

HIGHLIGHTS

Proudly serving Santa Cruz County businesses and creating job growth through free of charge counseling!

CLIENT SERVICE STATISTICS



294

Small Business Clients Advised



2,492

Hours of Individualized Counseling Provided

ECONOMIC SUCCESS INDICATORS



219

Jobs Created



69

Jobs Retained

SEMINAR STATISTICS

29

Workshops Presented

521

Workshop Attendees

HELPING NEW + EXISTING BUSINESSES



17

Small Businesses Started



\$24,245,533

Increase in Sales



It takes money to grow a business — our clients received \$12,149,000 in capital in 2017.



\$1,475,000

Equity Financing Obtained

\$10,674,000

Loans Obtained

100% of clients surveyed responded that they would recommend the Santa Cruz Small Business Development Center to friends!

MORE 2017 HIGHLIGHTS

OUR CLIENTS ARE THRIVING



In 2017, we helped
294 clients to accomplish
business growth
including:

- Starting + Expanding Local Businesses
- Creating + Retaining Jobs
- Increasing Sales + E-Commerce
- Obtaining Loans
- Financial Analysis
- Implementing Bookkeeping Systems
- Buying Businesses
- Hiring Employees

SPECIAL PROGRAMS



Business Plan Competitions



Employee Retention Program
for the Santa Cruz County
Workforce Development Board



Restaurant Rejuvenation

COMMUNITY COLLABORATIONS

The SBDC enthusiastically collaborated with over 40 local, state, and national organizations to assist in local economic development by providing workshops, training, and counseling and by participating on various committees.

SBDC staff served on the Board of Directors for the El Pajaro Community Development Corporation, Child Care Ventures, Leadership Santa Cruz County, Your Future Is Our Business, Aptos Chamber of Commerce, and on the Loan Committee for Cal Coastal RDC.

OUR PARTNERS



CALIFORNIA COMMUNITY COLLEGES
Doing What MATTERS™
FOR JOBS AND THE ECONOMY



SANTA CRUZ
ECONOMIC
DEVELOPMENT



SANTA CRUZ COUNTY
**WORKFORCE
DEVELOPMENT**



ALL BUSINESS COUNSELING IS FREE AND CONFIDENTIAL

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