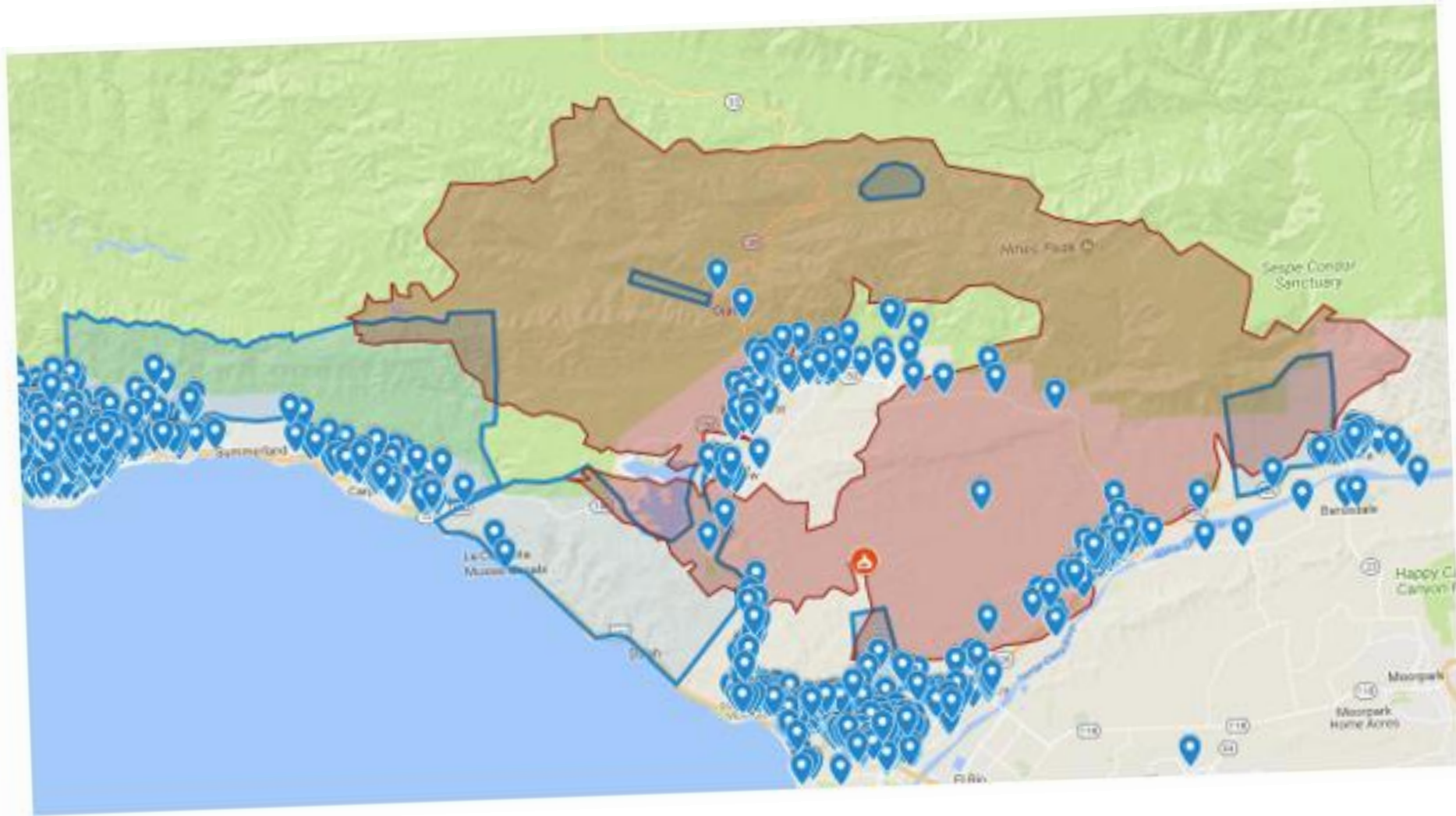


**Ray Bowman**  
**Director, EDC**  
**SBDC**

**Economic**  
**Development**  
**Collaborative**  
**Ventura County**

# Data Driven Economic Development

# DATA TO IDENTIFY POPULATIONS



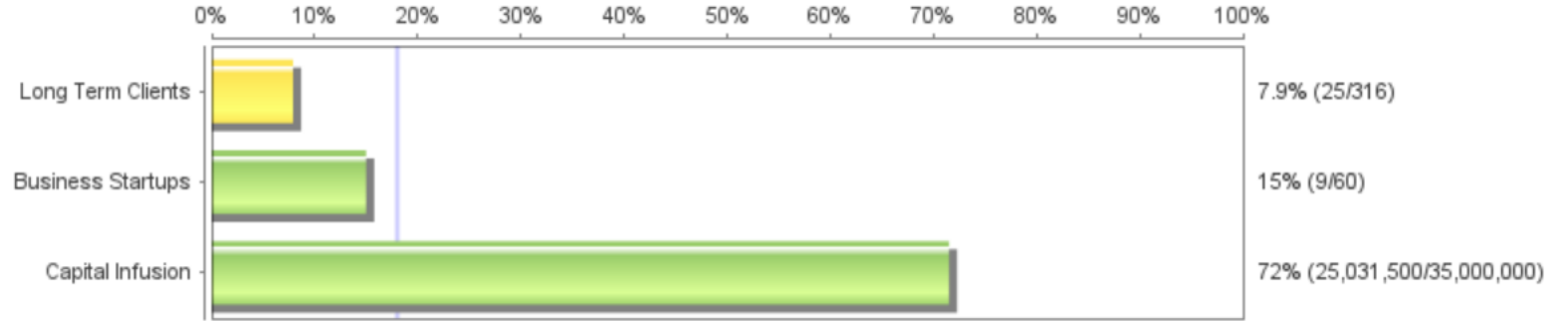
# DATA TO MANAGE CLIENT SERVICES

SBDC Client Tracking 022318																
Client ID	Enterprise	Primary Contact	Last Counseling	Business Type	Business Type Score	Client Signature/Start Date	Client/Pre-client Type	Date Company Established	Age Score	Full-Time Employees	Gross Revenue	Revenue Score	Initial Business Status			
EDC2680	SimpliPhi Power, Inc. (EDC2680T)	Heather Brun	01/18/18	Manufacturer or Producer	30	09/20/17	Active Client	01/01/07	20	22	5435713	20	In Business (> 1 year)			
EDC0133	Ox E. Vasquez Distributors, Inc. dba Oxnard Pallet Co.	Beatrice Vasquez	02/16/18	Manufacturer or Producer	30	04/24/02	Active Client	02/01/93	20	40	3277000	20	In Business (> 1 year)			
EDC2739	Rakar, Inc. (EDC2739)	Diego Padilla	02/12/18	Manufacturer or Producer	30	11/28/17	Active Client	01/01/51	20	31	2300000	20	In Business (> 1 year)			
EDC2487	CU Enterprises Ltd. (EDC2487T)	Murat Ucer	02/08/18	Transportation/Warehousing	0	01/25/17	Active Client	01/01/91	20	8	1800000	20	In Business (> 1 year)			
EDC1160	Gold Coast Routers dba Roto Rooter Plumb (EDC1160)	Pamela Holcomb	01/24/18	Service Establishment	10	03/12/13	Active Client	11/28/83	20	22	1800000	20	In Business (> 1 year)			
EDC2751	The Deer Lodge, Deer Ventures LLC (EDC2751DR)	Sydney Malkin	02/01/18	Accommodation/Food Svc.	10	12/18/17	Active Client	12/01/15	5	10	1600000	20	In Business (> 1 year)			
EDC2748	Azu Restaurant (EDC2748DR)	Laurel Moore	01/04/18	Accommodation/Food Svc.	10	12/15/17	Active Client	01/03/00	20	10	1500000	20	In Business (> 1 year)			
EDC2796	Hoffmann Brat Haus (EDC2796DR)	Natalie Claxton	01/19/18	Accommodation/Food Svc.	10	01/16/18	Active Client	01/05/13	15	12	1305000	20	In Business (> 1 year)			
EDC2781	Cadiz (EDC2781DR)	Messina Derr	01/08/18	Accommodation/Food Svc.	10	01/08/18	Active Client	01/01/08	20	10	1250000	20	In Business (> 1 year)			
EDC1540	Agnew Translation Services (EDC1540)	Irene Agnew	02/15/18	Professional/Technical	10	03/17/14	Active Client	07/01/96	20	8	1201183	20	In Business (> 1 year)			
EDC2841	Frontier Aerospace Corporation (EDC2841)	Jim Dawson	02/14/18	Research and Development	0	02/09/18	Active Client	07/28/14	15	5	1190000	20	In Business (> 1 year)			
EDC2806	MAISON K, Inc. (EDC2806DR)	Kimberly Hay	01/29/18	Retail Dealer	20	01/21/18	Active Client	10/03/02	20	2	919584	15	In Business (> 1 year)			
EDC2749	Norvell Bass Cleaners (EDC2749DR)	Sergio Castro	01/24/18	Service Establishment	10	12/15/17	Active Client	01/01/01	20	13	900000	15	In Business (> 1 year)			
EDC2278	Bill Morris Contracting (EDC2278DR)	Bill Morris	02/12/18	Construction Concern	0	06/07/16	Active Client	01/01/10	15	6	896000	15	In Business (> 1 year)			
EDC0189	Trupart (EDC0189RR)	Ingrid Boehm	01/30/18	Manufacturer or Producer	30	01/06/11	Active Client	01/01/04	20	10	865000	15	In Business (> 1 year)			
EDC2141	Hot Section (EDC2141T)	Jase Rex	01/11/18	Professional/Technical	10	02/11/16	Active Client	07/01/86	20	10	800000	15	In Business (> 1 year)			
EDC1680	McGrath Family Farm (EDC1680)	Phil McGrath	01/19/18	Agriculture	0	07/16/14	Active Client	01/01/71	20	25	800000	15	In Business (> 1 year)			
EDC2776	Rock Star Trolley (EDC2776DR)	James House	01/31/18	Transportation/Warehousing	0	12/27/17	Active Client	02/03/03	20	5	750000	15	In Business (> 1 year)			
COCX633	Piana Construction & Painting Inc. (COCX6338)	Joseph Papa	01/12/18	Construction Concern	0	03/01/16	Active Client	08/01/96	20	6	700000	15	In Business (> 1 year)			
EDC2306	5 Day Tire Store (EDC2306DR)	Sylvia Acuna	02/05/18	Retail Dealer	20	07/29/16	Active Client	07/01/78	20	4	600000	15	In Business (> 1 year)			
EDC2785	Antique Adventures LLC (EDC2785)	Charles Acke	01/16/18	Retail Dealer	20	01/12/18	Active Client	03/04/15	5	3	520000	15	In Business (> 1 year)			
EDC0832	Betty Belts (Ocean Ohana Inc) (EDC0832T)	Donna Von H	02/10/18	Manufacturer or Producer	30	03/27/07	Active Client	03/15/03	20	3	510000	15	In Business (> 1 year)			
EDC2742	Ojai Harvest (EDC2742DR)	Lisa Ann Cat	02/09/18	Accommodation/Food Svc.	10	12/13/17	Active Client	11/01/16	5	1	500000	15	In Business (> 1 year)			
EDC2847	Letter Perfect's Ink Design & Nature (EDC2847DR)	Leslie Persor	02/15/18	Retail Dealer	20	02/02/18	Active Client	01/01/85	20	3	500000	15	In Business (> 1 year)			
EDC2818	Vasari Plaster and Stucco (EDC2818DR)	Lara Conrad	01/29/18	Manufacturer or Producer	30	01/18/18	Active Client	11/01/03	20	3	459000	15	In Business (> 1 year)			
EDC1615	Thumb Print (EDC1615g)	Kenny Miller	02/16/18	Service Establishment	10	05/22/14	Active Client	10/05/01	20	3	410000	15	In Business (> 1 year)			
EDC2823	Wandering Dog Wine Bar (EDC2823DR)	Susan Williar	02/08/18	Choose not to respond	0	01/25/18	Active Client	04/01/07	20	0	402000	15	In Business (> 1 year)			
EDC2267	Lori's Original Lemonade (EDC2267)	Lori Volk	01/24/18	Manufacturer or Producer	30	06/08/16	Active Client	01/01/11	15	0	400000	15	In Business (> 1 year)			

# DATA TO MANAGE STAFF RESOURCES

SBDC		Search...	Home	Bill Bartels Activity	SBDC Client Tracking 022318	Smartsheet combination	Level 1	View by Business Type	Help	Notifications	Share
Uncategorized (13)	<b>Accommodation/Food ... (24)</b> EDC2751DR The Deer Lodge , Deer Vent... Sydney Malkin 02/01/18 10	<b>Agriculture (6)</b> EDC1680 McGrath Family Farm (EDC1... Phil McGrath 01/19/18 0	<b>Arts and Entertainment (10)</b> EDC2773DR Cloud Climbers Jeep Tours (... Sybil DeMauro 01/04/18 20	<b>Choose not to respond (5)</b> EDC2823DR Wandering Dog Wine Bar (E... Susan Williams 02/08/18 0	<b>Construction Concern (6)</b> EDC2278DR Bill Morris Contracting (EDC... Bill Morris 02/12/18 0	<b>Educational (7)</b> EDC2834 7 Generationgames.com (ED... Maria Burns Ortiz 02/13/18 0	<b>Health Care (6)</b> EDC2795DR Fit Buddha Evolutionary Fitn... Marcus Kettles 01/31/18 0	<b>Manufacturer or</b> EDC2680T SimpliPhi Pow Heather Brun 01/18/18 30			
	EDC2748DR Azu Restaurant (EDC2748DR) Laurel Moore 01/04/18 10	EDC2802DR RANCHO OLIVOS (EDC280... SHANNON CASEY 02/14/18 0	COCX0615 Stage 1 Music, Inc. (COCX0... Robert Lerch 01/15/18 20	EDC2793 Piru Motocross Ranch (EDC... Michael Geller 01/22/18 0	COCX6338 Piana Construction & Paintin... Joseph Papadopoulos 01/12/18 0	EDC2804DR Sprouts Pre-school (EDC280... Sarah Mckittrick 01/23/18 0	EDC2624 Replenish The Soul (EDC2624) Dreama Pulley 01/12/18 0	EDC0133RR Ox.E. Vasquez Beatrice Vasq 02/16/18 30			
	EDC2796DR Hoffmann Brat Haus (EDC27... Natalie Claxton 01/19/18 10	EDC2810 Mi Refugio (EDC2810) Lizbeth Arroyo 02/07/18 0	EDC2808DR Stobo, Heather (EDC2808DR) Heather Stobo 02/08/18 20	EDC2711T Birth of Reason (EDC2711T) Judi Weisbart 02/13/18 0	EDC2812 Alpha Power Group (EDC2812) Michael Cozzie 01/31/18 0	EDC2848DR Write What You See Tutoring... Cheri Garlinger 02/20/18 0	EDC2819 Fortorex Pharmacy (EDC2819) Haleh Khatami 01/31/18 0	EDC2739 Rakar , Inc. (E Diego Padilla 02/12/18 30			
	EDC2781DR Cadiz (EDC2781DR) Messina Derose 01/08/18 10	EDC2735 Baby Root Farm (EDC2735) Michael Roberts 01/11/18 0	EDC2772DR Vita Art Center (EDC2772DR) Mary Perez 01/25/18 20	EDC2811 Holistic Touch By Charissa (... charissa colacioppo 01/30/18 0	EDC2757DR County Water Damage Grou... Vicente Cortez 01/11/18 0	EDC2589 Adventures In Consciousnes... Ash Arshambeau 02/13/18 0	EDC2816DR lifestyle consulting service (E... prisco panza 01/30/18 0	EDC0189RR Trupart (EDC Ingrid Boehm 01/30/18 30			
	EDC2742DR Ojai Harvest (EDC2742DR) Lisa Ann Cabasa 02/09/18 10	EDC2178 Gardenwise. Design (EDC21... Diane Conejo 01/31/18 0	EDC2755DR Two Fish Digital (EDC2755DR) Liz Fish 01/03/18 20	EDC2732 Two by Two Pet Care (EDC2... Mary Gonzales 01/09/18 0	EDC2843DR Tim Labarge Construction (E... Tim Labarge 02/15/18 0	EDC2814 A Little Bit of Pleasure (EDC... ME Sims 02/02/18 0	EDC2827DR Sirena Pellarolo Phd. Holistic... Sirena Pellarolo 02/07/18 0	EDC0832T Betty Belts (O Donna Von H 02/10/18 30			
	EDC2771DR Grapes and Hops (EDC2771... 10	EDC1944g The Abundant Table (EDC19... 0	EDC277DR Cart Wheel A Go Go (EDC27... 20	+	EDC2817DR David C. Allison (EDC2817DR) 0	EDC2514DR Audrey Gamble (EDC2514DR) 0	EDC2743 Alvin Politano (EDC2743) 0	EDC2818DR Vasari Plaster... 30			

### 2018 - Economic Development Collaborative - Ventura County



# OUTCOME REPORTING

18.	Total Clients Counseled in Santa Barbara	139
19.	Total Clients Counseled in Solvang	6
20.	Total Clients Counseled in Lompoc	9
21.	Total Clients Counseled in Goleta	32
22.	Total Clients Counseled in Santa Maria	2
23.	Total Clients Counseled in Guadalupe	0
24.	Total Clients Counseled in Buellton	2
25.	<b>New Businesses Created</b>	
26.	Total Pre-Venture Clients Counseled	251
27.	Bought/Started Business Milestones	132
28.	Jobs Created (Full and part-time)	584.0
29.	Jobs Retained	155.0
30.	Change in Sales	\$36,740,016.00
31.	Dollar Amount of Loans/Equity	\$101,730,496.00
32.	<b>Clients Counseled</b>	
33.	Total Clients Counseled	1,007
34.	Number of New Clients Counseled	737
35.	<b>Client Hours</b>	
36.	Total Client Hours	8,255.98
37.	New Client Hours	4,677.13
38.	<b>TYPE OF BUSINESS</b>	*
39.	Retail	100
40.	Service	127
41.	Wholesale	59
42.	Manufacturing	176
43.	Construction	29
44.	Other	188

81.	<b>CLIENT SEGMENTATION PER GROSS REVENUE</b>		*
82.	Dollar Amount of Loans/Equity by Gross Revenue 0 thru \$75,000		\$39,853,846.00
83.	Dollar Amount of Loans/Equity by Gross Revenue 75,001 thru \$225,000		\$125,000.00
84.	Dollar Amount of Loans/Equity by Gross Revenue 225,001 thru 500,000		\$302,500.00
85.	Dollar Amount of Loans/Equity by Gross Revenue 500,001 thru \$1,000,000		\$18,567,000.00
86.	Dollar Amount of Loans/Equity by Gross Revenue \$1,000,001 thru \$5,000,000		\$300,000.00
87.	Dollar Amount of Loans/Equity by Gross Revenue \$5,000,001 thru \$10,000,000		\$0.00
88.	Dollar Amount of Loans/Equity by Gross Revenue \$10,000,000 thru \$20,000,000		\$0.00
89.	Dollar Amount of Loans/Equity by Gross Revenue \$20,000,000 thru \$100,000,000		\$9,100,000.00
90.	Total Clients Counseled 0-\$75,000 REVENUE		351
91.	Total Clients Counseled \$75,001 - \$225,000 gross revenue		36
92.	Total Clients Counseled \$225,001 - \$500,000		35
93.	Total Clients Counseled \$500,001 - \$1,000,000		16
94.	Total Clients Counseled \$1,000,001 - \$5,000,000		47
95.	Total Clients Counseled \$5,000,001 thru \$10,000,000		5
96.	Total Clients Counseled \$10,000,001 thru \$20,000,000		1
97.	Total Clients Counseled \$20,000,000 thru \$100,000,000		5
98.	Change in Sales by revenue 0 thru \$75,000		\$217,440.00
99.	Change in Sales by revenue \$75,000 thru \$225,000		\$710,293.00
100.	Change in Sales by revenue \$225,000 thru \$500,000		\$1,092,656.00
101.	Change in Sales by revenue \$500,000 thru \$1 Million		\$1,783,000.00
102.	Change in Sales by revenue \$1 Million thru \$5 Million		\$5,336,000.00
103.	Change in Sales by revenue \$5 Million thru \$10 Million		\$0.00
104.	Change in Sales by revenues \$10 Million thru \$20 Million		\$0.00
105.	Change in Sales by revenues \$20 Million thru \$50 Million		\$0.00

## TARGET POPULATION SEGMENTATION

# RESOURCE ALLOCATION

## SBDC CLIENT ASSESMENT SCORE

CLIENT DATA	POINTS	POINTS	POINTS	POINTS	ENTER POINTS
	0	5	15	25	
FIRM AGE	LESS THAN 1 YEAR	1 to 3 years	4-7 YEARS	8 PLUS YEARS	
GROSS REVENUE	LESS THAN 40K	\$40k+	125K+	1 Million +	
INDUSTRY	NONE	Service/ACC/Prof-Tech	Retail/ARTs	MFG/WHLS	
REFERAL SOURCE	NONE, SCORE, WEV, SBA, Chamber of commerce			WORD OF MOUTH OF ANY KIND, ADS, TRAINING, MARKETING ETC...	

TOTAL POINTS	
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Existing Business			
POINTS TOTAL RANGE	20 OR LESS	ALLOCATED HOURS	SCORE REFER
POINTS TOTAL RANGE	25-60	ALLOCATED HOURS	5 HOURS
POINTS TOTAL RANGE	65-75	ALLOCATED HOURS	10 HOURS
POINTS TOTAL RANGE	80-100	ALLOCATED HOURS	15 HOURS

Start Up			
POINTS TOTAL RANGE	20 OR LESS	ALLOCATED HOURS	SCORE REFER
POINTS TOTAL RANGE	30+	ALLOCATED HOURS	5 HOURS
POINTS TOTAL RANGE	40-50	ALLOCATED HOURS	10 HOURS
POINTS TOTAL RANGE	60	ALLOCATED HOURS	15 HOURS

# HISTORIC DATA

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Assesment Category (80-100 Points)	Quantity Score	Quality Score	Blended Impact Score
Growth Outcome (by number)	38.00%		
Capital Investment Over 50K	21.00%		46%
Gross Sales Increase Over 50k	79.00%	53.00%	
Jobs created (Any amount)	58.00%		

Assesment Category (65-75 Points)	Quantity Score	Quality Score	Blended Impact Score
Growth Outcome (by number)	27.00%		
Capital Investment Over 50K	27.00%		38%
Gross Sales Increase Over 50k	57.00%	48.00%	
Jobs created (Any amount)	59.00%		

Assesment Category (25-60 Points)	Quantity Score	Quality Score	Blended Impact Score
Growth Outcome (by number)	22.00%		
Capital Investment Over 50K	16.00%		24%
Gross Sales Increase Over 50k	24.00%	26.00%	
Jobs created (Any amount)	38.00%		



**Table 2: All Ventura & Santa Barbara County Firms At Risk Using Proposed Definition (with confirmed data from Market Insight Database)**

	Accommodation		Manufacturing		Retail		Wholesale	
Industry Median Rev / Emp	\$50,000		\$100,000		\$100,000		\$150,000	
Lower Boundary/"Cutoff Point"	\$29,828.15							
Total # of Observations	279		104		406		263	
Firms in At Risk Range	69	24.7%	38	36.5%	160	39.4%	120	45.6%
Firms below "Cutoff Point"	73	26.2%	16	15.4%	46	11.3%	18	6.8%

**RESEARCH TO ENHANCE SERVICE TO UNDERSERVED POPULATIONS**

**Figure 1: Figure A1: Map of Ventura County's Economic Substrate**

# Ecosystem Research

