An Emphasis on Results

Return on Investment
The SBDC has helped New York’s entrepreneurs:

- Start more than 70,000 new businesses
- Create more than 100,000 new jobs
- Obtain more than $4.8 billion in investment capital
- Obtain more than $130 million in government contracts

The Bottom Line
- More than $48 million in tax revenues are paid by SBDC clients assisted each fiscal year
- Total Program Benefit to Cost Ratio $5.88 / $1.00 (Every $1.00 in funding for the NYS SBDC generates $5.88 in tax revenue)
- Every $1.00 in funding for the NYS SBDC has leveraged more than $25.21 in new capital raised from external sources for client investment

Quality of Counseling
- 94% of SBDC clients are more than satisfied with their results

We Are New York
The weather events of the past few years reached a crescendo when Hurricane Sandy struck in October. Several disasters have revealed the residents of New York to be strong, community-oriented, and resilient. The regional economic development councils, a true New York approach that involves the SBDCs, continue to chart a course toward improved statewide economic development and recovery from the economic recession. The SBDC continues to work with the SBA, FEMA and other NYS partners to help local businesses and neighborhood business communities recover and rebuild after the devastation of Hurricane Sandy.

www.nyssbdc.org

Funded in part through a cooperative agreement with the U.S. Small Business Administration.

Based on statistical analysis of program activities in 2009-2010 by Dr. James Chrisman, PhD, Mississippi State University
How the NYS Small Business Development Center Measures Success

Our ability to accurately measure and report economic data makes it possible to gauge the economic impact of the NYS SBDC Network and its clients on the New York economy. Reliable reporting is vital to our Network’s ability to secure the funding needed to provide free counseling and low or no-cost training to existing and aspiring small business owners across the state.

The NYS SBDC measures its impact by factors including job creation and retention, capital development, sustainability and government contracts received. NYS SBDC clients sign an agreement to receive services and are surveyed on a regular basis to track the impact of those services on their companies. Economic impact data is verified and validated through a multi-step process which includes:

- Client counseling sessions are recorded into our web-based Information Management System by the client’s Business Advisor, following an established format and criteria.

- When a client reports that he or she has generated economic impact, he or she submits verification of the type of impact (Jobs Created or Retained, Capital Formation, New Business Started or Loan Obtained), the amount of the increase and the role of the NYS SBDC in facilitating that impact. Economic impact is not entered into the Information Management System until verification has been obtained from the client.

- All economic impact is reported on a quarterly basis to our hosts, the U.S. Small Business Administration (SBA), and other NYS SBDC stakeholders and partners. Fully-verified economic impact data is published on a regular basis. We track, verify and report on impact quarterly for our Veterans Outreach, Energy, MWBE and other special programs/initiatives.

This system of checks and balances ensures that the impact we report represents the value of our beneficial services on the state economy. A national initiative has been implemented to ensure that all SBDC networks follow a similar process to the one outlined above as a component of a regular national accreditation program.

The NYS SBDC uses public funds for a positive, statewide impact. Our ability to directly document the economic benefits of impact is important to our efforts and ability to help New York small business owners start, succeed and grow. Learn more at www.nyssbdc.org

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