



Office of Performance Management Oversight (OPMO)

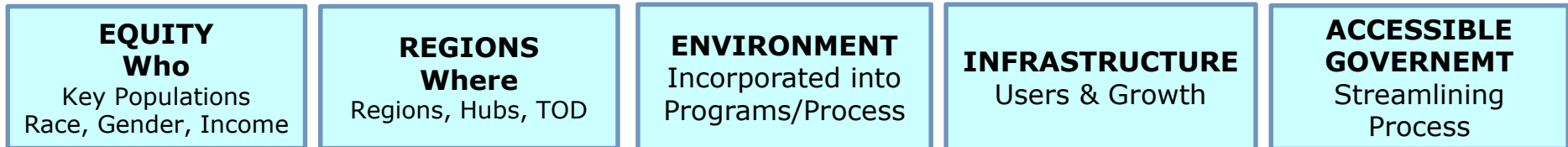
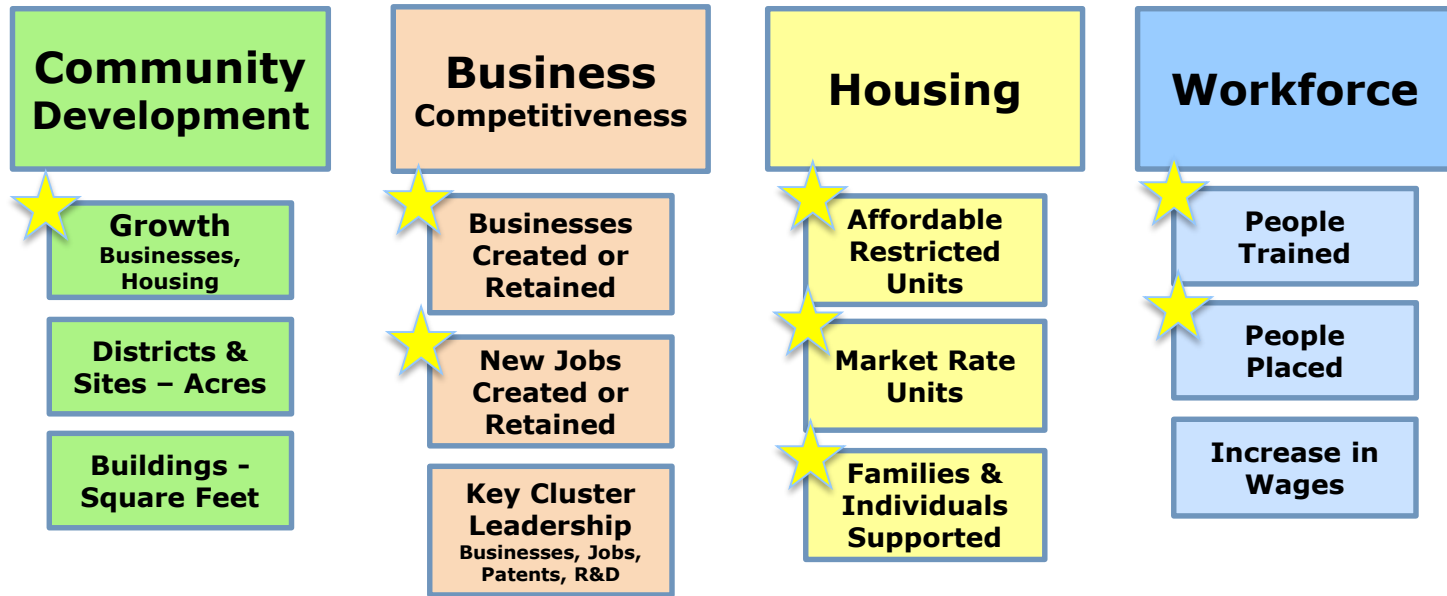
**Massachusetts Small Business Development
Center Network
FY2022 Final Report**



Economic Development Plan

Key Outcome Metrics

Economic Development Plan Pillars & Principals



Investment Leveraged from Other Sources - \$

Engagement & Technical Assistance – Contact with Individuals & Companies



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 to provide economic impact and a strong return on investment to the Commonwealth.

Agency Target for Goal 1: Provide business advising and training to 6,900 individuals across the Commonwealth encompassing 17,240 hours of assistance and 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. Secure \$70 million in capital for clients and \$75 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 1: Assisted 8,243 individuals across the state encompassing 15,362.5 hours of assistance (MSBDC* 7,698 individuals for 13,136 hours of assistance + Procurement Technical Assistance Center (PTAC) 545 individuals for 2,226.5 hours assistance).

Secured \$8.4 million in tax revenues**, \$177,574,240 in capital, and \$200 million in government contracts. Created and retained 4,291 jobs (MSBDC* 4,074 jobs + PTAC 217 jobs)

* includes Massachusetts SBDC Regional Centers, Government Sales Advisory Program and Massachusetts Export Center;

** Findings are from a report by Dr. James Chrisman, Mississippi State University, who sampled 719 clients receiving five or more hours of assistance from the MSBDC Network in calendar year 2020. The study had a 18.6% response rate.



Agency Goals

Agency Goal 2: Deliver services statewide through a network of six regional centers: Pittsfield, Springfield, Fall River/New Bedford, Salem, Worcester and Greater Boston. Regional offices are augmented with 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 2: 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 2: Advised 2,798 clients comprised of 9,690 hours, created and retained 2,953 jobs, generated 157 business starts and \$90,236,750 in capital. Provided training to 2,216 individuals.

Advised 1,001 clients in Gateway Cities to secure \$22,625,919 in capital, created and retained 908 jobs and started 81 businesses.



Agency Goals

Agency Goal 3: Continue to increase counseling and training services to generate impact for women and minority clients across the Commonwealth.

Agency Target for Goal 3: 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 3:

- Assisted a total of 2,384 women and minority clients (MSBDC* 2,328 + PTAC 56)
- Secured \$45,123,778 financing women and minority clients
- Created and retained total of 1,396 jobs (MSBDC* 1,379 + PTAC 17)
- Generated 202 business starts
- Advised 1,001 clients in Gateway Cities in securing \$22,625,919 in financing, created and retained 908 jobs, and generated 81 business starts.

* includes Massachusetts SBDC Regional Centers, Government Sales Advisory Program and Massachusetts Export Center



Agency Goals

Agency Goal 4: 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 4: 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 2,740 hours of assistance, as well as 48 events with 480 attendees. This will result in creating and retaining 323 jobs.

Results of Goal 4: The Massachusetts Export Center provided one-on-one advising to 134 clients comprised of 1,360 hours of advising, created and retained 1,071 jobs, and secured \$1,379,407 in financing.

Government Sales provided 1,052 hours of advising to 245 clients, created and retained 50 jobs due to financing; and facilitated \$85,958,083 in SBIR awards and angel investments.



MA Small Business Development Center Network

- **Program Description:** MSBDC and six regional offices, including the Government Sales Advisory Program, Mass Export Center & PTAC
- **Program Budget:** Total budget: \$5,842,351 (Federal Funds/SBA - \$2,550,000; Federal Funds/DLA - \$503,977; State Funds Line Item 7007-0800 - \$1,426,222; Private Sector - \$46,751; Indirect Costs waived by universities - \$1,315,401)

MSBDC Budget: \$5,101,207 (Federal Funds/SBA - \$2,550,000; State Funds Line Item 7007-0800 - \$1,244,286; Private Sector - \$46,751; Indirect Costs waived by universities - \$1,260,170)

PTAC Budget: \$741,144 (Federal Funds/DLA - \$503,977; State Funds Line Item 7007-0800 - \$181,936; Indirect Costs waived by UMass Amherst - \$55,231)

- **Partnerships for Growth Goal Alignment: Business, Community, Workforce**
- **COVID-19 Response:** Since March 2020, all MSBDC offices 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, chambers of commerce, and various cities and towns to educate individuals and businesses. Topics included: Cybersecurity Express, Understanding Business Financials, Global Business Development in a Pandemic, EIDL Updates from the SBA Before the Year End Deadlines, Basics of Starting a Business, Hiring and Managing Employees, Business Tax Considerations for 2022, B2G Matchmaker Preparation, 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 to 5,255 clients, create and retain 1,107 jobs, and hire additional advisory resources in Boston, Springfield, Fall River/New Bedford.

Results of Goal 1: Secured \$90,236,750 in financing, advised and trained 5,395 clients, created and retained 2,953 jobs due to financing secured.

The MSBDC hired a regional director for its Greater Boston Regional Office in Newton. Hiring of a regional director for the Western Regional Office in Springfield is in progress.



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: Generated \$8.4 million in tax revenue for the state* and facilitated loans totaling \$177,574,240. Provided counseling and training to 4,735 self-identified minority and women individuals, including 984 self-identified minority and women clients (20.8% of the clients served) in the rural areas of Berkshire and Western Massachusetts.

- **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 to generate tax revenues.
- **Fiscal Year Target 3:** Create and retain 1,107 jobs and assist clients in starting 300 businesses.

Results of Goal 3: Created and retained 4,074 jobs and assisted with 159 business starts due to financing.

* Findings are from a report by Dr. James Chrisman, Mississippi State University, who sampled 719 clients receiving five or more hours of assistance from the MSBDC Network in calendar year 2020. The study had an 18.6% response rate.



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, Greater 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 the 26 Gateway Cities and assist clients in securing \$20 million in capital and creating 100 jobs.

Results of Goal 4: Secured \$17,037,031 in financing for minority clients and maintained Gateway City presence (see attachment for activity). Secured \$22,625,919 in capital and created 168 jobs and retained 740 jobs.



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 \$436,281 (SBA Federal Funds - \$129,521; State Funds Line Item 7000-0800 - \$212,749; Indirect Costs waived by UMass Amherst - \$94,011)
- **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 134 companies encompassing 1,360 hours, conducted 18 training events for 1,838 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 \$223,532 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 securing \$1,379,407 in financing and creating and retaining 1,071 jobs. Increased export sales of clients to \$150 million.



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 \$741,144 (Federal Funds/Defense Logistics Agency - \$503,977; State Funds Line Item 7007-0800 - \$181,936; Indirect Costs waived by UMass Amherst - \$55,231)
- **Partnerships for Growth Goal Alignment: Business, Community, Workforce**
- **COVID-19 Response:** N/A



Procurement Technical Assistance Center

- **Fiscal Year Goal 1:** 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 1:** Through one-on-one advising, assist a minimum of 375 clients comprised of 2,740 hours of in-depth advising, securing \$75 million in government contracts, and creating and retaining 323 full- and part-time jobs.

Results of Goal 1: Through one-on-one advising, assisted 545 clients comprised of 2,067 hours of in-depth advising, secured \$200 million in government contracts, and created and retained 217 full- and part-time jobs.

- **Fiscal Year Goal 2:** 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 to provide economic impact and a strong return on investment to the Commonwealth. Continue to increase counseling and training services to underserved women and minority clients.
- **Fiscal Year Target 2:** Strive to provide advising and training to 5% of total client base to women and minority clients or 44 individuals. Secure \$500,000 in government contracts for women and minority clients creating and retaining 50 jobs.

Results of Goal 2: Provided advising and training to 5% of total client base to women and minority clients or 56 individuals. Secured \$10 million in government contracts for women and minority clients creating and retaining 17 jobs.



End of Fiscal Year Reporting - Excel Directions

Reporting Requirement: In addition to the goal update provided in this PowerPoint, OPMO Agencies must also update the excel sheet that outlines, to fulfil the OPMO statute requirements:

- Grants
- Loans
- Technical Assistance
- Other Financial Assistance
- Patents & Products