

# Business Enhancement Support Team (BESTeam)

California Association of Local Economic Development  
(CALED) Award of Excellence Winner for the Workforce  
Development Board of Contra Costa County

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Department of Conservation & Development

# Strategy

- ▶ Data collection - focus group
- ▶ Demand-driven approach to serving small business
- ▶ Addresses the needs of business
- ▶ Resources delivered on site.

# BESTeam Members

- ▶ Workforce Development Board
- ▶ Economic Development
- ▶ Green Business Program(s)
- ▶ U.S. Small Business Administration (SBA)
- ▶ Small Business Development Center (SBDC)
- ▶ Employment Development Department (EDD)
- ▶ Chambers of Commerce
- ▶ California Employers Association
- ▶ Community Development Financial Institutions (CDFIs)
- ▶ Training and Education Providers
- ▶ East Bay Works America's Job Centers/Career Centers
- ▶ Contra Costa County Purchasing Services
- ▶ Contra Costa Library

# Resources & Solutions

- ▶ Business Management Information
- ▶ Tax Credit Information
- ▶ Business Development
- ▶ Mentoring
- ▶ Human Resources & Recruiting
- ▶ Training (Customized, On-the-Job, Industry or Topic Specific)
- ▶ Marketing
- ▶ Access to Capital
- ▶ Apprenticeship Opportunities
- ▶ Contracting Opportunities

# Return on Investment

- ▶ Increased exposure/visibility
- ▶ Over 400 businesses connected with BESTeam resources and service providers:
  - ▶ Funding ~ Consulting ~ Green Certification Tax Credits ~ Recruitment Assistance Apprenticeship Training, etc.
- ▶ Partnered with economic development as a resource
- ▶ Solution to becoming the “go-to” source for business and workforce information.

# Program Outcomes

- ▶ Conducted 4 BESTeam resource events (Concord, San Ramon, Antioch, El Cerrito) where over 400 businesses attended
- ▶ Connected with 25 city leaders to develop business outreach strategies and provide resource information
- ▶ Partnered with cities and chambers to coordinate various business information events and resource activities
- ▶ Supported initiatives of local elected officials by brokering business services.

# Benefits

- ▶ Allowed the Workforce Development Board to engage businesses, broker business services, and provide information and resources to the business community
- ▶ An opportunity to support local economic development initiatives (i.e., business retention and expansion)
- ▶ Gave increased visibility within the economic development community.

# Outreach

## TAKING YOUR BUSINESS TO THE NEXT LEVEL!

Thursday, April 26, 2007, 9:00a.m. - 12:00p.m.  
Lone Tree Event Center  
4800 Golf Course Rd. Antioch, CA

In partnership with Contra Costa County and the Cities of Antioch and Pittsburg, the BESTeam (Business Enhancement Support Team) of the Contra Costa County Workforce Development Board is sponsoring, *"Taking Your Business to the Next Level!"* The purpose of this workshop is to connect local Home-Based and Small Business owners to the underutilized business resources available to them at no cost.

This is a free event where business support organizations, including the U.S. Small Business Administration, U.S. Department of Labor, Contra Costa Small Business Development Center, *EASTBAY Works* One-Stop Career Center, California Employers Association, and others are available to provide resources to assist in the success of the local small business community.

*Those in attendance will gain insight into the following:*

- Information on how to receive Employer Tax Credits
- Information on available funding possibilities (i.e. SBA and Micro Loan programs)
- Assistance with business analysis and management, business planning, market research, marketing, finance, selling to the government, and technology
- Human Resources information and assistance
- Job placement and recruitment assistance
- Customized training to meet the needs of your current and future workforce
- Entitlement and site location assistance
- Assistance identifying resources for specific business operations
- Access to educational resources (i.e. Los Medanos College, Adult Education, ROP)
- Assistance identifying resources for specific business needs beyond this event



# Outcomes - Central County

## Business Needs:

- ▶ Access to business information and resources
- ▶ Access to business owner or employee training resources
- ▶ Networking opportunities

## Solutions:

Partnered with the cities' Business Retention Specialist to broker information and resources. Developed a formal relationship with various SBA-funded business development organizations to provide training.

# Outcomes - South Central County

## Business Needs:

- ▶ Networking
- ▶ Access to business information
- ▶ Access to business owner or employee training information.

## Solutions:

Delivered SBDC Business Management Training.  
Coordinated Contracting Opportunities  
Workshop. Requested 2008 BESTeam Event.

# Outcomes - East County

## Business Needs:

- ▶ Marketing
- ▶ Funding and financial literacy
- ▶ Business start-up and expansion
- ▶ Consulting

## Solutions:

Developed a relationship with Citibank to fund and deliver financial literacy training. Facilitated a partnership with SBDC & chamber to provide business training.

# Outcomes - West County

## Business Needs:

- ▶ Marketing
- ▶ Business expansion
- ▶ Funding and financial literacy

## Solutions:

Scheduled a meeting with West County Economic Development Directors to develop strategy for marketing workshops. Developed a relationship with Citibank to fund and deliver financial literacy training.

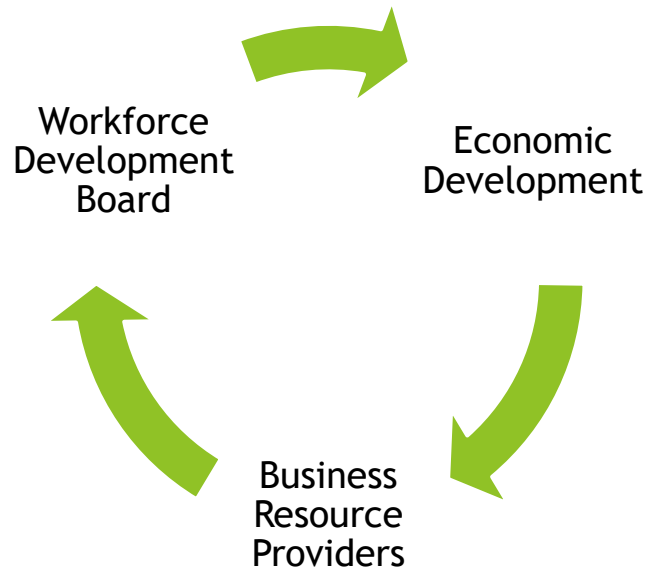
# BESTeam Contra Costa Survey (East/West/Central/South Central)

- ▶ *Are you satisfied with how this workshop addressed your needs?*
- ▶ *How useful was this event for strengthening your knowledge as a business owner and/or a product developer?*
- ▶ *How useful was this event for enhancing your business operations?*
- ▶ *What attracted you to this event?*
  - ▶ *Access to Business Info ~ Access to Business Owner or Employee Training Info ~ Networking opportunity ~ Able to Connect to Resource*
- ▶ *Were you able to connect with someone today who could help address your needs?*
- ▶ *Would you recommend this event to other business owners?*
- ▶ *What changes to your business do you anticipate in the near future?*
  - ▶ *Business Expansion ~ Business Start-up ~ Finance ~ Hiring Need ~ Human Resources ~ Marketing ~ Training (owner or employee) ~ other*
- ▶ *Can we follow up to ensure that your needs are met?*

# Resource Provider Follow-Up Survey

- ▶ *Dear [Resource Participant]:*
- ▶ *In an effort develop a comprehensive outcome report of services provided to the businesses attending our business resource events, we are asking for your participation in completing this Resource Provider Follow-Up Survey. Please take a few minutes to provide us with the requested information*
- ▶ *Example: JOE'S AUTOMOTIVE*
  - ▶ *After initial contact, designed a business plan and provided financial consulting; devised market plan. Referred to EASTBAY Works for recruiting assistance.*
  - ▶ *Business Plan - 10 hrs*
  - ▶ *Financial Consulting 3 sessions @ 1 hr each*
  - ▶ *Marketing Plan - 4.5 hrs.*
- ▶ *Please include any information that you might have gathered for other businesses that do not appear on your list but have indicated that they became aware of your organization as a result of one of our business resource events.*

# Business Enhancement Support Team (BESTeam)



# Directory of Resources

**NOTES:**

## Bay Area Green Business Program

[www.greenbiz.ca.gov](http://www.greenbiz.ca.gov)

## Why be certified as a Green Business?

- Respond to a growing customer interest
- Improve employee morale
- Save money by conserving both material waste, water, & energy
- Reduce greenhouse emissions

### Program Description

We have certified almost 300 businesses of all types in Contra Costa who have met our standards for conserving energy, water, and other materials, and preventing pollution. These businesses are listed on our [website](#), recognized before the County Board of [Supervisors](#), and given a plaque, a [window decal](#), and other assistance to help promote themselves as Green Businesses.

Robin Bedell-Waite (925) 335-3200  
rbwaite@hsd.cccounty.us

### Contra Costa County Contracting Programs

[www.co.contra-costa.ca.us](http://www.co.contra-costa.ca.us)

Outreach program: small business enterprise contracting programs, purchasing

Kevin Barensen (925) 313-7300  
[kbarensen@gsd.cccounty.us](mailto:kbarensen@gsd.cccounty.us)

Emma Kuevor (925) 335-1045  
[ekuev@cao.cccounty.us](mailto:ekuev@cao.cccounty.us)

## Contra Costa Library

[www.ccclib.org](http://www.ccclib.org)

## Specialized Databases for Business

- Business & Company Resource Center
- Directory Library
  - Encyclopedia of Associations
  - National Directory of Nonprofit Organizations
- ReferenceUSA
  - U.S. Businesses
  - U.S. New Businesses
  - U.S. Residential
  - International Businesses
- Small Business Resource Center
  - sample business plans

E-Books – Audio books and more

- Downloadable Media Collection
- Safari technical books

All available 24/7 at [ccdib.org](http://ccdib.org)  
Apply for an e-Card for easy access 24/7

Valerie Zito  
(925) 927-3233



# “Taking Your Business to the Next Level” - East County



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# Testimonials

- ▶ “Thoroughly enjoyed being here. Question and answer period very informative. Good networking among the group. Resources outstanding!”  
*Healthy Foods*
- ▶ “Great seminar! I acquired a lot of information that my business can use now and in the future”.  
*HJB Hoses and Fittings, Inc.*
- ▶ “Thank you for pulling all of this together. We now have some direction, names, numbers and an idea of what to do next.” *Warren-T Computer Solutions*

# “Taking Your Business to the Next Level” - West County Video



# Thank you!

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