

*Transform Fresno Presents*

# **Business Development Resources by**



Thursday, March 25th

2:00 pM-3:00 pM

## What is Fresno4Biz?

- Erik Cherkaski-Fresno Regional Workforce Development Board

## Start up Support

- Rich Mostert-Valley Community Small Business Development Center-Clovis Community College
- Sandra Vidrio-Fresno Area Hispanic Foundation
- Victor Bribiesca-Small Business Administration

## Expansion/Retention Support

- Juan Carranza-Fresno Regional Workforce Development Board
- Curtis Williamson-Fresno County Economic Development Corporation
- Glen Roberts & Bernadette Rojas-U.S. Commercial Service



# Our Mission

[WWW.FRESNO4BIZ.COM](http://WWW.FRESNO4BIZ.COM) is an online referral system composed of 12 members. We provide a mix of business resources and offer an integrated service delivery system that connects businesses to all services from start-up, retention, expansion and retraction.

## ***GOALS:***

1. Reduce barriers for business growth and provide recommended solutions.
2. Align partner resources with collaborative efforts to integrate them into a holistic business services product offering.

www.fresno4biz.com

# FRESNO 4BIZ

*Serving all of Fresno County.*

*Put our collective  
resources to  
work for you –  
for free*

Business has never been easier with Fresno4biz.com! For the first time, twelve local, public/private organizations have united for one common goal: to help your business. Get assistance for your startup company, tips on how to expand your business, layoff aversion/transition strategies, and everything in-between. This FREE all-in-one source is your new go-to for all things business.

**TOOLS FOR  
BUSINESS SUCCESS**  
Free Resources to Assist  
Your Business

Calendar

Partner Contacts

SBA  
Online Trainings

SCORE  
Online Trainings

Get  
Assistance  
Here

**Click here to request  
services**



This WIOA, Title I-financially assisted program/service is an equal opportunity employer/program.  
Auxiliary aids and services are available upon request to people with disabilities and/or limited English.

Please complete the information below to help us determine how best to assist you.

First Name:*	Last Name:*	Title:*
<input type="text"/>	<input type="text"/>	<input type="text"/>
Company Name:*	Phone:*	
<input type="text"/>	<input type="text"/>	
Physical Address:*	Physical City:*	Physical Zip:*
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Check this box if you have a different mailing address		
E-Mail: *		
<input type="text"/>		
How did you learn of the Fresno 4 Biz website? *		
<input type="text"/>		

**STEP 1: Fill out your contact information**

Industry Cluster:  
(Advanced Manufacturing ▼)

So that we may address your needs, how would you classify where your business currently is:  
(Looking to start a business ▼)

Have you previously been in contact with, or been provided assistance by, one of our partner agencies?  
If so, Please indicate which one(s)

- ☐ Workforce Connection and/or Business Services Center
- ☐ Economic Development Corporation serving Fresno County
- ☐ Small Business Development Center
- ☐ Fresno Community Development Financial Institution
- ☐ Better Business Bureau
- ☐ U.S. Commercial Service, U.S. Department of Commerce
- ☐ U.S. Small Business Administration
- ☐ Central Valley SCORE
- ☐ Water, Energy and Technology Center
- ☐ Downtown Business Hub
- ☐ CSUF Lyles Center for Innovation & Entrepreneurship
- ☐ California Governor's Office of Business & Economic Development

**STEP 2: Tell us what area you need assistance in.**

I'm Starting a Business
I Need Financial Assistance or Help Getting a Loan
I Want to Grow My Business
I Need Help With Staffing
I Have General Business Questions
I May Need to Lay Off Staff or Close Down My Business

General Comments (300 characters max)

Characters remaining: 300

- ☐ Fresno Community Development Financial Institution
- ☐ Better Business Bureau
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I'm Starting a Business

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Characters remaining: 300

- ☐ I acknowledge and accept that the information submitted in this form will be shared among Fresno4Biz partners only for the purpose of assisting my business.\*

☐

I'm not a robot



Submit

**Step 3: Click "I  
acknowledge.." box,  
confirm you're not a robot  
then click submit!**

- Once submitted, referral goes to Fresno Workforce Development Board's Business Services Center
- We reach out to business to determine best member to refer to
- Within 48 hour period, business will be connected to member(s) with appropriate resources they need.



# Partner Services-From Start Up to Expansion (and everything in between)

## **Start up Support**

- Rich Mostert-Valley Community Small Business Development Center-Clovis Community College
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# Valley Community SBDC

- Provides no-cost, confidential business counseling to entrepreneurs and small businesses.
- Offers no and low-cost training to help start, manage and grow your business.
- Covers Fresno, Madera, Tulare and Kings Counties.
- How to get the help you need:  
*[Valleycommunitysbdc.com/get started](http://Valleycommunitysbdc.com/getstarted)*

*Rich Mostert, Director  
Valley Community SBDC*

*[Richard.Mostert@cloviscollege.edu](mailto:Richard.Mostert@cloviscollege.edu)*



FRESNO | KINGS | MADERA | TULARE

# FRESNO AREA HISPANIC FOUNDATION

**Sandra Vidrio**

Business Development Officer



# History

Founded in 2004

In 2004, a group of local business owners saw the need to come together to form an entity that would serve as a resource center for English and Spanish-speaking business entrepreneurs.



# Who do we Serve?

- Start-up Businesses
- Young Innovators
- ITIN Entrepreneurs
- Rural Businesses
- Women Entrepreneurs
- COVID-19 Impacted and Reopening
- Credit Rebuild/Establish
- Consumers

**Geography: San Joaquin Valley  
Region**





# FRESNO AREA HISPANIC FOUNDATION



## VIRTUAL TECHNICAL ASSISTANCE

- ❖ We help entrepreneurs develop business skills and connect them to business resources through one-on-one technical assistance to help them start or expand a business and become self-sufficient



## WEEKLY WEBINARS

- ❖ Through virtual educational workshops, we educate and train entrepreneurs in areas such as business plan development, legal, marketing, and finances, among other areas.



## CDFI PROGRAM

- ❖ Our microloan program provides financing to small businesses and we assist with the loan application process. In addition, we help identify other financial resources to start or expand small businesses.

1444 Fulton Street, Fresno, CA 93721  
559-222-8705  
[www.fresnoahf.org](http://www.fresnoahf.org)



@FresnoAHF



# CA Relief Grant Program – *Round 5 Starts March 25<sup>th</sup>*

## CURBSIDE SCANNING – Downtown Business Hub

1444 Fulton Street, Fresno, CA 93721

By appointment (same day appointments available)



# Loan Programs

## SPECIAL LOAN PROGRAMS

- Jumpstart Loan – up to \$5,000
- Consumer Loan – up to \$10,000
- Express Loan – up to \$15,000
- Youngpreneur – up to \$25,000
- Womanpreneur – up to \$50,000
- Coalinga Revolving Loan Fund – up to \$75,000





# Full-Circle Services

## SMALL BUSINESS ASSISTANCE

- Pre and Post loan technical assistance
- Identify loan amount and eligibility
- Assist with required documentation
- Complete the loan package
- Additional services (legal, bookkeeping, merchant services, marketing, website)



# FAHF Team



Dora



Yery



Sandra



Rubi



David



Jessica



Blong

## Fresno Area Hispanic Foundation

1444 Fulton Street, Fresno, CA 93721

559-222-8705

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



@FresnoAHF

# **Small Business Administration**

***Victor Bribiesca, Economic Development Specialist  
U.S. Small Business Administration***

***Victor.bribiesca@sba.gov***

***(559) 512 2717***

***www.sba.gov***

| BUSINESS DEVELOPMENT, IDEA, START-UP, THRIVING: STEPS FOR SUCCESS SESSION

MARCH, 25, 2021



# Fresno Business Services Center (BSC)



BUSINESS SUPPORT AT YOUR FINGERTIPS | ADAPTING TO THE DIGITAL ERA

# CREATING OPPORTUNITIES FOR BUSINESS OWNERS & LOCAL TALENT

## BUSINESS

CHALLENGE/OPPORTUNITY



## TALENT

CHALLENGE/OPPORTUNITY

- RECRUITMENT OF TALENTED WORKFORCE
- ACCESS TO TAX CREDITS

- OPPORTUNITY TO EXPLORE POTENTIAL CAREER OPPORTUNITIES
- ACCESS TO INDUSTRY SPECIFIC TRAINING PROGRAMS



# UPSKILL TRAINING PROGRAM

## TALENT RETENTION

Retain qualified talent and teams essential for your business operations.

## EXPANSION OPPORTUNITIES

Explore expansion opportunities based on organizational goals and current personnel.

## COMPETITIVENESS

Stay up-to-date on trends, strengthen your team in order to compete in today's business world.



# NAVIGATING THE WORLD OF HUMAN RESOURCES IN VOLATILE TIMES

*WEARING MANY HATS AT ONCE WITHOUT A TRUCE*

## ADAPTABILITY

- New ways to operate (remote, physical location, hybrid)
- Implication of adapting a team/worksite to comply with the pandemic (employee safety)
- Retooling to sustain your business

## MANDATES

- Closures
- Leave laws -
- Paid Leave and Families First Coronavirus Response Act
- Employee complaints
- Navigating personnel dilemmas

## COMPLIANCE

- Reopening
- Connecting business owners to Human Resources certified professionals via H.R. Hot Line
- 559.230.4062
- No-cost & confidential industry expert guidance to remain compliant





# MOBILIZING RAPID RESPONSE SERVICES

*HELPING NAVIGATE TURBULENT TIMES*

## CHALLENGE

- Closures
- Major Layoffs

## SUPPORT

- Lessen potential liabilities
- Increase employee morale
- Training & Job Leads



**THANK YOU FOR YOUR ATTENTION**



JUAN CARRANZA, BUSINESS SERVICES  
COORDINATOR



Fresno Regional WDB  
**Business Services  
Center**

A proud partner of America's Job Center of California® network.

## **BUSINESS SERVICES & SUPPORT**

### **VIRTUAL APPOINTMENTS**

- Remote no-cost one-on-one business consultations
  - Phone, Zoom, Email.

### **SUPPORT PROGRAMS, RESOURCES & SERVICES**

- Learn about and access vital resources available for businesses & workers impacted by COVID-19
- Rapid Response Services
- Webinars & More!

MON - FRI | **7:30 AM - 5 PM**

**559.490.7153**

JCARRANZA@WORKFORCE-CONNECTION.COM  
www.fresnobsc.com

Funded by the Fresno Regional Workforce Development Board, an equal opportunity employer and program. Auxiliary aids and services are available upon request to individuals with disabilities and/or limited English.

# Fresno County Economic Development Corporation:



## BUSINESS EXPANSION & RETENTION



- Place based economic development to support existing local businesses
- Connect businesses to multiple incentives for:
  - Workforce
  - Financing
  - ADA Compliance
  - Fee Reductions
  - Import/Export of products
  - Tax Credits
  - Energy Savings
- Assist growing companies with expansion needs





**U.S.  
COMMERCIAL  
SERVICE**

United States of America  
Department of Commerce

# INCREASING JOBS AT HOME BY EXPANDING U.S. EXPORTS

March 25, 2021, Transform Fresno, Fresno,  
California



# WHY EXPORTS MATTER

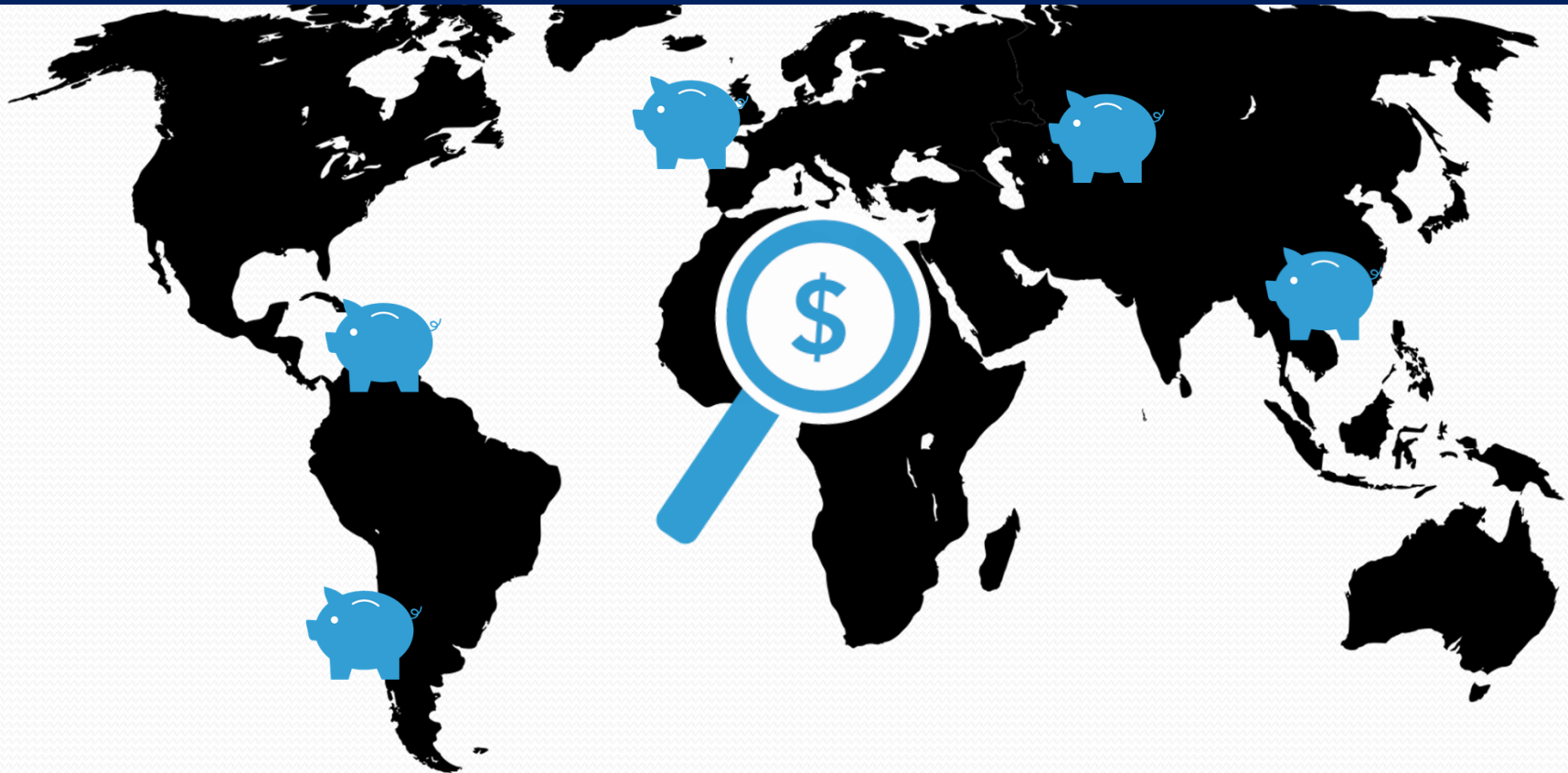
U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

More than **70%** of the world's purchasing power is **outside** of the U.S.



U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

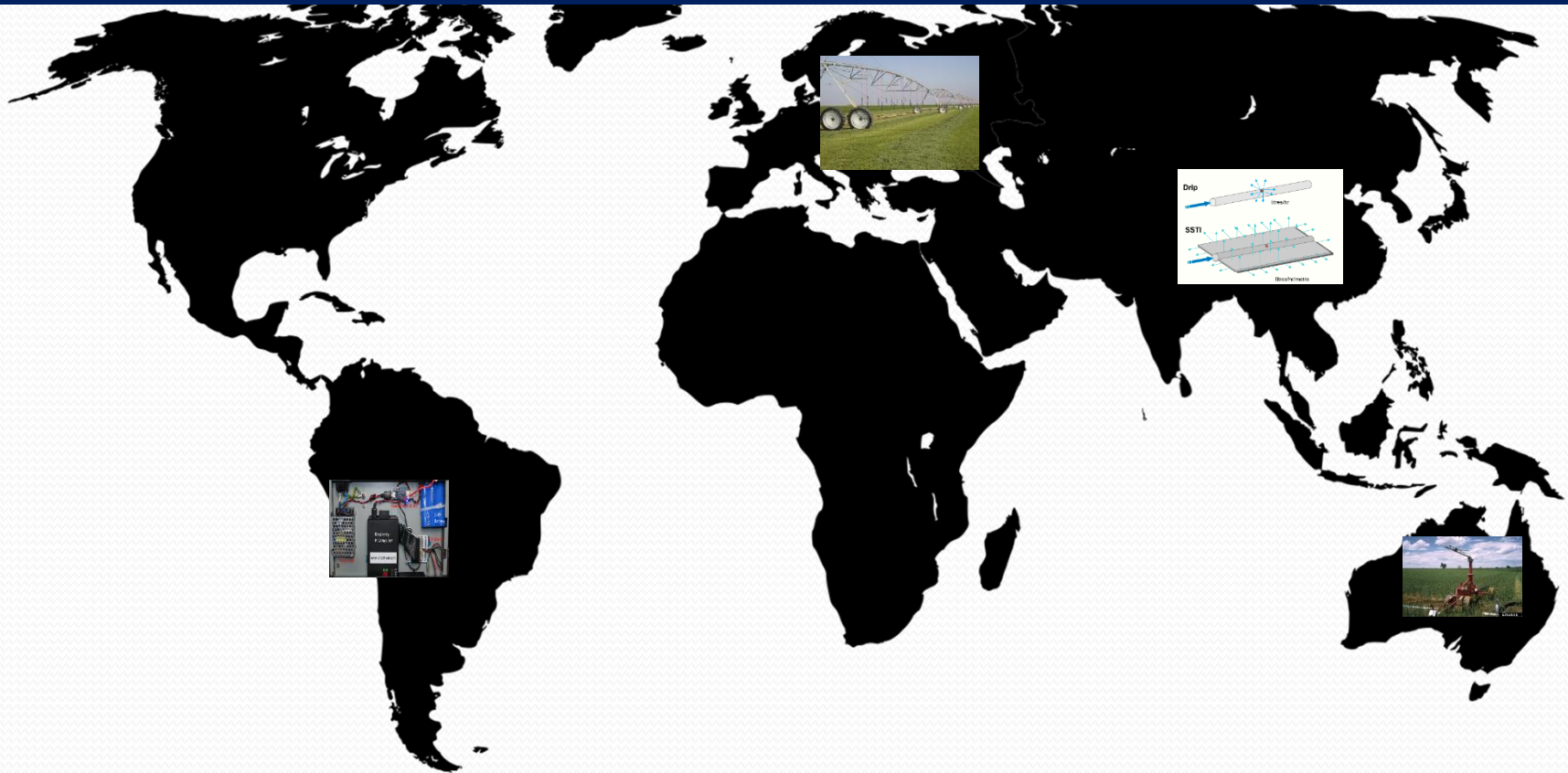
And **competitors** are **increasing** their global market share...



U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service



And **opportunities** are **increasing** due to your web presence...



U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service



While you are trying to grow your business domestically, your prospective buyers in a foreign country discover your offerings.

# 25% of our offices export successes come from “new-to-export” companies

We have helped many start ups  
with their first export.

New to export firms have  
different decisions to make. I.e.  
should I get a patent or be first to  
market?

How do we get paid?

We have helped get new  
technologies permitted in foreign  
countries before obtaining  
approval in California. Allows a  
firm to generate revenues and be  
able to show proof of commercial  
concept.

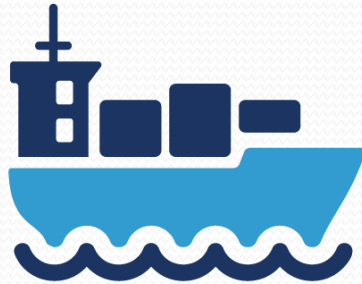
Who will provide support to my  
firm?



The U.S. Commercial Service  
works to **FILL** that space.

*Go ahead, ask me.*

# 11.5M JOBS



Source: U.S. Department of Commerce's International Trade Administration, Bureau of the Census, and the Bureau of Economic Analysis

## SUPPORTED BY EXPORTS

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service



## Results for U.S. small businesses

Our efforts supported over **250,000** U.S. jobs in 2016.

After just 12 months, our clients see...

**\$622,000** in new revenue  
**7%** increase in new employment  
**3 jobs** safeguarded



# Results for local communities

For every **\$1** allocated to the  
U.S. Commercial Service,  
about **\$168** returns to the  
U.S. Economy





# Results for local communities

For every **\$1** allocated to the  
U.S. Commercial Service,  
about **\$200** returns to the  
U.S. Economy



**COMPANIES WHO  
EXPORT GROW  
FASTER.**

**8.5% ARE LESS  
LIKELY TO GO OUT  
OF BUSINESS.**

Source: U.S. Department of Commerce's International Trade Administration



# U.S. COMMERCIAL SERVICE OVERVIEW

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

A photograph of two business people shaking hands over a laptop on a wooden desk. The person on the left is wearing a blue and white checkered shirt, and the person on the right is wearing a white shirt. The background is slightly blurred, showing a desk with a laptop, a clock, and some papers. The image has a blue and white wavy graphic at the top.

## Our Mission

**Grow U.S. exports to increase U.S. jobs.**

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service



We **help** our U.S. companies **compete** abroad.





We have global **relationships** and **expertise** in **every** major industry **sector** and in most major markets via our **U.S. Embassies** and **Consulates**.



U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

# Leverage the strength of the U.S. government

Market access problems

Unfair contract competition

Meetings with the right partners

Getting paid





80% of our  
time is  
spent  
counseling  
local  
clients

Your **local** trade specialist can **counsel** you and  
**connect** you to resources across the **globe**.

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

Supporting your  
export growth every  
step of the way.





A background image showing a group of people in a business meeting. One person is holding a smartphone, and another is pointing at a laptop screen. The image is slightly blurred, focusing on the text overlays.

Service highlight: In-country **business matchmaking** to connect you with the right **partners**.

**Customized market and industry  
Post-meeting and follow-up  
strategies**

**Help with travel & interpreter  
service**

**Appointments with prospective  
partners**





# YOUR LOCAL OFFICE

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service



**U.S.  
COMMERCIAL  
SERVICE**

United States of America  
Department of Commerce

# CONTACT US



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Fresno, Calif.



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**Bernadette.Rojas@trade.gov**  
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**559 341-7137**



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Visit [www.fresno4biz.com](http://www.fresno4biz.com) or call 559 230 4062 to learn more!

