An Emphasis on Results

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

- Start more than 90,700 new businesses
- Create more than 195,600 new jobs
- Obtain more than $6.1 billion in investment capital
- Obtain more than $135.2 million in government contracts

The Bottom Line
- More than $79 million in tax revenues are paid by SBDC clients assisted each fiscal year
- Total Program Benefit to Cost Ratio $4.77/$1.00 (Every $1.00 in funding for the NY SBDC generates $4.77 in tax revenue)
- Every $1.00 in funding for the NY SBDC has leveraged more than $15.09 in new capital raised from external sources for client investment

Quality of Counseling
- 96% of SBDC clients are more than satisfied with their results

Energizing Small Business!

A new client is assisted by the SBDC every 44 minutes

A job is created or saved by an SBDC client every 21 minutes

SBDC clients generate $1,114 in new sales every one minute ($66,803/hour)

SBDC clients generate $108.45 in state/federal taxes every one minute ($156,154/day)

SBDC clients invest $698 in their business every one minute ($1.5 million/day)

www.nysbdc.org

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

Based on statistical analysis of program activities in 2015-2016 by Dr. James Chrisman, PhD, Mississippi State University
Understanding Economic Impact

How the NY 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 NY 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 NY SBDC measures its impact by factors including job creation and retention, capital development, sustainability and government contracts received. NY 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 this multi-step process:

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

2) When a client reports that he or she has generated economic impact, the client 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 NY SBDC in facilitating that impact. Economic impact is not entered into MIS until verification has been obtained from the client.

3) Each Center Director reviews the economic impact recorded by the Business Advisors to ensure that the services provided are appropriate for the amount and type of impact recorded. Any inconsistencies found are corrected accordingly.

4) The data is submitted to the NY SBDC State Office, where individual files are reviewed for accuracy, verification and appropriate attribution. All questions and discrepancies are addressed prior to internal/external reporting.

5) All economic impact is reported on a quarterly basis to hosts, the U.S. Small Business Administration (SBA), and other NY SBDC stakeholders and partners. Fully-verified economic impact data is published on a regular basis. Each quarter we track, verify and report on impact for special emphasis programs/initiatives.

This system of checks and balances ensures that the impact we report represents the value of our 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 NY SBDC leverages public funds for a positive, statewide impact. Our ability to directly document the economic benefits of impact is important to the continued success of our program, and to our efforts in helping New York small business owners start, succeed and grow. Learn more at www.nysbdc.org

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