



SBA's Main Street Road Tour

The U.S. Small Business Administration's (SBA) inaugural Main Street Road Tour spans 11 cities across five states in order to elevate the discussion on the impact of Main Street small businesses across the nation. The SBA will launch the inaugural *Main Street Road Tour* in the Delta Region with stops from Missouri on Monday, July 4th to Louisiana on Friday, July 8th.

Mission

The 2016 Main Street Road tour seeks to elevate the discussion on the impact of Main Street and inform the actions of the SBA by connecting SBA leadership to Main Street businesses. Main Street businesses¹, whether they are local restaurants, shoe stores, or barber shops, represent 2/3 of the 28 million small businesses in America and employ more than 24 million workers. These businesses not only serve as integral pillars of their local economies, but they serve as pillars of communities by supporting local charities, providing young people their first jobs, and creating multiplier effects for the success of other local business. Furthermore, Main Street businesses form an irreplaceable piece of the American experience – a channel to grow America's middle class and a path to economic opportunity.

The mission of the SBA is to support the success of our nation's small businesses through capital, counseling, contracts, and disaster relief. SBA's programs and initiatives that are geared toward achieving this mission will be the focal center of this inaugural Main Street Road Tour.

Inaugural Road Tour in the Delta Region

Presently, over 10 million people live in the 252 counties and parishes of the eight-state Delta region. These 252 counties and parishes make up the most distressed areas of America.

¹ Main Street businesses are defined in the *Kaufmann Index of Main Street Entrepreneurship* as local businesses that have been around for longer than 5 years, and employ fewer than 50 workers. There are 28 million small businesses across America today that create two out of three net jobs and employ half the private sector workforce. Of those 28 million small businesses, two-thirds are Main Street businesses.



The inaugural SBA Main Street Road Tour will cover 11 cities in five of the Delta region states:

- *Baton Rouge, LA*
- *Blytheville, AR*
- *Cape Girardeau, MO*
- *Clarksdale, MS*
- *Helena, AR*
- *Jackson, MS*
- *Memphis, TN*
- *New Orleans, LA*
- *St. Francisville, LA*
- *Ste. Genevieve, MO*
- *Vicksburg, MS*

The Influence of SBA’s Programs on the Delta Region

Investment and Innovation

In the five states that will comprise this Main Street road tour, the SBA’s Office of Investment and Innovation, through its Small Business Investment Company (SBIC) Program, Small Business Innovation Research (SBIR) Program, and Accelerator Growth Competition, has had a measurable impact. The SBA has established 23 SBICs across Arkansas, Illinois, Louisiana, Missouri, Mississippi, and Tennessee, in order to facilitate the flow of long term capital to businesses in these states. The SBA issued a total of over 3,200 SBIR awards, amounting to over \$798 million to over 800 firms in these five states. Finally, 12 Growth Accelerator competition winners have come from these states.

Access to Capital

Since 2009, the SBA’s Office of Capital Access has issued nearly 1,500 loans totaling more than \$545 million to the 12 cities involved in the inaugural SBA Road Tour. Specifically, the SBA has provided more than 1,400 7(a) loans totaling almost \$504 million. The 7(a) guaranteed loan program is SBA’s primary lending program and is structured so that the borrower applies to a lending institution rather than directly to the SBA. The loans typically range from \$35,000 to \$5 million and are repaid in monthly installments, and can be used for a variety of business purposes including working capital, equipment acquisition, and real estate purchases.

The SBA also provides a service called LINC (Leveraging Information and Networks to access Capital) – an online matchmaking service that helps entrepreneurs get a viable date with a lender. The LINC Online matchmaking services pairs lenders with prospective borrowers. The SBA, through its regional offices, is committed to expanding access to and use of LINC by entrepreneurs in the cities visited during the bus tour.



Figure 1: 7(A), 504, and ARC Loan Statistics for Road tour Cities FY2009 – 06/24/2016

| City | 7(A) | | 504 | | ARC | |
|----------------------|-----------------|---------------------|-----------------|---------------------|-----------------|---------------------|
| | Number of Loans | Gross Approval (\$) | Number of Loans | Gross Approval (\$) | Number of Loans | Gross Approval (\$) |
| Ste. Genevieve, MO | 2 | 1,193,000 | 2 | 357,000 | - | - |
| Cape Girardeau, MO | 35 | 18,513,400 | 12 | 7,157,000 | 1 | 35,000 |
| Blytheville, AR | 4 | 2,762,000 | - | - | - | - |
| Helena, AR | 1 | 4,500,000 | - | - | - | - |
| Memphis, TN | 356 | 188,592,050 | 8 | 7,230,000 | 10 | 275,000 |
| Jackson, MS | 195 | 44,388,300 | 4 | 2,867,000 | 9 | 308,800 |
| Vicksburg, MS | 31 | 7,026,500 | 1 | 758,000 | - | - |
| Clarksdale, MS | 2 | 1,330,000 | 1 | 518,000 | - | - |
| St. Francisville, LA | 3 | 5,285,000 | - | - | - | - |
| Baton Rouge, LA | 348 | 107,522,800 | 12 | 12,143,000 | 3 | 105,000 |
| New Orleans, LA | 413 | 108,279,500 | 13 | 8,343,000 | 4 | 140,000 |

The SBA has provided 57 (fifty-seven) 504 loans totaling over \$41 million. The 504 Certified Development Company (CDC) Loan Program provides growing businesses with long term, fixed-rate financing for major fixed assets, such as land and buildings. A CDC is a nonprofit corporation set up to contribute to the economic development of a specific community or region. CDCs work with the SBA and private-sector lenders to provide financing to small businesses.

The SBA has provided 29 (twenty-nine) American Recovery Capital (ARC) loans totaling more than \$915 thousand. ARC loans are designed to give viable small businesses suffering immediate financial hardship some temporary financial relief so that they can remain in business while they get their cash flows on track. The ARC loan, authorized temporarily by the American Recovery and Reinvestment Act of 2009 is a deferred-payment loan of up to \$35,000 to be used for principal and interest payments on existing and qualifying debts/loans.

Government Contracting

The SBA has worked to ensure that each of the cities visited on the road tour have received adequate support in the area of government contracting. During Fiscal Year (FY) 2015, these cities have received over \$51 million in federal contracts, including contracts facilitated by SBA’s signature programs: 8(a) Business Development, Service-Disabled Veteran Owned Small Business (SDVOSB), Woman-Owned Small Business (WOSB), and Historically Underutilized Business Zone (HUBZone) programs.



| Cities | Federal Contracting Dollars Fiscal Year 2015 |
|----------------------|---|
| Saint Genevieve, MO | \$49,864 |
| Cape Girardeau, MO | \$2,520,962 |
| Blytheville, AR | \$268,885 |
| Memphis, TN | \$95,633,144 |
| Helena, AR | \$5,343,566 |
| Clarksdale, MS | \$127,352 |
| Jackson, MS | \$22,864,317 |
| Vicksburg, MS | \$98,271,114 |
| St. Francisville, LA | \$4,256,241 |
| Baton Rouge, LA | \$20,011,129 |
| New Orleans, LA | \$263,299,022 |

Since FY 2009, the federal government awarded over \$640 billion in federal contracting dollars to small businesses, supporting over 3.9 million jobs. During this same time, the federal government has set record small business contracting goals, including exceeding the 23 percent prime contracting goal for the three (3) consecutive years and achieving the highest percentage of dollars going to small business in FY 2015 at 25.75 percent. Additionally, in FY 2015 the federal government exceeded the WOSB contracting goal for the first time in history, and accomplished record percentages of contracts going to Small Disadvantaged Businesses and SDVOSBs.

Over the last eight years, SBA’s Office of Government Contracting and Business Development (GCBD) has instituted the WOSB Federal Contracting Set-aside Program, including implementing sole source authority and expanding the number of industries that are a part of the program. Also, GCBD has advanced over 25 pro-small business provisions to protect and improve contracting opportunities, streamlined the 8(a) Business Development Program’s application and annual review process, and began to implement SBAOne for contracting technology improvements to our programs. Furthermore, GCBD is implementing a new National Mentor Protégée Program, which will be available this fall to all small businesses nationwide and will help to increase small business contracting opportunities across the federal government and beyond.



Disaster Assistance

The SBA has engaged the Delta region through assistance targeted at those adversely affected by disasters. The Delta region, in particular, has a history of disaster scenarios precipitated by flooding. SBA provides low-interest disaster loans to businesses of all sizes, private non-profit organizations, homeowners, and renters. SBA disaster loans can be used to repair or replace the following items damaged or destroyed in a declared disaster: real estate, personal property, machinery and equipment, and inventory and business assets.

Specific to the cities of the Main Street bus tour, the SBA has approved more than \$61 million in disaster loans since 2008.

Figure 2: SBA Disaster Loan Approvals 10/01/2008 – 06/30/2016

| CITY | # of Loans Approved | \$ of Loans Approved | # of Home Loans Approved | \$ of Home Loans Approved | # of Business Loans Approved | \$ of Business Loans Approved |
|--------------------|---------------------|----------------------|--------------------------|---------------------------|------------------------------|-------------------------------|
| BATON ROUGE | 536 | \$ 17,118,200 | 462 | \$ 10,979,400 | 74 | \$ 6,138,800 |
| CAPE GIRARDEAU | 15 | \$ 606,100 | 12 | \$ 256,100 | 2 | \$ 322,400 |
| CLARKSDALE | 40 | \$ 2,407,500 | 38 | \$ 2,186,900 | 2 | \$ 220,600 |
| HELENA | 6 | \$ 75,100 | 6 | \$ 75,100 | 0 | |
| JACKSON | 14 | \$ 983,300 | 10 | \$ 358,600 | 4 | \$ 624,700 |
| MEMPHIS | 138 | \$ 4,732,300 | 120 | \$ 2,918,100 | 18 | \$ 1,814,200 |
| NEW ORLEANS | 1331 | \$ 32,111,000 | 1060 | \$ 19,003,400 | 271 | \$ 13,107,600 |
| SAINT FRANCISVILLE | 15 | \$ 1,510,500 | 11 | \$ 555,200 | 4 | \$ 955,300 |
| VICKSBURG | 35 | \$ 1,851,600 | 25 | \$ 1,404,800 | 10 | \$ 446,800 |
| WEST HELENA | 2 | \$ 42,600 | 1 | \$ 23,600 | 1 | \$ 19,000 |
| Grand Total | 2132 | \$ 61,438,200 | 1745 | \$ 37,761,200 | 386 | \$ 23,649,400 |

Counseling

Resource Partners - Small Business Development Centers (SBDCs), Women's Business Centers (WBCs) and SCORE

The SBA works with 18 Resource Partners located in the cities of this inaugural road tour, and others around each of the five states, in order to counsel, mentor, and train small business. (See Appendix A). The SBA, in collaboration with these Resource Partners, has had a positive impact on the local and regional economies of the Delta region.



In order to further the Administration’s goal of increasing entrepreneurship among women, the SBA has established Women’s Business Centers in each of the states of the road tour. Women's Business Centers (WBCs) represent a national network of nearly 100 educational centers throughout the United States and its territories, which are designed to assist women in starting and growing small businesses. In 2015 alone, the WBCs in these states collectively oversaw 32 new business starts, over \$3.2 million in capital infused into women owned businesses, \$459,000 in loans made to women owned businesses, and \$1.5 million in non-SBA loans made to women owned businesses. These WBCs also administered over 4,800 hours of counseling to 891 clients, and more than 10,000 hours of training to more than 3,486 trainees.

Figure 3: Road Tour Resource Partner Statistics

| All Resource Partners - AR, LA, MS, MO, TN | 2015 Total | 2016 YTD |
|--|----------------|----------------|
| Jobs Created | 1,439 | 890 |
| Jobs Retained | 2,927 | 1,995 |
| Number of New Business Starts | 1,052 | 460 |
| \$ Amount of Capital Infusion | \$ 348,631,348 | \$ 198,667,241 |
| Total Number of Clients Served | 61,798 | 35,474 |
| Number of Clients Counseled | 18,076 | 11,257 |
| Number of Training Attendees | 43,722 | 24,217 |

SBA’s Planned Actions

Expand Technical Assistance Training

General 7(j) Training. – The SBA is committed to providing 7(j) Management and Technical Assistance training to support the needs of underserved small business firms. The assistance provided under the Program focuses on helping firms succeed in federal, state, and local government markets for goods and services, and as subcontractors to government prime contractors. The assistance encompasses a wide spectrum of business disciplines such as marketing, strategic and operational planning, financial analysis, opportunity development and capture, contract management, and compliance.

7(j) Road Tour Planned Actions. - Currently, SBA has scheduled numerous 7(j) Management and Technical Assistance classes available to small businesses to help meet business development needs. These schedule trainings consist of courses on: Negotiating Government Contracting, Small Business Certifications, Contract Procurement and more.



The SBA is committing a total of **\$50,000** for *new* 7(j) training resources to be coordinated through SBA district offices for cities/surrounding areas visited on the Main Street Road Tour. These resources will be in addition to already scheduled 7(j) trainings and dedicated to newly identified training opportunities by SBA District Offices' in support of small businesses growth.

Last summer, Department of Defense (DOD) released guidance to implement new rules governing security protection for covered defense information systems. The SBA is in the final stages of releasing a contract for FREE 7j Cyber-Security training for small firms to increase awareness and compliance.

Expand Access to Technology

SBA Tech Coalition – In March of 2016, the SBA was joined by a group of leading technology companies to announce the formation of the Small Business Technology Coalition, a first-of-its-kind public-private partnership that provides America's small businesses a streamlined interface to connect to innovative technology platforms as well as digital education and enterprise training. Through this coalition, the SBA collaborates with a group of the world's most iconic technology companies to educate entrepreneurs on the range of resources and technology available to help them connect to customers, scale, and do business safely anywhere. This collection of resources covers areas important to entrepreneurs including online commerce and payment platforms, efficiency of back-office operations, productivity solutions, cybersecurity protection, and improved customer service and shopping experiences. The SBA will partner with Main Street road tour cities in order to introduce businesses to the innovative technology platform and educational resources.

SBA's Start up in a Day – The Startup in a Day initiative aims to make it easier for entrepreneurs to start a business by reducing the amount of time it takes to register and apply for permits and licenses on the local level. Cities and Native American communities across the United States are encouraged to get involved. This Initiative makes good on President Obama's commitment to streamline and consolidate all of the processes required to start a business into one, easy-to-use online tool. The SBA will partner with Main Street road tour cities to encourage and these cities with efforts to modernize their technology systems to better support this initiative.



Appendix A – SBA Resource Partner Activity in Bus Tour States

| All Resource Partners – Arkansas | 2015 Total | 2016 YTD |
|----------------------------------|------------|----------|
| Jobs Created | 86 | 8 |
| Jobs Retained | 137 | 14 |
| Number of New Business Starts | 140 | 67 |
| \$ Amount of Capital Infusion | 62423196 | 39256559 |
| Total Number of Clients Served | 7616 | 3986 |
| Number of Clients Counseled | 2562 | 1513 |
| Number of Training Attendees | 5054 | 2473 |

Resource Partners - Blytheville, Arkansas

N/A

Arkansas State University SBTD (near Jonesboro)

Resource Partners - Helena, Arkansas

N/A

| SBDC | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 85 | 8 |
| Jobs Retained | 135 | 14 |
| Number of New Business Starts | 128 | 67 |
| \$ Amount of Capital Infusion | 62423196 | 39256559 |
| Total Number of Clients Served | 5331 | 2840 |
| Number of Clients Counseled | 1467 | 993 |
| Number of Training Attendees | 3864 | 1847 |

| WBC | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 1 | 0 |
| Jobs Retained | 2 | 0 |
| Number of New Business Starts | 3 | 0 |
| \$ Amount of Capital Infusion | 0 | 0 |
| Total Number of Clients Served | 378 | 107 |
| Number of Clients Counseled | 63 | 22 |
| Number of Training Attendees | 315 | 85 |

| SCORE | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 0 | 0 |
| Jobs Retained | 0 | 0 |
| Number of New Business Starts | 9 | 0 |
| \$ Amount of Capital Infusion | 0 | 0 |
| Total Number of Clients Served | 1907 | 1039 |
| Number of Clients Counseled | 1032 | 498 |
| Number of Training Attendees | 875 | 541 |



| All Resource Partners - Louisiana | 2015 Total | 2016 YTD |
|-----------------------------------|------------|----------|
| Jobs Created | 163 | 229 |
| Jobs Retained | 350 | 274 |
| Number of New Business Starts | 234 | 113 |
| \$ Amount of Capital Infusion | 54760693 | 40075151 |
| Total Number of Clients Served | 12703 | 6783 |
| Number of Clients Counseled | 4050 | 2576 |
| Number of Training Attendees | 8653 | 4207 |

Resource Partners - St. Francisville, Louisiana

N/A

Resource Partners - Baton Rouge, Louisiana

Southern University, Baton Rouge SBDC

Baton Rouge SCORE

Louisiana State University SBDC Technology Center

Resource Partners - New Orleans, Louisiana

Greater New Orleans Region SBDC

Urban League of Greater New Orleans Women's Business Resource Center - WBC

New Orleans SCORE

Good Work Network - WBC

| SBDC | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 139 | 229 |
| Jobs Retained | 309 | 274 |
| Number of New Business Starts | 234 | 113 |
| \$ Amount of Capital Infusion | 53917693 | 40075151 |
| Total Number of Clients Served | 9388 | 4627 |
| Number of Clients Counseled | 3113 | 2098 |
| Number of Training Attendees | 6275 | 2529 |

| WBC | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 24 | 0 |
| Jobs Retained | 41 | 0 |
| Number of New Business Starts | 0 | 0 |
| \$ Amount of Capital Infusion | 843000 | 0 |
| Total Number of Clients Served | 1075 | 517 |
| Number of Clients Counseled | 197 | 120 |
| Number of Training Attendees | 878 | 397 |

| SCORE | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 0 | 0 |
| Jobs Retained | 0 | 0 |
| Number of New Business Starts | 0 | 0 |
| \$ Amount of Capital Infusion | 0 | 0 |
| Total Number of Clients Served | 2240 | 1639 |
| Number of Clients Counseled | 740 | 358 |
| Number of Training Attendees | 1500 | 1281 |



| All Resource Partners - Mississippi | 2015 Total | 2016 YTD |
|-------------------------------------|------------|----------|
| Jobs Created | 214 | 92 |
| Jobs Retained | 301 | 66 |
| Number of New Business Starts | 189 | 89 |
| \$ Amount of Capital Infusion | 43004462 | 20114929 |
| Total Number of Clients Served | 3987 | 1992 |
| Number of Clients Counseled | 2065 | 1027 |
| Number of Training Attendees | 1922 | 965 |

Resource Partners - Clarksdale, Mississippi

UMSBDC First Regional Library Panola County (Batesville)

Resource Partners - Jackson, Mississippi

Hinds Community College International Trade Center/SBDC (Raymond, MS)

Women's Business Center of Mississippi

Hinds Community College SBDC

Resource Partners - Vicksburg, Mississippi

N/A

| SBDC | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 214 | 92 |
| Jobs Retained | 301 | 66 |
| Number of New Business Starts | 184 | 89 |
| \$ Amount of Capital Infusion | 43004462 | 20114929 |
| Total Number of Clients Served | 3752 | 1977 |
| Number of Clients Counseled | 1965 | 1022 |
| Number of Training Attendees | 1787 | 955 |

| WBC | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 0 | 0 |
| Jobs Retained | 0 | 0 |
| Number of New Business Starts | 5 | 0 |
| \$ Amount of Capital Infusion | 0 | 0 |
| Total Number of Clients Served | 196 | 0 |
| Number of Clients Counseled | 61 | 0 |
| Number of Training Attendees | 135 | 0 |

| SCORE | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 0 | 0 |
| Jobs Retained | 0 | 0 |
| Number of New Business Starts | 0 | 0 |
| \$ Amount of Capital Infusion | 0 | 0 |
| Total Number of Clients Served | 39 | 15 |
| Number of Clients Counseled | 39 | 5 |
| Number of Training Attendees | 0 | 10 |



| All Resource Partners - Missouri | 2015 Total | 2016 YTD |
|----------------------------------|------------|----------|
| Jobs Created | 715 | 331 |
| Jobs Retained | 1720 | 1386 |
| Number of New Business Starts | 240 | 109 |
| \$ Amount of Capital Infusion | 107893884 | 73481728 |
| Total Number of Clients Served | 16778 | 10859 |
| Number of Clients Counseled | 4376 | 3167 |
| Number of Training Attendees | 12402 | 7692 |

Resource Partners - Cape Girardeau, Missouri

Southeast Missouri State University SBDC

Resource Partners - Ste. Genevieve, Missouri

N/A

| SBDC | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 715 | 318 |
| Jobs Retained | 1720 | 1370 |
| Number of New Business Starts | 212 | 102 |
| \$ Amount of Capital Infusion | 107878884 | 73481728 |
| Total Number of Clients Served | 11923 | 6479 |
| Number of Clients Counseled | 2504 | 1794 |
| Number of Training Attendees | 9419 | 4685 |

| WBC | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 0 | 13 |
| Jobs Retained | 0 | 16 |
| Number of New Business Starts | 17 | 7 |
| \$ Amount of Capital Infusion | 15000 | 0 |
| Total Number of Clients Served | 1016 | 881 |
| Number of Clients Counseled | 249 | 174 |
| Number of Training Attendees | 767 | 707 |

| SCORE | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 0 | 0 |
| Jobs Retained | 0 | 0 |
| Number of New Business Starts | 11 | 0 |
| \$ Amount of Capital Infusion | 0 | 0 |
| Total Number of Clients Served | 3839 | 3499 |
| Number of Clients Counseled | 1623 | 1199 |
| Number of Training Attendees | 2216 | 2300 |



| All Resource Partners – Tennessee | 2015 Total | 2016 YTD |
|-----------------------------------|------------|----------|
| Jobs Created | 261 | 230 |
| Jobs Retained | 419 | 255 |
| Number of New Business Starts | 249 | 82 |
| \$ Amount of Capital Infusion | 80549113 | 25738874 |
| Total Number of Clients Served | 20714 | 11854 |
| Number of Clients Counseled | 5023 | 2974 |
| Number of Training Attendees | 15691 | 8880 |

Resource Partners - Memphis, Tennessee
 Memphis SCORE
 Southwest TN Community College SBDC

| SBDC | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 251 | 222 |
| Jobs Retained | 412 | 251 |
| Number of New Business Starts | 225 | 80 |
| \$ Amount of Capital Infusion | 78506037 | 25738874 |
| Total Number of Clients Served | 17385 | 8716 |
| Number of Clients Counseled | 3507 | 1944 |
| Number of Training Attendees | 13878 | 6772 |

| WBC | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 10 | 8 |
| Jobs Retained | 7 | 4 |
| Number of New Business Starts | 11 | 2 |
| \$ Amount of Capital Infusion | 2043076 | 0 |
| Total Number of Clients Served | 831 | 779 |
| Number of Clients Counseled | 218 | 129 |
| Number of Training Attendees | 613 | 650 |

| SCORE | 2015 Total | 2016 YTD |
|--------------------------------|------------|----------|
| Jobs Created | 0 | 0 |
| Jobs Retained | 0 | 0 |
| Number of New Business Starts | 13 | 0 |
| \$ Amount of Capital Infusion | 0 | 0 |
| Total Number of Clients Served | 2498 | 2359 |
| Number of Clients Counseled | 1298 | 901 |
| Number of Training Attendees | 1200 | 1458 |