



bcl



SMALL BUSINESS COUNSELING PROGRAM

City of San Marcos, 06.07.2022

MISSION

The mission of **BCL of Texas** is Building Strong Communities.

BCL of Texas, a 32 year old nonprofit economic development corporation, supports Texans to acquire wealth-building assets, such as homeownership and entrepreneurship, with the financial tools and education necessary to build personal net worth.

With an emphasis on diversity, equity, and inclusion, we serve communities of color, women, veterans, rural communities, and low and moderate income individuals, families, and small business owners.



PROGRAM TEAM

BCL of Texas has a team of honest professional leaders who are dependable, experienced, and innovative. We respect and advocate for our customers and commit to initiate new programs and services to achieve our public purpose.

As a collaborative partner in the small business ecosystem, we have community partnerships with, Economic Growth Business Incubators (EGBI), and the Local Business Institute.



PROGRAM OVERVIEW

The City of San Marcos aims to provide one-to-one in person and virtual counseling sessions for small business owners in key areas such as financial literacy, marketing, business/succession planning, and human resources through the following service components:

Task 1: Provide a gap analysis of existing resources for small businesses or entrepreneurs in the City of San Marcos

Task 2: Make recommendations for and include local small business support consulting entities to be integrated into the small business counseling program, whether consultant is a local business or not.

Task 3: Provide one-to-one technical assistance for small businesses from subject matter experts, in areas including finances, legal assistance, marketing, human resources and business planning.

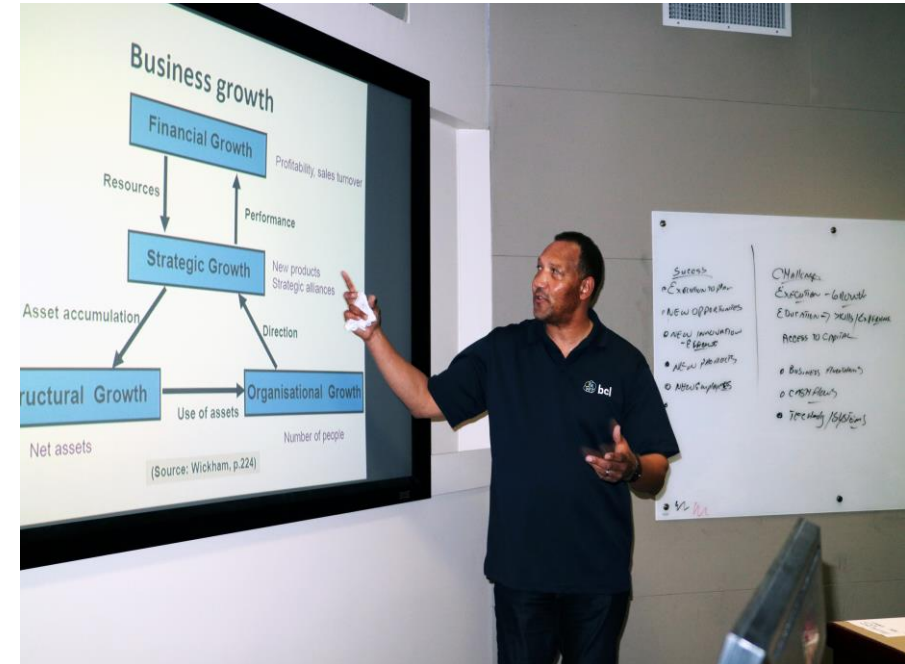
Task 4: Provide to the City periodic reports, including tracking for number and type of businesses served, efficacy of strategies delivered and potential increase in revenue for businesses who have implemented learned strategies.

PROGRAM DESIGN

BCL will serve as a contractor to the City of San Marcos on the development of the program, performance reporting, brand development support for program marketing and community engagements.

BCL will develop a marketing plan to support the program service delivery.

BCL will participate in educations, panel, and information sessions to support Small Businesses to promote the program.



SERVICE DELIVERY

BCL will conduct a needs assessment to develop targeted strategies and resource for small businesses within the City of San Marcos.

BCL will work with stakeholders to develop a small business ecosystem and referral system:

BCL will provide direct services such as:

- Small Business Group Education & Training
- One-on-one Small Business Coaching & Consulting (technical assistance)
- Small Business Financial Readiness, loan packaging, and funding



TIMELINE FOR PROJECT EXECUTION

Year 1:

- Convene BCL, City of San Marcos, and other stakeholders
- Review and finalize program outreach model
- Engage community small business owners in needs assessment, data collection for technical assistance, and education input for Task 1
- Launch direct services associated with the scope of work and project plan deliverables related to Task 3
- Execute program resource referrals associated with Task 2 for handoffs (referrals) and other small business counseling needs
- Expand direct service programs and implement a sustainability plan

Year 2:

- Evaluate year one progress and expand direct service programs



EXPECTED IMPACT

- Incentive programs aimed at creating new businesses, which will increase the potential for new jobs
- Public and private sector procurement geared towards improving market access (including growth and development) for historically underserved small businesses
- Increased culture of entrepreneurship aimed at increasing the number of new innovate and sustainable business ventures that will contribute to job creation



THANK YOU

*BCL is focused on creating powerful strategies that support
local historically underserved small business communities*



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