



# Annual Report

Business Assistance Center  
Fiscal Year 2018



# Table of **CONTENTS**

FY18 Annual Report

|   |         |
|---|---------|
| Message from the Director . . . . .                 | 3       |
| Partner Organizations . . . . .                     | 4       |
| Business Assistance Center (BAC) Services . . . . . | 5       |
| BAC Workshop Descriptions . . . . .                 | 6 - 8   |
| Performance Measures/Workshop Attendance . . . . .  | 9       |
| Economic Impact . . . . .                           | 10      |
| Board of Directors . . . . .                        | 11      |
| Fort Worth Business Plan Competition . . . . .      | 12      |
| Strategic Plan Initiatives . . . . .                | 13 - 14 |



## A MESSAGE FROM THE DIRECTOR

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It's my pleasure to present the Fiscal Year 2018 Annual Report of the Fort Worth Business Assistance Center, an initiative of the City of Fort Worth Office of Small Business, located at the James E. Guinn Entrepreneurial Campus. In this report, you will find that the Fort Worth Business Assistance Center, supported by the Accelerate DFW Foundation, Inc. provides a wide variety of training and counseling that brings new wealth and investment to our entrepreneurial ecosystem.

The Fort Worth Business Assistance Center (BAC) plays an integral role in the development of small businesses in the City and we strive to implement effective training programs. These training workshops range from classes designed to help develop a business plan and acquire financing as well as instruction on handling the day-to-day operations of a small business. The organizations at the BAC also partners with the City of Fort Worth's Office of Small Business and Office of Business Diversity to outline specific economic development and procurement opportunities with the City.

The success of these programs is a testament to the strong partnerships the Fort Worth Business Assistance Center has fostered with the private sector and our business development partners at the various Chambers of Commerce, colleges and universities, and state and federal agencies. To all of our partners, we say thank you.

In Fiscal Year 2019, we plan to continue to adapt our workshop offerings and continue to work on building new partnerships and strengthening current relationships with those entities tasked with helping small business growth within Fort Worth. In addition to the current programming initiatives of the BAC, the City of Fort Worth's Economic Development Strategic Plan outlined a number of strategies to become a hub for creative businesses that will be further pursued in FY 2019. The Accelerate DFW Foundation Board of Directors, local stakeholders, and City staff all agree that it is vitally important to the City of Fort Worth that we continually adapt to meet the needs of its business owners.



**Robert Sturns**

Director, City of Fort Worth  
Economic Development

# PARTNER ORGANIZATIONS

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## **Alliance Lending**

Keep Alliance Lending Corporation is a premier provider of long-term, fixed rate financing for growing businesses. As a non-profit Certified Development Company (CDC), they are authorized by the U.S. Small Business Administration to partner with private lenders in a co-lending product. Loan proceeds are used to purchase long term fixed assets, such as real estate and equipment.

## **Fort Worth Metropolitan Black Chamber of Commerce**

Fort Worth Metropolitan Black Chamber embraced the concept of paving a new economic and business landscape in Fort Worth and Tarrant County in which African American-owned businesses would be an integral and vital component. Their mission is to promote, assist and enhance economic and business development for members and to stimulate wealth in the communities they serve.

## **PeopleFund**

PeopleFund provides small business loans as well as business assistance and education to people with otherwise limited access to such resources. PeopleFund's financial and educational assistance has helped create thousands of jobs and empowered an even greater number of Texans on a path to financial stability and independence.

## **Regional Hispanic Contractors Association**

The mission of the Regional Hispanic Contractors Association is to promote and support the advancement and economic growth of the Hispanic Contractors in Texas. They are committed to developing programs and facilitating the resources needed to help Hispanic Contractors reach their potential.

## **SCORE Fort Worth -Chapter 120**

The mission of the Fort Worth SCORE Chapter is to provide free business counseling, mentoring, and coaching to existing and emerging businesses in Fort Worth and other North Texas cities.

The objective is to align them with SCORE counselors who are certified and experienced with helping them find the right resources in navigating the maze of business development.

## **Southeast Fort Worth, Inc.**

Organized in the fall of 2000, Southeast Fort Worth, Inc.'s (SEFW) mission is to promote and maintain economic development of the southeast area of Fort Worth through collaborative efforts with neighborhood organizations, governmental entities and other community stakeholders.

## **Tarrant Small Business Development Center (SBDC)**

The mission of the Tarrant SBDC is to accelerate the North Texas economy by helping entrepreneurs grow sustainable businesses by offering one-on-one advising and assistance with financing, accounting, market research, business plan development and marketing. The SBDC partners with the U.S. Small Business Administration, Tarrant County College, federal, state and local governments and private organizations to provide services designed to help build businesses.

## **William Mann Jr. Community Development Corporation**

William Mann Jr. Community Development Corporation is certified by the U.S. Department of Treasury to serve as a Community Development Financial Institution (CDFI). By supporting business owners' economic development through funding sources, they ensure that companies thrive at creating and/or retaining jobs and making workplace and business practices economically stable.

# VISION STATEMENT

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To compete successfully on the national and international stage for creative, high-growth businesses and the talented individuals who fuel them.

## BAC SERVICES

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### **ACCESS**

Get access to valuable startup and business growth resources at the James E. Guinn Entrepreneurial Campus and the City of Fort Worth Economic Development Department.

### **COUNSELING**

Get face time with a wide variety of business development counselors. Dig deep into your business plan and business operations.

### **EDUCATION**

The BAC is focused on your success. We have cutting-edge, topical events that give you what you need to succeed.

### **NETWORKING**

The BAC attracts driven, passionate entrepreneurs. Create partnerships and relationships that will last a lifetime.

### **WORKSHOPS**

Go from idea, to startup, to success by attending workshops that cover business plans, finance, marketing, and more!

# WORKSHOP DESCRIPTIONS

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## **Starting Your Business**

If you are just starting your business or thinking about starting a business, this is a must attend workshop. This workshop introduces you to the business planning process by helping you define your business idea, understand the importance of a business plan and determine the proper legal structure, permits and license requirements.

## **Small Business Essentials Workshop**

This workshop provides an invaluable overview of the major aspects facing a new business Owner/Manager. Specific topics include financial resources for small businesses, insurance needs, marketing considerations, bookkeeping and tax implications.

## **Legal Forum**

This interactive open forum style workshop lets you talk with a local attorney. Learn how to determine the best legal structure for your business. Ask questions and get answers as a participant discussing the legalities of businesses in Tarrant County and the State of Texas.

## **Business Planning**

This workshop will explain the reasons for writing a business plan and reinforce the importance of accurate financial projections and the market research that is needed to help you understand your industry, target market and competition. During this workshop, you will begin writing your plan and at the end of the class you will leave with the full structure to complete.

## **Financing Your Business**

If you are seeking funding for your business, providing financial projections to back up your request is critical. Learn what information should be included. This session includes creating a start-up project budget, use of fund statement and developing projectionsn

## **Building a Successful Sales Program**

This workshop is for entrepreneurs looking to improve or establish a successful customer acquisition approach to selling their product and/or services.

## **Point(less) Pitches and Presentations**

This workshop helps improve and enhance your presentation skills. Regardless of your audience – venture capitalists, bankers, clients, vendors, and stakeholders – your ability to communicate your ideas, products, or services is extremely important.

# WORKSHOP DESCRIPTIONS CONT.

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## **Creating Effective Social Media Campaigns**

Keep your social media manageable and successful by fully understanding how to use it. Once we have established a comprehensive understanding of social media and the best ways to use it, we will go over how to create a manageable and successful social media campaign. Topics covered include:

- Demographics of social media users
- Differences between social media platforms
- How to use social media as a business
- Creating a manageable social media plan

## **Copyright, Patents and Trademarks**

In this fun and informative session, you will gain a better understanding of who you need to talk to, what you need to protect and where you need to go for Intellectual Property Strategies (Copyrights, Patents and Trademarks) that will get you headed in the right direction fast.

## **Control Yourself! Understand the Role That Internal Controls Play in Your Business**

The goal of this workshop is to define and explain the role of internal controls – an often overlooked “back office” item. This workshop provides a basic overview of internal control procedures. Effective controls reduce the risk of asset loss and help ensure that business information is complete and accurate, financial statements are reliable, and that your business complies with laws and regulations.

## **Human Resource 101: Key Issues and How to Solve Them**

Managing employees is a multi-faceted and important part of running a business. Hiring and retaining the right employees is critical to meeting your organization's objectives and navigating the numerous HR requirements isn't easy. This workshop was designed to simplify HR and give you the tools to effectively manage many of the employee-related tasks in your business. In this workshop, you will learn to identify small business HR needs and to proactively manage them.

## **Employee Lifecycle: Interviewing, Hiring, and What Comes Next**

This workshop provides the framework for some of the most important employee management issues for small businesses – and how you can take action today. During this workshop, you will learn how to avoid some of the most common employee handbook mistakes for small businesses and present effective strategies for staying current and compliant.

# WORKSHOP DESCRIPTIONS CONT.

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## **Recruiting and Hiring Great People**

One of the greatest challenges for a small business is hiring the right people. After all, a business is only as good as the people who keep it going. There are steps you can take to recruit and hire great employees. In this workshop you will learn:

- Tips for becoming an employer of choice for employees
- How to develop an effective selection process
- Where to find qualified applicants for your positions
- Hiring mistakes to avoid

## **Export and Import Business Workshop - Growing your Sales Internationally**

This workshop will help you gain the knowledge to develop and implement an international plan. You will become acquainted with the key components of an effective import/export strategy. The instructors will raise questions you should answer to complete your plan and provide the resources to help you answer those questions.

## **Certification Training: Disadvantaged-Owned Business Enterprises**

There are now more opportunities for certified Minority, Women, Small, or Disadvantaged-Owned Business Enterprises (M/W/S/DBE) to bid on public, private-sector contracts and federal contracts, increase their capacity and effectively contribute to the economy. This workshop teaches you about the 9 different types of Certifications and helps take the mystery out of the Certification process.

## **SBA 8(a) and HUBZone Certification Orientation**

The 8(a) Business Development Program is a business assistance program for small disadvantaged businesses. The 8(a) Program offers a broad scope of assistance to firms that are owned and controlled at least 51% by socially and economically disadvantaged individuals. The purpose of the workshop is to lessen the burden and confusion of going through the 8(a) certification process.

## **Breakfast at the BAC**

The goal of the monthly speaker series is to provide the small business community with insight from industry experts on topics that are important to their business operations.



# PERFORMANCE MEASURES

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The effectiveness of the City of Fort Worth's Office of Small Business, as a division of the economic development department that oversees the activity of the Fort Worth Business Assistance Center, is measured by the reach of BAC education efforts and the ability of those efforts to help create businesses and jobs within the local economy. Below are some of our performance outcomes for Fiscal Year 2018.

|   |              |
|---|--------------|
| <b>Workshop Attendance:</b>             | <b>1,920</b> |
| <b>Clients Counseled:</b>               | <b>813</b>   |
| <b>Total Assisted and/or Counseled:</b> | <b>2,693</b> |

*Data as of June 30, 2018*

## WORKSHOP ATTENDANCE

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|  | <b>Attendance</b> |
|--|-------------------|
| Starting Your Business                                 | 362               |
| Small Business Essentials                              | 100               |
| Legal Forum  | 22                |
| Business Planning                                      | 14                |
| Financing Your Business                                | 65                |
| Building a Successful Sales Program                    | 41                |
| Point (less) Pitches and Presentations                 | 17                |
| Creating Effective Social Media Campaigns              | 58                |
| Copyright, Patents and Trademarks                      | 15                |
| Control Yourself                                       | 20                |
| Human Resource 101                                     | 20                |
| Employee Lifecycle                                     | 52                |
| Recruiting and Hiring Great People                     | 19                |
| Export and Import Business Workshop                    | 78                |
| Certification Training: Disadvantaged-Owned Businesses | 531               |
| SBA 8(a) and HUBZone Certification Orientation         | 43                |
| Breakfast at the BAC                                   | 463               |
| <b>TOTAL</b>   | <b>1,920</b>      |

# ECONOMIC IMPACT

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*The Fort Worth Business Assistance Center (BAC) helped clients obtain **almost \$26 million** in capital investment during 2018.*

Economic impact is calculated on an aggregate of BAC partners looking at direct and indirect forms of impact, including:

- Jobs created
- Jobs retained
- New business starts
- Client counseling hours



*Over 1,200 hours of client counseling*

# BOARD OF DIRECTORS

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**ACCELERATE**  
— DFW —  
**FOUNDATION**

## Mission Statement

We connect dedicated entrepreneurs in the DFW area to the resources they need to develop, launch & grow their business. We build relationships that generate tangible outcomes.

**Edward Riefenstahl, Chairman**  
TCU Neeley School of Business  
The Alternative Board (TAB)  
ROI Associates, LLC

**Alberto Rios, Vice Chairman**  
JP Morgan Chase Bank

**Kevin Prigel, Secretary**  
Prigel Capital, LLC

**Mershelle Davis, Assistant Secretary**  
Lockheed Martin Aeronautics

**Ricky McBride, Treasurer**  
Denke, McBride & Ryan, CPAs, PLLC

**Sean Arena**  
Limo Anywhere

**Gwen Barbee**  
Color Me Beautiful Image Consulting

**Sean Buckley**  
Bourland, Wall & Wenzel, PC

**Monica Coney**  
American Airlines

**Michael Fletcher**  
Ride Television Network

**William Giron**  
Fort Worth ISD

**Kevin Grace**  
Agile Management Enterprises (AME)  
Rising Tide Initiative

**Dr. Dave Mack**  
UTA College of Business

**Dr. Rob McClain**  
UNT Health Science Center

**Jarod Mathis**  
BBVA Compass

**Jie Melchiors**  
MEL/ARCH Architectural Studio

**Dr. Eli Mercer**  
Tarrant County College

**Jonathan Silk**  
Quicksmarts Leadership Development

**Matt Smilor**  
TCU Neeley Entrepreneurship Center

**Jason Smith III**  
Carrington Wealth Advisors

**James Stanley**  
BNSF

**Darryl Ward**  
Alcon Vision Care

**Meghan Wright**  
Texas Wesleyan University

# FORT WORTH BUSINESS PLAN COMPETITION

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## **Myconi Technologies Wins Fort Worth Business Plan Competition**

Myconi Technologies was the winner of the seventh Fort Worth Business Plan Competition, a Fort Worth Business Assistance Center program that's presented by Capital One. Barry McClelland is the Chief Executive Officer of Myconi Technologies and Eugene Van Beljon is the Chief Technology Officer.

Myconi Technologies' business plan centered around its development of a wireless monitoring device that can be placed inside a box of products or attached to a pallet or container. This device will monitor and report

environmental conditions (such as temperature, humidity, pressure, light and harsh handling) throughout the supply chain process. It is especially relevant to pharmaceutical and food delivery systems.

"This took many, many years (six) of hard work," McClelland said. "The most difficult part was the restraint to keep from marketing the product until we had full product services. It took longer than we expected."

The competition was held Oct. 26, 2017, at the Riley Center, located on the campus of Southwestern Baptist Theological Seminary. Runners-up at the competition were second-place finisher Enos, founded by Efrain Villa, and third-place finisher Jollitot, founded by Sean Usman. Enos designs, manufactures and sells timepieces that have a stainless steel construction, Japanese automatic movement and hand-made Italian bands. Jollitot creates innovative products for babies, including a three-in-one swing, rocker and bouncer for infants to nine-month olds.

The three finalists took home cash and prize packages valued at more than \$50,000, including \$15,000 in cash. The finalists emerged from the ten semifinalists who competed during a Pitch Night presentation held Oct. 12 at the Moncrief Cancer Institute.

The competition, which is open to Tarrant County businesses and startups, began in July 2017. Twenty-five businesses from 49 entries were selected for four educational sessions and a minimum of two business counseling sessions.

The 2018 Competition began in June with 25 companies engaging in four training sessions. The winner will be announced in October 2018. The competition was founded in 2011 by the BAC, Capital One Bank and The Alternative Board.



# STRATEGIC PLAN INITIATIVES

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The City of Fort Worth embarked on its first economic development strategic plan and engaged TIP Strategies to identify opportunities to enhance its status in the region and nation over the next five years and beyond. The plan outlined a number of strategies to become a hub for creative businesses that were initiated this fiscal year and will be fully pursued in fiscal year 2019. The funding utilized under the UNTHSC contact will continue to fund staff activities related to these initiatives as well:

## **Formally Designate the Near Southside as a ‘Medical Innovation District**

**Performance Outcome:** Advance the profile of the district and attract additional research staff

**Current Status:** City of Fort Worth Economic Development staff, in conjunction with Near Southside, Inc., convened representatives of leading medical institutions in January 2018 to begin the planning process for the Medical Innovation District. City leadership continues to work with local partners to establish the framework of the District operations. A key process for staff in FY2018 was the research of successful innovation centers to evaluate possible Fort Worth Medical Innovation District start-up strategies.

## **Establish a task force to coordinate future public, private, and nonprofit investments associated with the new TCU-UNTHSC School of Medicine and other medical facilities in the Near Southside to support the district’s development as a hub for medical innovation**

**Performance Outcome:** Growth of academic R&D investments

**Current Status:** As part of the organizing effort for the Medical Innovation District, representatives from the major medical institutions have been engaged to provide leadership to the effort. It is anticipated that they will remain active participants in developing facilities and resources to support the TCU-UNTHSC School of Medicine. City of Fort Worth staff will continue to engage these institutions in ongoing efforts and key initiatives.

## **Provide the real estate space desired by tech firms and creative workers**

**Performance Outcome:** Additional industrial/flex space added to the regional markets

**Current Status:** City of Fort Worth staff have initiated early stage meetings with commercial real estate representatives with interest in supporting tech companies. Additionally, the Fort Worth Local Development Corporation (led by City ED staff) is poised to obtain resources through pending property sales that may allow it to partner with private developers to construct catalytic real estate projects to support technology firms.

# STRATEGIC PLAN INITIATIVES CONT.

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## **Establish a MassChallenge event in Fort Worth**

**Performance Outcome:** Attract new venture capital and angel investment deals

**Current Status:** MassChallenge announced July 26, 2018 the top 16 startups from its first Texas-based program, MassChallenge Texas. The prize winners will be announced at the MassChallenge Texas Awards Ceremony on Wednesday, August 15. Unfortunately none of the top 16 are from the DFW area. Tech Fort Worth is a MassChallenge Texas Community Partner and is working to develop the pipeline for future opportunities.

## **Build stronger connections between Fort Worth's startup/tech community and local and regional higher education institutions**

**Performance Outcome:** Growth of academic R&D investments

**Current Status:** City of Fort Worth staff participated in the steering committee for the first Star-Up Crawl Fort Worth, held May 31, 2018, showcasing start-up/tech companies, coworking spaces, and local support agencies. The Guinn Campus was the hub of the event with all agencies participating including Tech Fort Worth and AccelerateDFW. Attendees ("Crawlers") started at one of 7 locations that offer services and resources to entrepreneurs. Crawlers traveled for local to location via regularly scheduled shuttle buses over a four hour period. The evening crawl was designed as a "hop on, hop off" event where participants could interact with tenant companies at each location with refreshments provided and move to each location as they please. The event attracted 178 attendees.

## **Conduct a community wide audit to determine the small business support resources and needs in Fort Worth**

**Performance Outcome:** Attract new venture capital and angel investment deals

**Current Status:** Official request for proposal drafted for community audit. Discussions currently taking place with TIP Strategies regarding most effective outcomes from audit. Identification of resources in the Fort Worth entrepreneurial ecosystem being compiled that identifies organizations that provide support for entrepreneurial companies and small businesses as outlined in the strategic plan.





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