

Summary of Final Report

Organization Name: North Coast Small Business Development Center

Project Title: Enhancing Sales and Marketing (Part I)

Amount of Grant Award: \$55,090

Date of Final Report: 4/30/09

1. What were the project goals and were they achieved?

The goal of the project was to help local employers with higher than average growth prospects than we usually serve at the SBDC. For this project we set out to serve clients with the following characteristics:

- Targets of Opportunity or Prosperity Base Cluster Industries
- 5-50 Employees
- Looking for assistance in human resources, hiring, customer service and marketing outside Humboldt County,

2. What were the activities undertaken and accomplishments through the completion of this grant?

Projects conducted for clients included: improvements to hiring and processes, writing employee manuals, providing marketing materials and branding assistance, tradeshow booth upgrades, performing website audits, international trade assistance and customer service improvement.

Accomplishments:

- Number of businesses served: 14
- Increase in sales: \$615,394
- Jobs retained: 116
- Jobs created: 7
- Clients' capital investments: \$428,000

3. What are the lasting benefits of the project?

Fourteen growing businesses received services to strengthen their human resources and marketing capabilities.

4. How will you continue work started by this project?

The SBDC is committed to continuing to provide services to local businesses.