



**CITY COUNCIL EXECUTIVE COMMITTEE MEETING
CITY COUNCIL CHAMBERS, THIRD FLOOR, CITY HALL,
#1 CITY HALL PLACE, PUEBLO, COLORADO 81003.**

**MONDAY, NOVEMBER 27, 2023
5:30 PM**

Individuals Requiring Special Accommodations Should Notify the City's ADA Coordinator at (719) 553-2295 by Noon on the Friday Preceding the Meeting.

Executive Committee meetings are special meetings of the City Council and are informal Council meetings for the purpose of receiving information and discussion among Council Members; no official action is taken at such meetings. The public is invited to attend, but public comment is generally not received unless otherwise noted.

Agenda

CALL TO ORDER

PRESENTATIONS

- | | |
|--|-------------|
| A. CITY UPDATES | 5:30 p.m. |
| Laura Solano, Chief of Staff | |
| 5 minute presentation | |
|
B. SOCO SMALL BUSINESS DEVELOPMENT CENTER |
5:35 pm |
| Brian Estrada - Executive Director | |
| 15 minute presentation | |

ADJOURNMENT



SOUTHERN COLORADO SBDC

Supporting Small Businesses Across Southern Colorado



**To Empower
Colorado
Businesses
to Thrive**

SBDC: What we strive for
VISION

To be the premier trusted choice of
Colorado businesses for consulting,
training, and resources.

Hosted by





OUR CLIENTS

- **Small Business**
 - Under 500
- **All Entities**
 - For Profit and Non Profit Support
- **All Industries and Sectors**



OUR SERVICES

- **Free Confidential Consulting**
- **Free or Low Cost Educational Training and Webinars**
- **Resource Connector**



Award Winning SBDC

- 2022 Colorado State Star for the SBDC Network
- 2022 Business Person of the Year Latino Chamber of Commerce
- 2023 State SBA Innovation and Excellence Award
- 2023 Region & Innovation and Excellence Award

Winning the SBA Region 8 Award placed the Southern Colorado SBDC in the Top Ten office in the United States

OFFICE TEAM



- **Brian Estrada**
- Executive Director



- **Catherine O'Grady**
- Coordinator



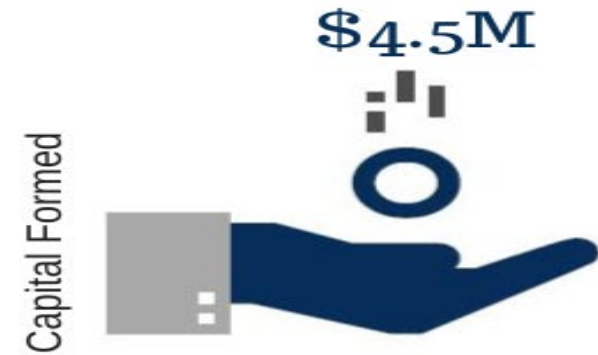
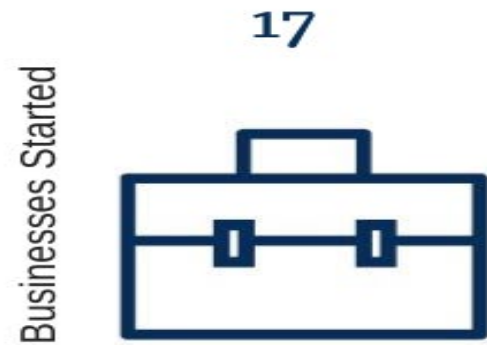
- **Jackie Jimenez**
- PT Office Assistant



- **Prudence Aragon**
- Work-Study

CONSULTANTS

- Allan Tormohlen
- Kurt Madic
- Paula Robben
- Judy Kochevar
- Kat Fox



2022 SOUTHERN CO SBDC



Clients Consulted

501



Sales Increased

Not Reported
Yet



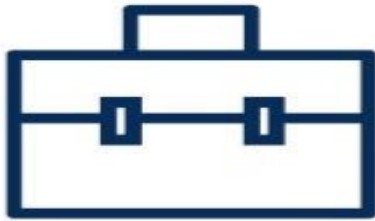
Hours Consulted

1,269



Businesses Started

22



Jobs Created & Retained

Not Reported
Yet



Capital Formed

Not Reported yet



2023 SOUTHERN CO SBDC



YEAR OVER YEAR

	2019	2020	2021	2022	2023 To Date
Client Count	170	180	290	402	501
Consulting Sessions	337	355	664	1171	1639
Capital Formation	\$300 Thousand	\$2 Million	\$9 Million	\$4.5 Million	Not Complete
Jobs Supported	50	158	168	125	Not Complete
New Business Starts	0	3	17	17	22
Training Count	26	49	106	262	248
Attendees	388	647	1203	2646	2544
Client Satisfaction	90%	94%	95%	95%	96%



2023

Training & Specialty Events



Business Start in a Day

In-person


SOUTHERN COLORADO Small Business Development Center

BUSINESS START IN A DAY

November 13, 2023
9:30 am - 12:30 pm

Rawlings Library
Room: Brett Kelly A
100 E. Abriendo Ave
Pueblo, CO 81004


Brian Estrada

This 3-hour In-person event will give you an overview of the steps you will need to take towards getting your Small Business started.

The SBDC and community partners will give insight to the services, support, and resources available for small businesses.



(719) 549-3245
southernco@coloradosbdc.org
www.southerncoloradosbdc.org


POWERED BY
SBA
U.S. Small Business Administration


PUEBLO CITY-COUNTY
Library District

This event will cover:

- Learn the importance of finding a mentor to help you strategize and grow your business
- Learn about "Pueblo Means Business" and resources available to you
- Walk through how to register your business
- Set up your EIN
- Sign-up for your free consulting session with one of our SBDC Consultants

**Classes held 2nd Monday
of each month**

In partnership with





Female Founders

32 Participants have completed the series



Early Childhood Business Education

Southern Colorado Early Childhood Business Conference

Leading Edge for Childcare



COLORADO
Department of Early Childhood



FUTURE CEO SUMMER PROGRAM

July 10 – 14

9th grade –
Freshman Year
of College



Attention young leaders!!

Get ready to turn your big ideas into reality and become a successful entrepreneur with our Future CEO Summer Program!

Learn business planning, marketing, finance, and leadership skills from experienced professionals.

Work on your own business ideas with mentorship from successful entrepreneurs.

By the end of the program, you'll have gained the knowledge, skills, and experience to take your business ideas to the next level.

Apply by June 30th to become the CEO of your own future!

Where & When

SBDC Classroom
121 W City Center Dr, Pueblo,
CO 81003

10:00 AM
–
3:00 PM
Lunch Provided

CONTACT US FOR AN APPLICATION!

P : (719) 549-3245
E : southerncoecoloradosbdc.org
W : southerncoloradosbdc.org/



- Youth Entrepreneurship
- Future CEO Boot Camp
- 10 Week Youth Entrepreneurship at South High School and East High School

Partnership With Human I-T & Visa



**Distributed 600 ChromeBooks to
Small Businesses and Entrepreneurs**

WEBINARS AND TRAINING TOPICS

- Monthly HR Training
- QuickBooks Training
- Vision Model Canvas
- Business Model Canvas
- Leading Edge
- Branding
- E-Commerce Marketing
- Market Research
- Getting to Know Series
- Social Media Marketing
- Workforce Training
- Communication Education
- Leadership Development Training
- CDOT Training Topics
- Pitch Deck Development Training
- Access to Capital
- Cybersecurity
- Business Planning

2024 Specialty Programs

SOCO SBDC



SPECIALTY NETWORKING & POP-UP EVENTS

- SMALL BUSINESS EXPO
2024
- CHRISTMAS IN JULY
- ANNUAL HOLIDAY POP-
UP EVENT

SMALL BUSINESS WEEK 2024

April 27 - May 3, 2023





SBDC TECHSOURCE

Tech Commercialization

Cyber Security Awareness &
Implementation

Tech Partnerships



Use of Funds

SOCO SBDC





CONSULTING

One-on-One
Confidential
No-Cost to
Client



SUSTAINING YOUR BUSINESS

- ✓ Disaster Preparedness
- ✓ Strategic Planning
- ✓ Lean Manufacturing
- ✓ Capital Formation



HELPING YOU PROSPER

- ✓ Expanding Locations and Products
- ✓ Business Valuations
- ✓ Rebranding and Retooling
- ✓ Exit Strategies



STARTING YOUR BUSINESS

- ✓ Business Planning
- ✓ Demographic and Industry Data
- ✓ Licensing and Registration



GROWING YOUR BUSINESS

- ✓ Financial Analysis
- ✓ Marketing, Advertising and Sales
- ✓ Social Media and Websites
- ✓ Pricing Products and Services

RECRUITING

Outreach
Networking
Program
Development





SMALL BUSINESS TRAINING

Seminars
&
Webinars

A woman with dark hair, wearing a red shirt and a necklace, is sitting at a desk. She is resting her chin on her hand and looking thoughtfully to the side. The background is slightly blurred, showing a desk with papers and a small plant. A quote is overlaid on the image in a white, cursive font.

*"Whenever you see a successful
business, someone once made a
courageous decision."*

Peter Drucker



GET SOCIAL!



@SouthernColoradoSBDC



@Southencosbdc



@Southern Colorado Small
Business Development Center



@SoCo SBDC

JOIN OUR NEWSLETTER!





THANK YOU

- Brian Estrada
- Brian.Estrada@pueblocc.edu
- Website
- <https://www.southerncoloradosbdc.org/>

