact. Economic impact is not entered into MIS until verification has been obtained from the client.
- 3) Each Center Director reviews the economic impact recorded by the Business Advisors to ensure that the services provided are appropriate for the amount and type of impact recorded. Any inconsistencies found are corrected accordingly.
- 4) The data is submitted to the NY SBDC State Office, where individual files are reviewed for accuracy, verification and appropriate attribution. All questions and discrepancies are addressed prior to internal/external reporting.
- 5) All economic impact is reported on a quarterly basis to hosts, the U.S. Small Business Administration (SBA), and other NY SBDC stakeholders and partners. Fully-verified economic impact data is published on a regular basis. Each quarter we track, verify and report on impact for special emphasis programs/initiatives.



This system of checks and balances ensures that the impact we report represents the value of our services on the state economy. A national initiative has been implemented to ensure that all SBDC networks follow a similar process to the one outlined above as a component of a regular national accreditation program.

The NY SBDC leverages public funds for a positive, statewide impact. Our ability to directly document the economic benefits of impact is important to the continued success of our program, and to our efforts in helping New York small business owners start, succeed and grow. Learn more at www.nysbdc.org

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