



# Office of Performance Management Oversight (OPMO)

---

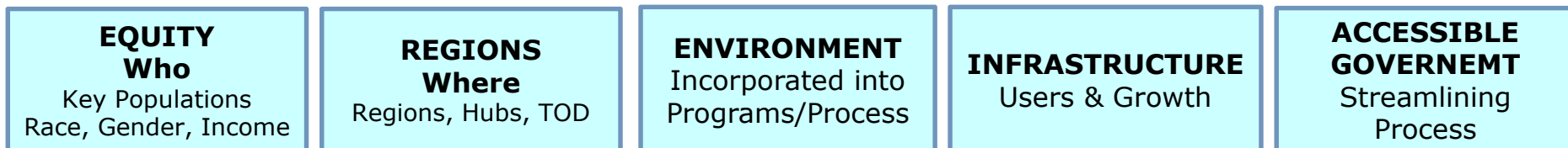
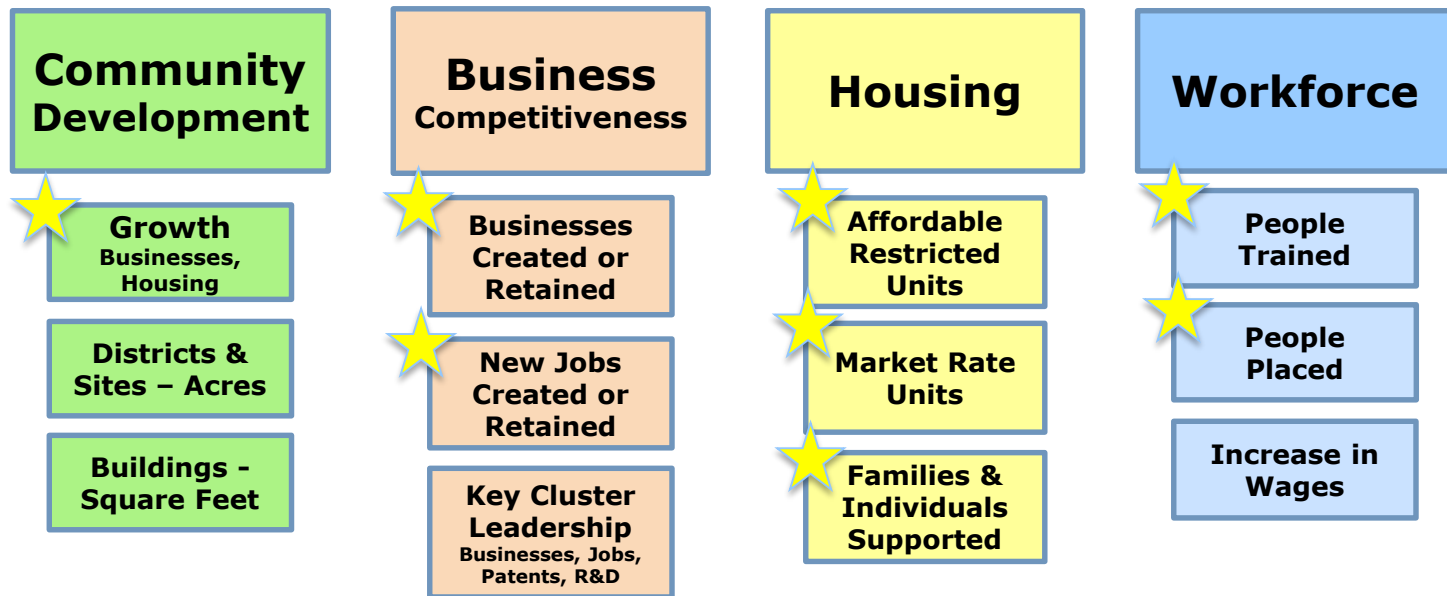
**Massachusetts Small Business Development  
Center Network  
FY2023 Final Results**



# 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 \$85 million for government contracts. Increase export sales by \$10 million from \$145 million to \$155 million. Create and retain a minimum of 2,002 jobs based on service provided to clients.
- **Results of Goal 1:** Provided business advising and training to 7,508 individuals across the Commonwealth encompassing 24,188 hours of assistance and generated \$2.4 million in tax revenue for the Commonwealth based on a targeted \$1,426,222 state line item investment. Secured \$105,319,361 million in capital for clients and \$268.4 million for government contracts. Increased export sales by \$10 million from \$145 million to \$155 million. Created and retained 2,153 jobs based on financing and government contracts secured by clients.



# 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 40 outreach sites making services accessible 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 \$70 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:** Regional centers advised 3,029 clients comprised of 10,093 counseling hours, created and retained 1,049 jobs, generated 197 business starts\*, secured \$62,282,788 million in capital, and trained 1,962 individuals. Advised 1,070 clients in Gateway Cities, secured \$12,769,787 million in financing, created and retained 318 jobs, and started 69 businesses.

*\* based on internal MIS*



# 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:** Attracted 6,584 women and minority clients to advising and training sessions across the state (6,475 SBDC + 109 PTAC). Secured \$17,867,860 in financing for women clients and \$18,166,168 for minority clients. Created and retained 1,260 jobs for minority and women clients (1,235 SBDC + 25 PTAC) and assisted 193 women and minority clients to start a business (115 women business starts + 78 minority business starts). Advised 1,010 clients in Gateway Cities to secure \$12,769,787 in financing and created and retained 318 jobs and start 69 businesses.



# 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 325 jobs.
- **Results of Goal 4:** The Massachusetts Export Center provided one-to-one advising to 163 clients comprised of 2,062 hours, created and retained 702 jobs, and contributing to clients securing \$1,279,150 in financing. The Government Sales Advisory Program provided 1,235 hours of advising to 282 clients and facilitated \$40,275,512 in SBIR awards and financing, and created and retained 88 jobs. PTAC provided direct advising to 435 clients comprised of 2,081 hours of assistance, and created and retained 314 jobs.



# 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 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 included: Marketing During the Digital Age; Understanding Your Company's Financial Reports; How to Recruit, Train and Retain Top Talent; E-Commerce Solutions; Global Privacy, Cybersecurity and Data Protection Laws; Biden on Trade: The First 100 Days and Beyond; Drive Inbound Global Sales; Intellectual Property 101; Patent, Copyright & Trademark Basics; Getting Relief for Shuttered Venue Operators; Tapping Into the Restaurant Revitalization Fund; Debt Relief Options for COVID-19 Impacted Businesses; 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 \$70 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 Newton, Springfield, Fall River/New Bedford.
- **Results of Goal 1:** Assisted clients in securing \$63,764,699 in financing, conducted training programs across the state for cities and towns, chambers of commerce and various service sectors on a variety of topics. Advised and trained 4,991 individuals resulting in the creation and retention of 1,049 jobs.



# MA Small Business Development Center Network

---

- **Fiscal Year Goal 2:** Contribute to regional equity by delivering services statewide through a network of six regional centers: Pittsfield, Springfield, Fall River/New Bedford, Salem, Worcester and Newton as well as various outreach sites making services assessable statewide.
- **Fiscal Year Target 2:** Through regional centers, provide advising to 2,000 clients and training to 1,500 attendees.
- **Results of Goal 2:** Through regional centers, provided advising to 3,029 individuals and training to 1,962 individuals.
- **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:** Assisted clients through advising to create and retain 1,049 jobs and assisted clients in starting 197 businesses.



# 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 26 Gateway Cities and assist clients in securing \$20 million in capital and creating 100 jobs.
- **Results of Goal 4:** Continued to increase financing secured by minorities—from \$17.5 million in FY22 to \$18,166,168 in FY23. Maintained presence in Gateway Cities and assisted clients in securing \$12,769,787 in capital and creating and retaining 318 jobs.

Hired a part-time advisor in the Berkshire Regional Office in Pittsfield, a full-time advisor in the Greater Boston Regional Office in Newton, and a regional director who advises part-time in the Western Regional Office in Springfield.



# 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 one-to-one advising to 163 companies encompassing 2,062 hours of counseling and provided training to 1,578 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:** Through advising, assisted clients to secure \$1,279,150 in financing and created and retained 702 full- and part-time jobs across the Commonwealth.



# 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 \$776,128 (Federal funds - \$484,101; Defense Logistics Agency - \$181,936; State Funds Line Item 7007-0800 - \$110,091; 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:** 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-one advising, assist a minimum of 375 clients comprised of 2,740 hours of in-depth advising, securing \$85 million in government contracts, and creating and retaining 325 full- and part-time jobs.
- **Results of Goal 1:** Assisted 435 clients comprised of 2,081 hours of in-depth advising, secured \$268.4 million in government contracts, and created and retained 314 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 50 individuals. Secure \$600,000 in government contracts for women and minority clients, creating and retaining 55 jobs.
- **Results of Goal 2:** Provided advising and training to 20% of total client base to women and minority clients or 109 individuals. Secured \$10.5 million in government contracts for women and minority clients, created and retained 25 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