

# **Business Development Services in Macomb County**

**Presented to:**

**2008 USACE/S.A.M.E.**

**Small Business Workshop**

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**Small Business & Technology Development Center  
(SBTDC)**

**[www.gvsu.edu/misbtdc](http://www.gvsu.edu/misbtdc)**

**[www.misbtdc.org/region10](http://www.misbtdc.org/region10)**

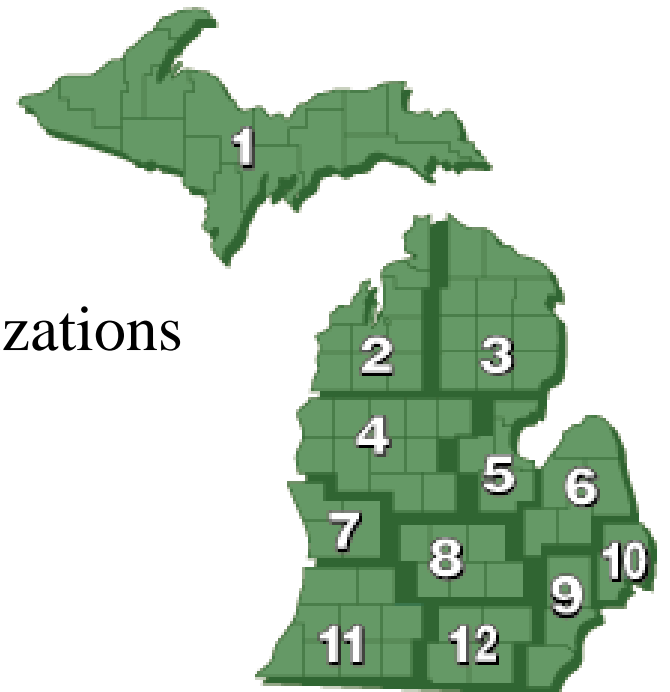
# **Michigan's Small Business “Machine”**

## **The Michigan Small Business & Technology Development Center A Statewide Network**

**A Partner Program of the U.S. Small Business Administration  
and the Michigan Economic Development Corporation**

# We are in Every Region of the State

- 100 Counselors
  - 12 Regional Offices & 35 Satellites
- 4 Universities
- 5 Community Colleges
- 3 Economic Development Organizations



# Macomb County's Business Community

- 19,231 businesses in Macomb County.
- Manufacturing represents major employment base - 70,000 employees.
- Service sector represents the fastest growing business segment – 10,400 firms.
- 94% of firms employ fewer than 50 people.
- 85% of firms employ fewer than 20 people – 16,316 companies.
- Firms with 50 employees or fewer employ 58% of the workforce.
- Macomb County has one (1) new business per hour over the last seven years

# **SBTDC Services**

- **Training – No or Low Cost**
  - MCC Continuing Education Department Partnership
  - Partnership Model Others Are Emulating
- **Counseling – Free & Confidential**
  - Business Plans
  - Marketing Plans
  - Financing Plans
  - Referrals - Banks, Chambers of Commerce, Accountants
- **Market Research – Public and Commercial Data Bases**
  - Demographics & Market Trends
- **Technology Consultants**

# SBTDC Technology Consultants

- Proactive facilitation and strategic planning for technology businesses.
- Specialized expertise to reflect Michigan's technology initiatives:
  - Life sciences
  - Information technology
  - Advanced Manufacturing
  - Homeland security
  - Energy
- SBIR & STTR submissions
- Venture capital & Angel capital
- Commercialization strategies

# Tech Assistance includes...

- **Accessing Alternative Funding**
  - SBIRs / STTRs review and follow up assistance
  - Angel & Venture Funding - Introductions / presentations to funding groups
  - Bootstrapping - Assist in development of approaches
- **Identifying and Developing Strategy Related to Intellectual Property**
  - Assisting clients with IP questions / issues
  - Providing model contracts
- **Assisting with Prototype Development**
  - University referral and other prototype assistance
- **Orchestrating Marketing**
  - Commercialization strategies
  - Strategic partnerships
  - Primary market research assistance
- **Coaching in Management Team Development**
  - Introductions and matchmaking for companies in need of management team members

# SBTDC Activity

- **Free, confidential counseling** was provided to 642 clients.
  - 57 % were existing businesses
  - 43% were pre-business.
- Business types included **Service** (43%), **Manufacturing** (31%), **Retail** (14%) and **Construction** (5%).
- **Women** owned businesses represented 40% of the client base.
- **Home based** businesses represented 23% of the client base.
- **Minority** owned businesses represented over 16% of the client base.
- **Veterans** represented almost 10% of the client base.
- **Individuals with disabilities** represented almost 4% of the client base.
- Almost 1,400 individuals attended seminars and workshops.

# **SBTDC Counseling Activity & Economic Impact**

Clients Counseled:	642
Counseling Hours:	5,463
Information Contacts:	5,815
Training Events:	62
Attendees:	1,394

Investments:	\$296,100,000
Sales Increase:	\$19,800,000
Jobs Retained:	1,644
Jobs Created:	2,311

## Economic Impact – Select Projects

<b>Cadence Innovation</b>		
Chesterfield Township	\$64,500,000	800 Created
<b>Visioneering</b>		
Fraser	\$4,490,000	50 Created
<b>Faurecia Automotive Seating</b>		
Sterling Heights	\$7,900,000	217 Created
<b>Faurecia Automotive Interiors</b>		
Fraser	\$18,120,000	281 Created 210 Retained

## Economic Impact – Select Projects (Continued)

<b>Concord/SMW</b>		
Warren	\$10,000,000	32 Created 87 Retained
<b>Global Automotive Systems</b>		
Roseville	\$6,000,000	20 Created 300 Retained
<b>Nachi Machining</b>		
Macomb Township	\$10,720,000	80 Retained
<b>Mollertech</b>		
Shelby Township	\$8,000,000	10 Created 150 Retained

# Operational Metrics

- Clients Counseled
- Counseling Hours
- Information Contacts
- Training Events
- Attendees
- Existing vs. Pre-owned Businesses
- Women Owned
- Home Based
- Minority Owned
- Veterans
- Disabled

# Operational Metrics

- Clients Counseled (**642**)
- Counseling Hours (**5,463**)
- Information Contacts (**5,815**)
- Training Events (**62**)
- Attendees (**1,394**)
- Existing vs. Pre-owned Businesses (**57% vs. 43%**)
- Women Owned (**40%**)
- Home Based (**23%**)
- Minority Owned (**16%**)
- Veterans (**10%**)
- Disabled (**4%**)

# Return On Investment (ROI) Metrics

- Investments
- Sales Increase
- Jobs Retained
- Jobs Created
- Federal Tax Revenue
- State Tax Revenue
- County Tax Revenue
- Loans
- SBA Loans

# Return On Investment (ROI) Metrics

- Investments (**\$296,100,000**)
- Sales Increase (**\$19,800,00**)
- Jobs Retained (**1,644**)
- Jobs Created (**2,311**)
- Federal Tax Revenue (**\$73,200,000**)
- State Tax Revenue (**\$40,700,000**)
- County Tax Revenue (**\$6,200,000**)
- Loans (**41 for \$135,960,000**)
- SBA Loans (**32**)

# SBA Financing

- SBA loan programs do not loan money directly
- 7(a) Loan Guarantee Program
- Patriot Express
- 504 Loan Program—fixed asset (50-40-10)
- SBA Community Express <\$150,000
- [www.sba.gov](http://www.sba.gov)

# Free Money

- Where's the money?
- If it sounds too good to be true
- Matthew Lesko
- National Grants Foundation
- Toronto company
- \$15,000 guaranteed loan
- Banks best source of financing
- Angel Investors
- Venture Capitalists