

## 5 Year Statewide Impact

### *Growing Alabama's Economy*

Since FY 2015, Alabama SBDCs provided **88,815 hours** of consulting to **10,654 client businesses**, and hosted **897 training events** for **19,045 attendees**, creating a significant positive impact on Alabama's economy.

The ASBDC Helps Clients Grow:

**13.3% Sales Growth vs**

5.1% State Average

**16.3% Employment Growth vs**

1.2% State Average



Create, Retain & Save

**Jobs in Alabama\***

→ 2019

**2,115**

→ 5 YEAR

**6,917**



Start new

**Businesses\***

**219**

**1,026**



Acquire Government

**Contracts\***

**\$183M**

**\$1.61B**



Access Investment

**Capital\***

**\$97.4M**

**\$354.1M**



One-on-One

**Advising Hours**

**17,179**

**88,815**

The Alabama SBDC Network provides emerging and established businesses with the expertise and resources needed to succeed.

## Service Delivery Summary: Impact in 67 Counties

In 2019, the **Alabama SBDC Network** delivered substantial consulting and training services that resulted in a significant return on investment. With strong rural & urban coverage,

- **Consulting client breakdown: 3,482 clients served**
  - > **28% Women**
  - > **13% Veterans and Service-Connected Disabled Veterans**
  - > **37% Minorities**
- **Training event attendee breakdown: 4,213 training attendees**  
**187 training events** were conducted:
  - > **44% Women**
  - > **16% Veterans and Service-Connected Disabled Veterans**
  - > **31% Minorities**

Preparing Alabama's workforce to support the businesses of today, and the jobs of tomorrow.

*Alabama SBDCs Help Small Businesses Succeed*



*For every \$1 invested in the America's SBDC program, \$2.10 is returned to the state, and \$3.38 is returned to the federal government in tax revenue.\*\**

\* Reported directly by respondent clients of outcomes resulting from or in part due to SBDC assistance in FY2018. \*\* "Economic Impact of Small Business Development Center Counseling Activities in the United States: 2017-2018" - for counseling services to clients with 5+ hours.

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.



U.S. Small Business Administration

## Client Testimonials

"The mentor I spoke with was very down to earth, seemed genuinely interested, and knowledgeable in her field. She answered my questions and made great recommendations. Thanks so much for making real life dreams come true through small business ownership." - TC Pickens, Birmingham

My business advisor is the best at her job! Her knowledge and expertise have **elevated my business strategy to a new level**. I am glad she is a part of my team. - Leah M. Taylor, Taylor's Victory Garden Center, Tuscaloosa

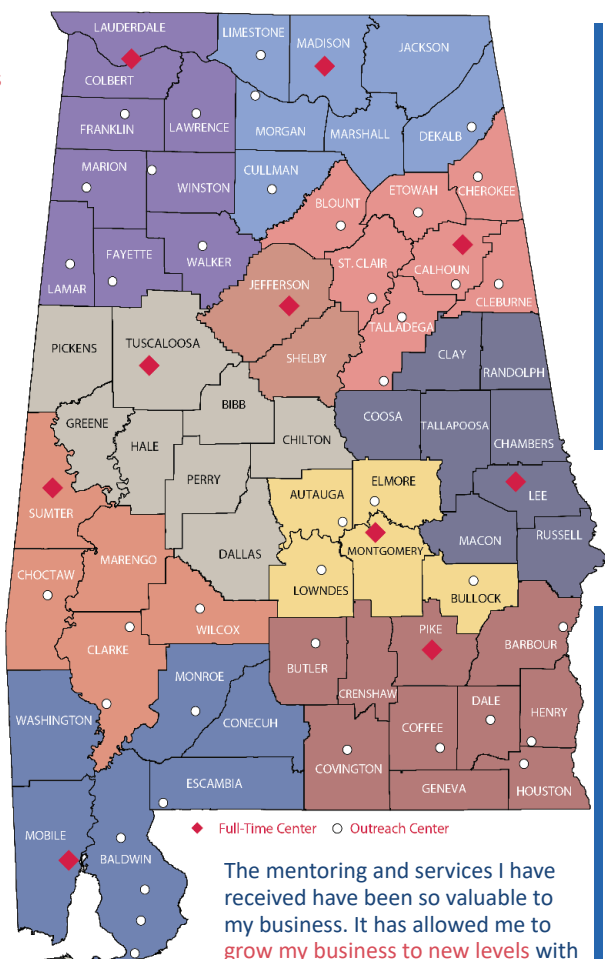
This is a **much-needed resource for new business owners**; staff is very helpful and knowledgeable. They were able to help me choose the right type of business entity, answered all of my questions, and even had referrals to further set up my business. -Eric Brennaman, Rocket City Rehabs, Decatur

My international trade specialist was proactive, helpful, and an expert in her field. She expanded my knowledge in all that SBDC has to offer my company. **Since meeting with her, our organization has expanded into sub-Saharan Africa**. I am thrilled with our company's new found potential! - Terri Lawrence, Collaborative Consultants, Huntsville

An extremely valuable resource in that **the advice given and guidance provided is candid, effective**, and helped me make adjustments to my business plan and funding request! - Don C., Auburn

Hands down the greatest community asset. This once-small company struggling to get into this centry is now the **largest family owned non-franchised business in this area and SBDC was its launching pad**. - Cheri Finley, Peace Frog Perfect Painting LLC, Anniston

My advisor has been very helpful and has given me the tools needed for my business. **I wouldn't have known where to start without her**. - Jamie B., Orange Beach



The mentoring and services I have received have been so valuable to my business. It has allowed me to **grow my business to new levels** with support and resources I didn't even know were available. - Essence M. White, She's Mighty LLC, Hoover

## Full Suite of Business Services

- Market Research & Assessment
- Business Strategy & Planning
- Market & Revenue Growth Strategy
- Capital Access & Loan Packaging
- Financial Analysis & Assessment
- Feasibility Analysis & Start-up
- Technology Commercialization Strategy

As the **largest statewide provider** of entrepreneurial and business development services, Alabama SBDCs play a vital role in Alabama's economic development by assisting entrepreneurs in **every stage of the business life cycle**.

In addition to the core service offerings of no-cost consulting, training, and business research, Alabama SBDCs provide a **comprehensive toolkit of specialized services** for businesses looking to accelerate market growth, including:

- International Trade
- Government Contracting
- Capital Access
- Business Continuity / Disaster Assistance

## Partners

The **Alabama SBDC Network** is a partnership program with the US Small Business Administration, the State of Alabama, and Alabama's higher education institutions.

**Statewide presence with 10 locations**, and over 40 outreach locations. The University of Alabama, Auburn University, Alabama State University, Jacksonville State University, Troy University, University of Alabama in Huntsville, University of North Alabama, University of South Alabama, University of West Alabama, Greater Birmingham SBDC (at Innovation Depot), & Alabama International Trade Center.

Funded in part through a Cooperative Agreement with the U.S. SBA; hosted by the University of Alabama; and nationally accredited by the Association of SBDCs. The Alabama PTAC is co-located with the Alabama SBDC.

CONTACT:  
Alabama Small Business Development Center  
Network (205) 348-1582 ASBDC@ua.edu

## Would you recommend the Alabama SBDC Network?

Best Apple Store	89
USAA	83
Ohio SBDC	81
<b>Alabama SBDC</b>	<b>80</b>
Starbucks	77
Costco	74
Ritz Carlton	68
Amazon Prime	53
Comcast	-7

The Net Promoter Score allows us to benchmark our client satisfaction against world-class organizations.

The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand. How satisfied are *your* customers?