



Office of Performance Management Oversight (OPMO)

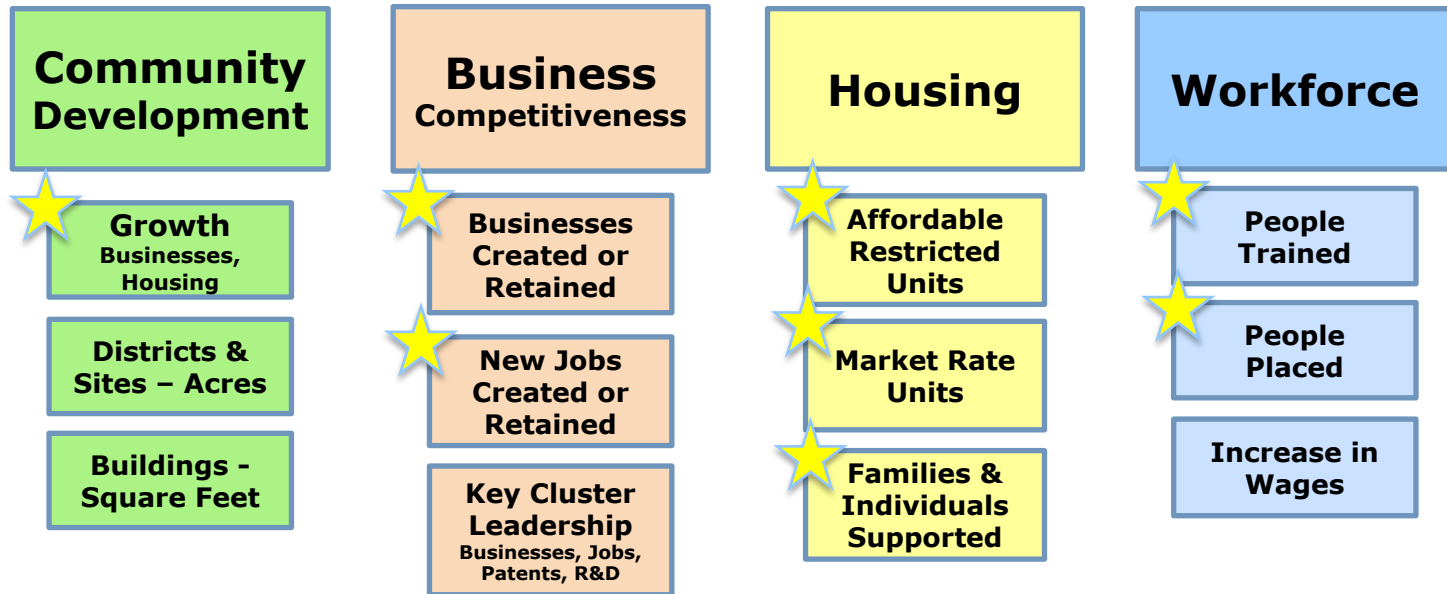
**Massachusetts Small Business Development
Center Network
FY2021 Report**



Economic Development Plan

Key Outcome Metrics

Economic Development Plan Pillars & Principals



Investment Leveraged from Other Sources - \$

Engagement & Technical Assistance – Contact with Individuals & Companies



Key Metric



Agency Mission

- **Mission:** The Massachusetts Small Business Development Center (MSBDC) Network fosters the start, growth and sustainability of small business by providing high-quality, in-depth advising, training and capital access.
- **Contribution to Partnerships for Growth:** The MSBDC program contributes directly to three plan pillars: community development, business competitiveness, and workforce. The program assists startup and existing businesses to manage cash flow, bolster revenue streams, and increase sales and employment which contribute to the economic growth and stability of the Commonwealth.



Agency Goals

- **Agency Goal 1:** Foster the start, growth and sustainability of Massachusetts small business by providing high-quality, in-depth business advising and training for prospective and existing small businesses in Massachusetts.
- **Agency Target for Goal 1:** Provide business advising and training to 6,900 individuals across the Commonwealth encompassing 16,200 hours.
- **Results of Goal 1:** Provided advising and training to 10,127 individuals (3,902 advising and 6,225 training by the Massachusetts SBDC Regional Centers, Government Sales Advisory Program and Massachusetts Export Center) encompassing 30,211 hours (14,433 advising hours and 15,778 training hours).
- Procurement Technical Assistance Center provided advising to 381 clients comprised of 2,187 hours of advising, and participated in 37 training events attracting 1,755 virtual attendees.



Agency Goals

- **Agency Goal 2:** Provide economic impact and a strong return on investment to the Commonwealth.
- **Agency Target for Goal 2:** Generate a minimum of \$2,852,444 million in tax revenue for the Commonwealth based on a targeted \$1,426,222 state line item investment. Secured \$70 million in capital for clients and \$50 million for government contracts. Increase export sales by \$10 million from \$145 million to \$155 million. Create and retain a minimum of 2,000 jobs based on service provided to clients.
- **Results of Goal 2:** Secured \$117,737,848 in capital for clients (Regional Centers \$86,780,915, Export Center \$551,000, Government Sales Advisory Program \$30,405,933). Secured \$267,405,933 in government contracts via the Procurement Technical Assistance Center.
- Created and retained 4,943 jobs due to advising through Regional Centers, Massachusetts Export Center and Government Sales Advisory Center. Procurement Technical Assistance Center created and retained 274 job via advising.
- Clients increased export sales by \$175 million based on assistance received from the Massachusetts Export Center.



Agency Goals

- **Agency Goal 3:** Deliver services statewide through a network of six regional centers: Pittsfield, Springfield, Fall River/New Bedford, Salem, Worcester and Metro Boston. Regional offices are augmented with 40 outreach sites making services assessable to diverse clients to create and retain jobs, start businesses and facilitate access to capital to launch and expand. Continue to make services available to clients in Gateway Cities to create and retain jobs, assess capital and start businesses.
- **Agency Target for Goal 3:** Regional centers to advise a minimum of 3,070 clients comprised of 10,000 counseling hours, create and retain 1,107 jobs, generate 300 business starts, secure \$61.8 million in capital, and train 2,185 individuals. Advise 1,092 clients in Gateway Cities to secure \$20 million in financing, create and retain 1,000 jobs, and start 100 businesses.
- **Results of Goal 3:** Regional Centers advised 3,480 clients comprised of 11,793 hours; created and retained 4,943 jobs. Generated 316 business starts (314 regional centers and two Export Center), secured \$86,780,915 in capital, and trained 4,619 individuals. Advised 1,121 clients in Gateway Cities to secure \$19,629,814 in financing, created and retained 1,289 jobs, and started 92 businesses.



Agency Goals

- **Agency Goal 4:** Continue to increase counseling and training services to generate impact for women and minority clients across the Commonwealth.
- **Agency Target for Goal 4:** Strive to attract 3,450 women and minority clients to advising and training sessions across the state or 50% of total advising and training attendees. Secure \$35 million or 50% annual financing secured for women clients and \$17.5 million or 25% of total financing secured for minority clients. Create and retain 1,000 jobs for women and minority businesses and assist 100 women and minority businesses to start a business. Advise 1,092 clients in Gateway Cities to secure \$20 million in financing, create and retain 1,000 jobs and start 100 businesses.
- **Results of Goal 4:** Advised 1,233 women clients and 1,252 minority clients (total 2,485), Trained 1,765 minority clients and 3,833 women clients (total 5,598), Secured \$29,592,434 in capital for women clients and \$11,217,548 in capital for minority clients, Created and retained 1,974 jobs for women and minority clients, Advised 1,121 clients in Gateway Cities in securing \$19,629,814 in capital, created and retained 1,289 jobs, and generated 92 business starts.



Agency Goals

- **Agency Goal 5:** Support research and development and key cluster development through investment in MSBDC specialty programs, such as the Massachusetts Export Center, Procurement Technical Assistance Center and Government Sales Advisory Program to generate economic impact through outreach and collaboration with industry trade associations and incubator and accelerator programs.
- **Agency Target for Goal 5:** The Massachusetts Export Center will provide one-to-one advising to 210 clients comprised of 2,400 hours, creating and retaining 500 jobs, and contributing to clients securing \$2.5 million in financing. The Government Sales Advisory Program will provide 1,200 hours of advising to 180 clients and facilitate \$5.7 million in SBIR awards, creating and retaining 70 jobs. The Procurement Technical Assistance Center will provide direct advising to 375 clients comprised of 2,600 hours of assistance, as well as 48 events with 480 attendees. This will result in creating and retaining 323 jobs.
- **Results of Goal 5:** The Massachusetts Export Center provided one-on-one advising to 160 clients comprised of 1,335 hours of advising, and created and retained 50 jobs due to financing. Assisted clients in securing \$551,000 in financing.
- Government Sales Advisory Program provided 1,305 hours of advising to 262 clients and facilitated \$30,405,933 in SBIR awards and venture capital, created and retained 95 jobs due to financing.
- The Procurement Technical Assistance Center advised 381 clients comprised of 2,187 hours of advising, secured \$267,456,552 in government contracts, and created and retained 274 jobs. Conducted 37 training events across the state attracting 1,755 attendees.



MA Small Business Development Center Network

- **Program Description:** MSBDC and six regional offices, including and Government Sales Advisory Program
- **Program Budget:** Total Budget \$4,655,868 (SBA Federal Funds - \$2,442,278; State Funds Line Item 7007-0800 - \$939,714; Private Sector - \$81,632; Indirect Costs waived by universities - \$1,192,244)
- **Partnerships for Growth Goal Alignment: Business, Community, Workforce.**
- **COVID-19 Response:** Since March 2020, all centers across the state have assisted existing businesses in applying for the CARES Act funds including Paycheck Protection Program (PPP), Economic Injury Disaster Loans (EIDLs) and other loan products to survive. The MSBDC has participated in webinars jointly with the U.S. Small Business Administration, Massachusetts Office of Business Development, chamber of commerce, and various cities and towns to educate individuals and businesses. Topics have included: Reopening Your Hospitality Business, Adapting Your Business, Safety Policies, and Examples from Business Owners, Empowering Business Owners: Approved for a PPP Loan! And Now What?, COVID-19 Global Trade Webinar Series: Transportation, Customs & Supply Chain Update, to name a few.



MA Small Business Development Center Network

- **Fiscal Year Goal 1:** Regional offices provide one-to-one business advising and training to the small business sector on a variety of topics. Regional offices provide services in the following areas, including, but not limited to: start-up businesses, business plan development, financial plan development, marketing and sales strategies, cash flow analysis and organizational and personnel issues. Provide advising services to clients through the pandemic to recover and be sustainable.
- **Fiscal Year Target 1:** Assist clients in securing \$61.8 million in financing, conduct training across the state for cities and towns, chambers of commerce and various service sectors on a variety of topics. Through advising and training, provide 5,255 clients and create and retain a minimum of 1,107 jobs. Hire four additional business advisors for Boston, Springfield and Southeast Massachusetts.
- **Results of Goal 1:** Assisted clients in securing \$86,780,915 in financing through advising and training provided to 8,099 individuals. Created and retained 4,438 jobs as a result of financing secured.



MA Small Business Development Center Network

- **Fiscal Year Goal 2:** Provide economic impact and a strong return on investment to the Commonwealth.
- **Fiscal Year Target 2:** Generate a minimum of \$2,852,444 in tax revenue based on a state line item budget of \$1,426,222. Facilitate loans to small business estimated at \$61.8 million. Increase advising and outreach to underserved and rural areas of the state, including Berkshire and Franklin counties, to improve business sustainability.
- **Results of Goal 2:** Facilitated loans in the amount of \$86,780,915. A sampling of established MSBDC clients surveyed when comparing business results from 2019 to status in 2021 reported a loss of \$5.3 million in tax revenues while new business starts during the period reported a gain of \$6.2 million in tax revenue. The total amounted to approximately \$0.9 million in tax revenue generated (results from Jim Chrisman survey).
- **Fiscal Year Goal 3:** Through regional center advising and training, create and retain jobs statewide and provide assistance with business starts for Massachusetts small businesses.
- **Fiscal Year Target 3:** Create and retain 1,107 jobs and assist clients in starting 300 businesses.
- **Results of Goal 3:** Created and retained 4,438 jobs and assisted with 169 business starts.



MA Small Business Development Center Network

- **Fiscal Year Goal 4:** Prepare communities for success by maintaining a presence in Gateway Cities, underserved areas and other sectors across the state. Continue to increase financing secured by minority clients across the state. Hire additional resources to provide advising to cover the Southeast, Metro Boston and Springfield areas.
- **Fiscal Year Target 4:** Continue to increase financing secured by minority clients to 25% of total capital secured or \$17.5 million. Maintain a presence in 26 Gateway Cities and assist clients in securing \$20 million in capital and creating 100 jobs.
- **Results of Goal 4:** Secured \$11,217,548 in financing for minority clients. Assisted clients in Gateway Cities in securing \$19,629,814 in financing and creating 166 jobs (an additional four jobs were created via Government Sales Advisory Center for a total of 170).



Massachusetts Export Center

- **Program Description:** Provide technical assistance and training across all aspects of the global trade process, including export market assessment, international business development, global trade regulatory compliance, global supply chain management, import/export operations, and global trade finance.
- **Program Budget:** Total Budget \$647,803 (SBA Federal Funds - \$209,557; State Funds Line Item 7000-0800 - \$304,572; Indirect Costs waived by UMass Amherst - \$133,674)
- **Partnerships for Growth Goal Alignment: Business, community, workforce**
- **COVID-19 Response:** Provide direct support and training to businesses impacted by COVID-19 in such areas as global supply chain optimization, global digital marketing, export finance enhancements, and more.



Massachusetts Export Center

- **Fiscal Year Goal 1:** Foster the growth and sustainability of Massachusetts exporting clients by providing high quality in depth advising on assessing export opportunities, market research analysis and educational training programs through the Partners for Trade executive seminar series.
- **Fiscal Year Target1:** Provide one-to-one advising to 210 companies encompassing 2,400 hours of counseling and training to 400 individuals.
- **Results of Goal 1:** Provided advising to 160 companies encompassing 1,335 hours and training to 1,596 individuals.
- **Fiscal Year Goal 2:** Provide economic impact and a strong return on investment to the Commonwealth to create and retain jobs.
- **Fiscal Year Target 2:** Leverage an additional \$343,231 from the U.S. Small Business Administration federal funds and UMass Amherst in support of the program. Increase export sales of clients by \$10 million to \$155 million. Through advising, assist clients in securing \$2.5 million in financing and creating and retaining 500 full- and part-time jobs across the Commonwealth.
- **Results of Goal 2:** Assisted clients in increasing export sales by \$175 million, assisted clients in securing \$551,000 in financing, and created and retained 50 jobs due to financing.



Massachusetts Export Center

- **Fiscal Year Goal 3:** Provide support to clients in adapting their global trade operations and business development strategies in response to the pandemic, including such areas as: global supply chain optimization; global trade regulatory compliance; and global digital marketing .
- **Fiscal Year Target 3:** Develop three assessments for counselors to use with clients. Develop and deliver 10 training programs to help companies pivot their global business operations and efforts in response to the pandemic, including webinars and integration of content into the annual Export Expo. Design and deliver training in collaboration with the U.S. Patent and Trademark Office on global intellectual property protection. This will contribute to creating and retaining 500 jobs and generating \$155 million in export sales for companies.
- **Results of Goal 3:** The Export Center conducted 16 training programs attracting 1,596 attendees. Developed three needs assessments for use with clients. Clients reported an increase in export sales of \$175 million as a result of assistance received from the Export Center. Created and retained 50 jobs due to financing secured (figures were lower than anticipated due to the pandemic).



Procurement Technical Assistance Center

- **Program Description:** Provide assistance on contracting requirements to obtain and successfully perform federal, state and local government contracts. In addition, provide guidance on initial registration, small business certifications, researching procurement histories, small business matchmaking conferences, proposal guidance and review and contract performance issues clients are assisted with.
- **Program Budget:** Total Budget \$624,297 (Federal funds - \$442,361; Defense Logistics Agency - \$181,936; State Funds Line Item 7007-0800 - \$123,857; Indirect Costs waived by UMass Amherst)
- **Partnerships for Growth Goal Alignment: Business, Community, Workforce**
- **COVID-19 Response:** N/A



Procurement Technical Assistance Center

- **Fiscal Year Goal 1:** Foster the growth and sustainability of Massachusetts business by providing advising and training to secure government contracts to increase clients, sales and jobs.
- **Fiscal Year Target 1:** Advise 375 new clients comprised of 2,600 hours of in-depth advising and conduct 48 training events across the state attracting 480 attendees.
- **Results of Goal 1:** Advised 381 new clients comprised of 2,187 hours of advising and participated in 37 training events attracting 1,755 virtual attendees.
- **Fiscal Year Goal 2:** Provide economic impact and a strong investment to the Commonwealth from the budget of \$181,936 from state Line Item 7007-0800 and leverage federal and University support to assist clients in securing government contracts to create and retain jobs.
- **Fiscal Year Target 2:** Through one-to-one advising, assist a minimum of 375 clients in securing \$50 million in government contracts and creating and retaining 323 full- and part-time jobs.
- **Results of Goal 2:** Through one-to-one advising, assisted 381 clients in securing \$267,456,552 in government contracts and created and retained 274 full-and part-time jobs.