

Business Assistance Center Survey Results



Designing Small Business Supports Through a Lens of Equity

Presented by:
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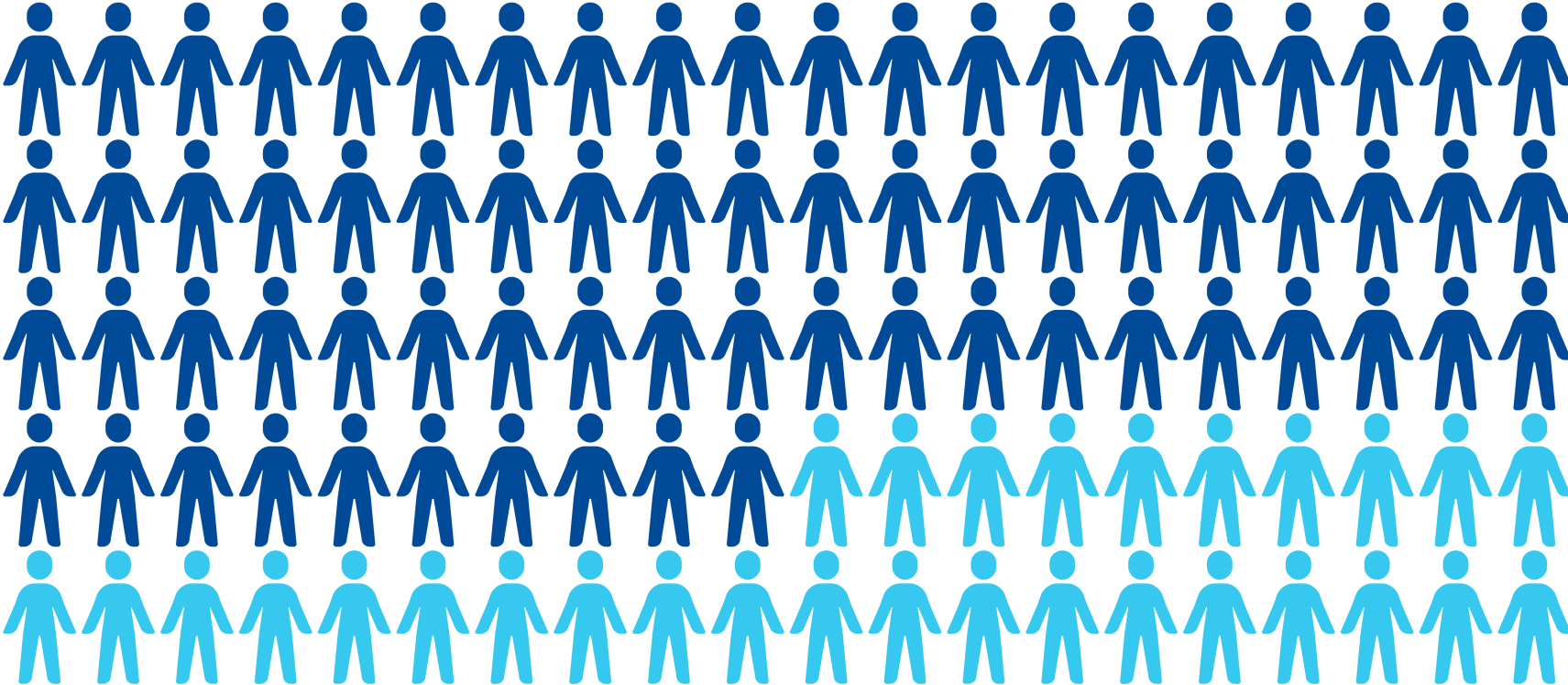
Date Presented:
March 08, 2023

Are you aware that the City has a Business Assistance Center for Small Businesses?

70% Yes

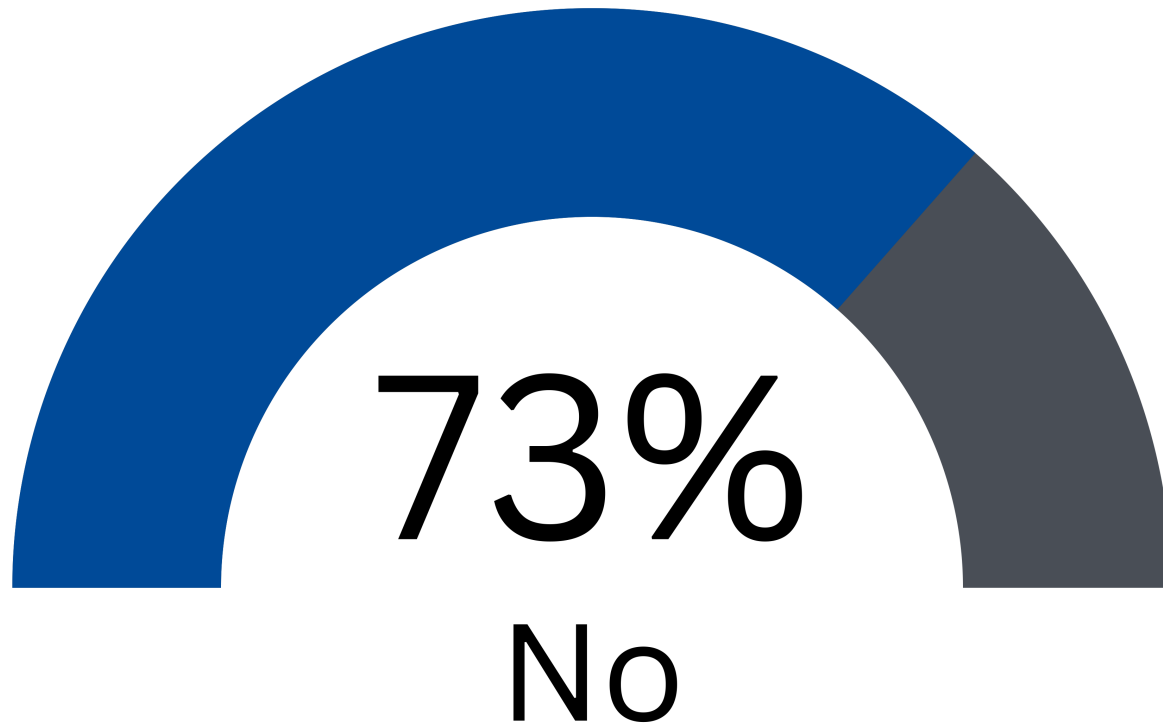
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30% No



Do you think the Business Assistance Center should relocate?

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**Do you think the current hours of operations meet the community's needs?
(Open Mon-Fri 8:00 am-5:00 pm and Closed Sat-Sun)**

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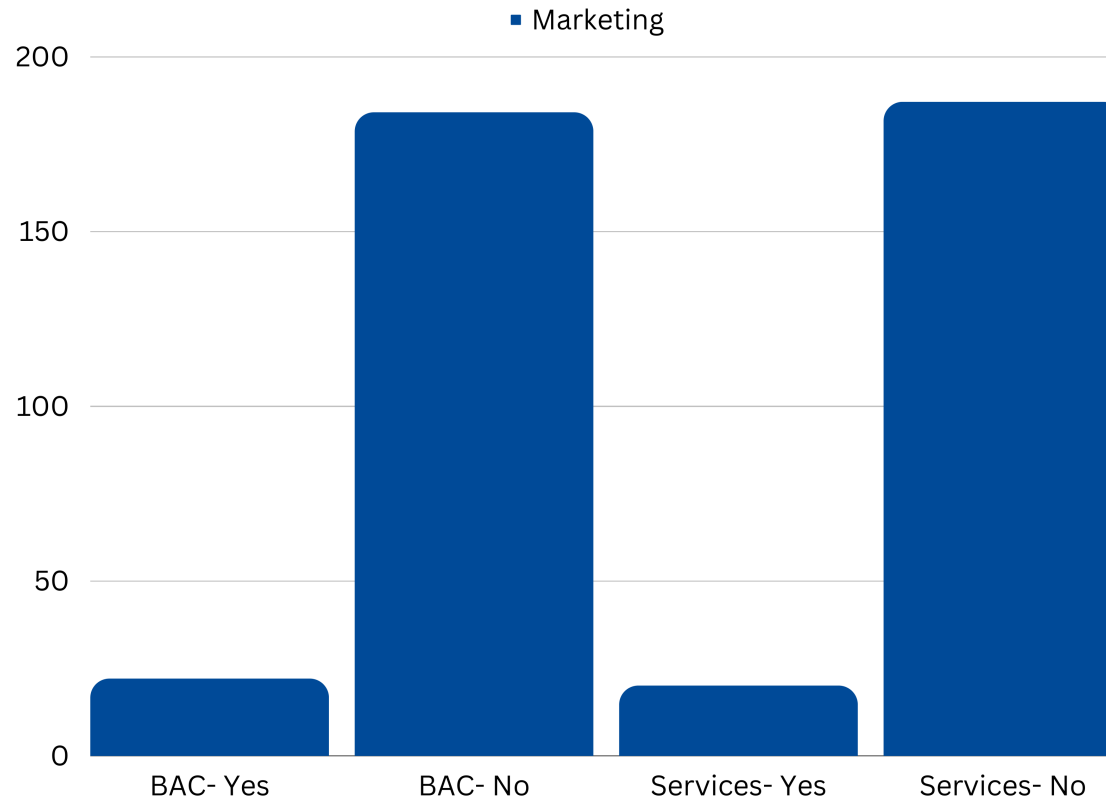


55%

No

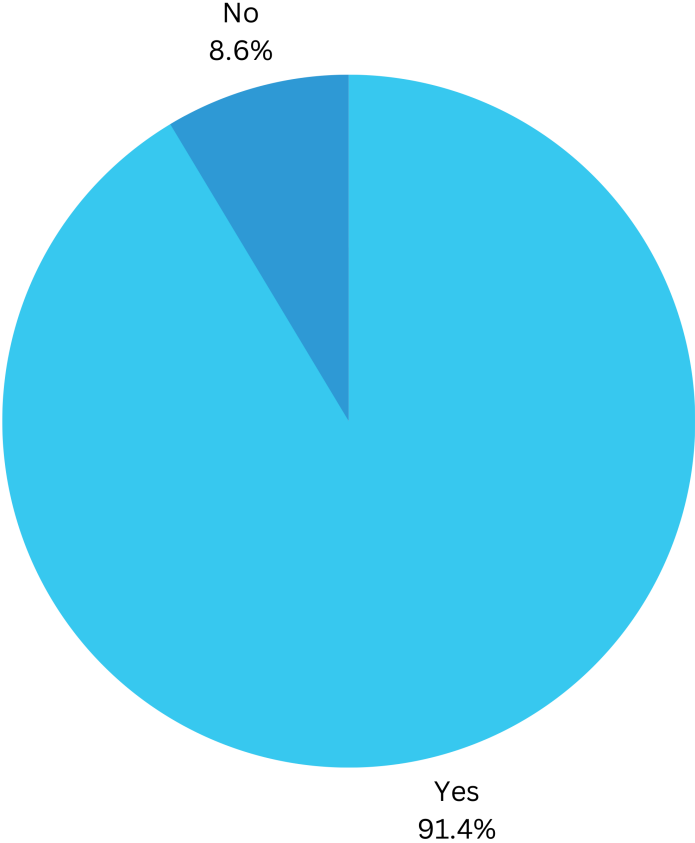
Do you feel like the BAC or information for resources, programs, and services is adequately marketed and easy to find?

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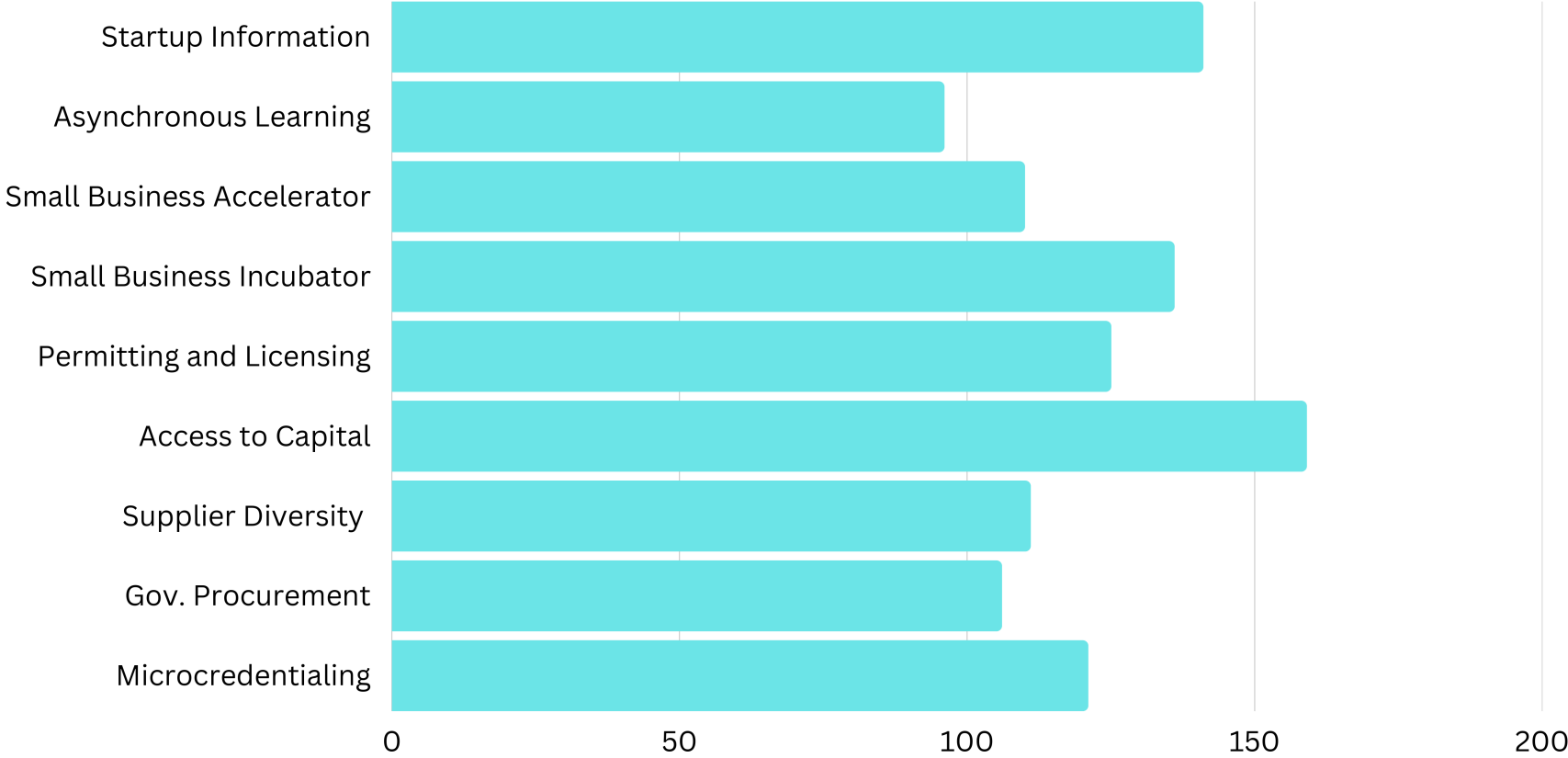
Do you think the Business Assistance Center needs dedicated staff to function properly?

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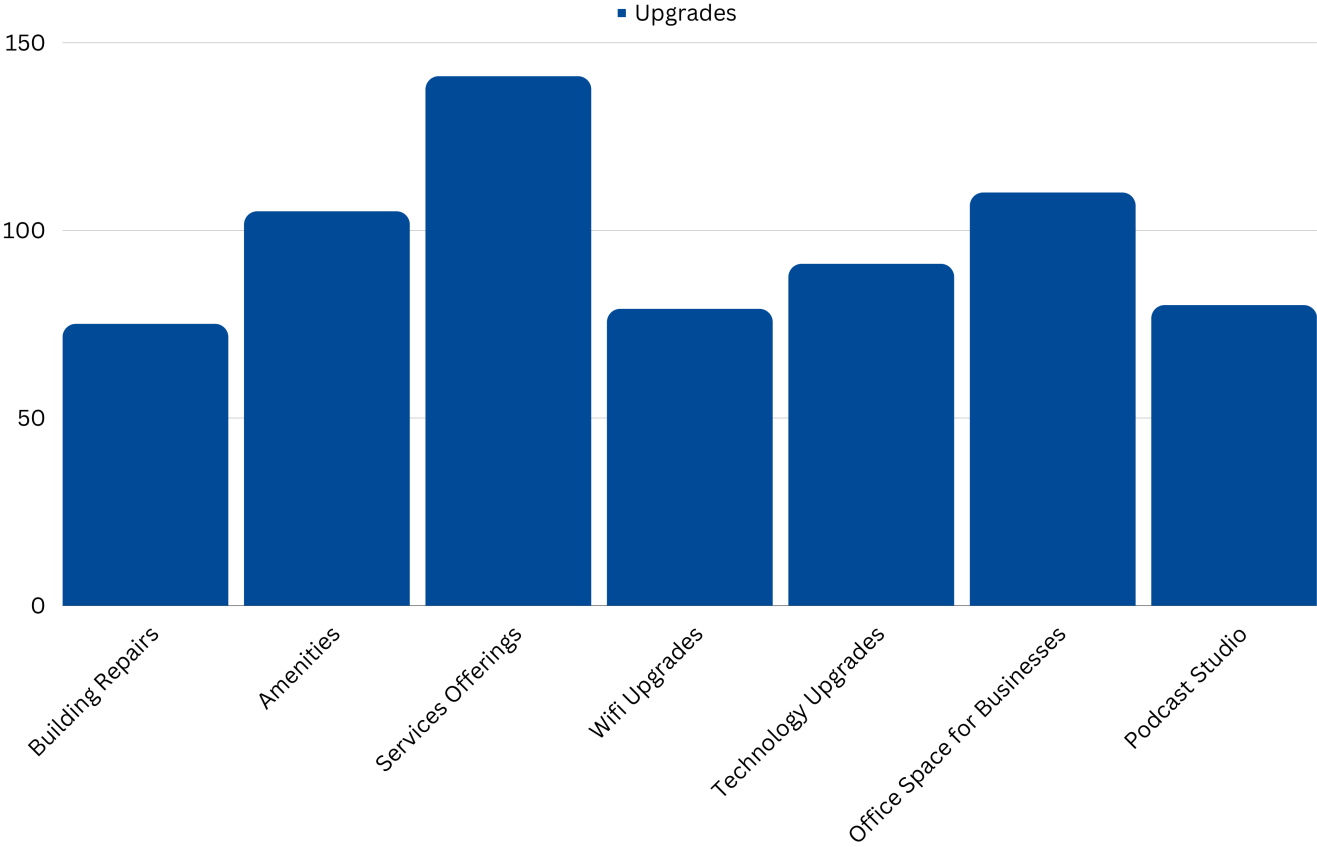
What types of programs would you like the Business Assistance Center to have?

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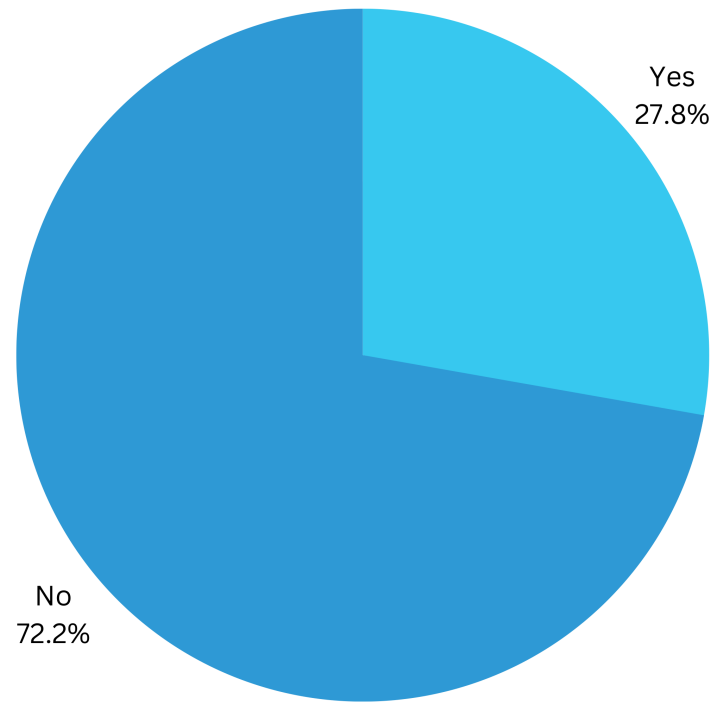
What types of upgrades and renovations would you like the Business Assistance Center to receive?

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Does the current Business Model meet the needs of the Community?

Business Assistance Center Survey Results



What should be the new business model for the Business Assistance Center?

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"It could be a shared community hub, ideally with a coffee shop, that provides not only classes and training but services (3D printing, marketing or web design assistance, printer/scanner, wet lab space, meeting space, etc.) and act as a true gathering space/opportunity for cross-pollination to occur."

BAC should be operated and managed by outside entity to partner with the City. A nonprofit with the goal of economic improvement can fund this position. Likewise, the City can place a small amount in the operating budget for BAC.

"More of a presence online!"

"Offer extended hours of one or 2 per week. -Incorporate youth programs and outreach to young adults and teens. -Expand marketing to include videos of services provided and testimonies from businesses that have utilized the services of the BAC. Videos could be placed on the City's YouTube and Facebook platforms to minimize cost and reach a wider audience. -Consider taking programs to the community and partnering with other organizations in this effort. The frequency could be once or twice a year"

"A co-working and networking hub would be ideal."

"More outreach and longer hours of operation including Saturday hours until 3 pm. TCC and college level classes to make the campus a working campus for entrepreneurship and high energy job creation almost 24/7 fully staffed to help empower and promote Fort Worth Business - Buy Ft Worth by City, departments, etc. Offer incentives to use clients and track metrics on business growth and success and failure. The metrics will motivate the Economic Development Department to really make the BAC a success rather than merely a box to check off for development."

"One that includes shareable space for startups; that supports DEI in business; and a model that grants access to office space, as well as access to tools like technology."

"We need more resources for people who want to start food truck businesses and craft/industrial businesses."

"More outreach, more info for available programs, assistance in completing and processing applications for business owners to get accepted to handle Government Funding Contracts."

Business Assistance, Chamber, ED and Development Services all need to work together to assist small business.

"Needs to include more educational & community engagement for youth. Need to partner with local ISDs and higher education institutions, and need a model that can be hybrid stand-alone but be embedded as a development catalyst."

"A virtual one-stop shop that helps people simply and inexpensively navigate the process of starting any kind of business. <https://ij.org/report/barriers-to-business/report/methodology/> It should also try to take down as many processes, steps, barriers, costs, and fees to start a business. It should be constantly searching for ways to make the process as simple, fast, and easy as possible. It should also focus its outreach on communities of color and immigrant communities. Immigrants start businesses at twice the rate of natives and we should leverage that. And, content/events/assistance should be in Spanish and Vietnamese."

"There needs to be more funding options and opportunities. It would be nice to have more high tech training options! (Online workshops and flex spaces should be a priority.)"

"It might be better for a local organization or foundation to run an entity like the BAC with funding from the city, instead of being run *BY* the city."

"Retention and Growth of Existing Businesses; Assistance of Emerging and Start-up businesses."

"Any "partners" should be providing marketing and the largest support for the BAC, in Fort Worth. There should be a relationship and on-going presence in the school system."

"Workshops in the community instead of making people come to you. The city does a very poor job in communications and general public outreach. Underserved areas are often ignored. Access s/b to all and there doesn't need to be staff sitting at a desk to market the center. We are in a tech age - get creative! For people who are not FW residents or whose business is not within FW city limits, a small fee s/b charged to use the center."

"It should be more focused on getting out into the community to let people know they can help you start a small business... and all the resources needed and that are offered. Doesn't matter if it's a lawn mowing business to a tech startup, the BAC should be a one-stop shop."