



South-West Texas Border  
**Small Business  
Development Center Network**  

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*The University of Texas at San Antonio*



**Quarterly Report  
3rd Quarter FY 2019  
April 1, 2019 - June 30, 2019**

**UTSA SBDC Satellite Office  
940 West San Antonio Street  
New Braunfels, Texas**

**Funded by the  
New Braunfels Industrial Development Corporation  
and  
Seguin Economic Development Corporation**

**Through an Agreement with  
Spark Small Business Center**

**July 8, 2019**

## EXECUTIVE SUMMARY

	3rd QUARTER			YEAR-TO-DATE			FY 2019
	(April 2019 - June 2019)			(October 2018 - June 2019)			
	GOAL	ACTUAL	VARIANCE	GOAL	ACTUAL	VARIANCE	
<b>Outputs</b>							
Advising Clients	67	115	+48	184	365	+181	250
Advising Hours	523	372	-151	1,479	1,087	-389	1,991
Training Clients	40	43	+3	110	269	+159	150
Training Events	4	3	-1	12	16	+4	15
Total Clients	107	158	+51	294	619	+325	400
<b>Outcomes</b>							
Business Starts	6	4	-2	11	14	+3	19
Business Expansions	6	4	-2	11	10	-1	19
Jobs Created	34	24	-10	82	63	-19	117
Jobs Retained	29	69	+40	52	119	+67	79
Capital Infusion	\$ 792,952	\$ 319,700	-\$473,252	\$ 1,758,778	\$ 2,499,700	+\$740,922	\$ 2,571,039

The distribution of counseling client activity between counties:

3rd QUARTER (April 2019 - June 2019)						
COUNTY	CLIENTS	SESSIONS	HOURS	JOBS CREATED	JOBS RETAINED	TOTAL JOBS
Comal	57%	60%	54%	25%	1%	8%
Guadalupe	43%	40%	46%	75%	99%	92%

YEAR-TO-DATE (October 2018 - June 2019)						
COUNTY	CLIENTS	SESSIONS	HOURS	JOBS CREATED	JOBS RETAINED	TOTAL JOBS
Comal	59%	61%	57%	33%	33%	33%
Guadalupe	41%	39%	43%	67%	67%	67%

**TABLE 1A**  
**3rd QUARTER (April 2019 - June 2019)**  
**Counseling Activity by Community and County**  
**UTSA SBDC Satellite Office in New Braunfels**

	<b>New Clients Only</b>		<b>All Clients Total Sessions</b>		<b>All Clients Total Hours</b>	
	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>
Boerne	0	0.00	0	0.00	0.00	0.00
Bulverde	3	5.56	8	2.99	8.75	2.35
Canyon Lake	3	5.56	5	1.87	7.00	1.88
Cibolo	4	7.41	20	7.46	43.42	11.67
Fischer	0	0.00	0	0.00	0.00	0.00
Garden Ridge	1	1.85	5	1.87	4.33	1.16
Kingsbury	1	1.85	2	0.75	2.75	0.74
La Vernia	0	0.00	0	0.00	0.00	0.00
Marion	2	3.70	3	1.12	4.75	1.28
McQueeney	0	0.00	0	0.00	0.00	0.00
New Braunfels	28	51.85	143	53.36	180.12	48.42
Other	3	5.56	23	8.58	39.96	10.74
Seguin	5	9.26	51	19.03	61.75	16.60
Selma	2	3.70	3	1.12	7.92	2.13
Spring Branch	2	3.70	5	1.87	11.25	3.02
<b>Total</b>	<b>54</b>	<b>100.00</b>	<b>268</b>	<b>100.00</b>	<b>372.00</b>	<b>100.00</b>

<b>County</b>	<b>New Clients Only</b>		<b>All Clients Total Sessions</b>		<b>All Client Total Hours</b>	
	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>
Comal	33	61	160	60	200.73	54
Guadalupe	21	39	108	40	171.27	46
<b>Total</b>	<b>54</b>	<b>100</b>	<b>268</b>	<b>100</b>	<b>372.00</b>	<b>100</b>

**TABLE 1B**  
**YEAR-TO-DATE (October 2018 - June 2019)**  
**Counseling Activity by Community and County**  
**UTSA SBDC Satellite Office in New Braunfels**

	<b>New Clients Only</b>		<b>All Clients Total Sessions</b>		<b>All Clients Total Hours</b>	
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>
Boerne	0	0.00	0	0.00	0.00	0.00
Bulverde	7	4.12	22	2.75	23.00	2.12
Canyon Lake	9	5.29	20	2.50	26.50	2.44
Cibolo	13	7.65	78	9.76	121.33	11.17
Fischer	2	1.18	4	0.50	6.50	0.60
Garden Ridge	3	1.76	15	1.88	13.58	1.25
Kingsbury	1	0.59	5	0.63	6.25	0.58
La Vernia	0	0.00	0	0.00	0.00	0.00
Marion	2	1.18	3	0.38	4.75	0.44
McQueeney	1	0.59	1	0.13	5.00	0.46
New Braunfels	92	54.12	440	55.07	563.55	51.87
Other	14	8.24	85	10.64	141.21	13.00
Seguin	18	10.59	104	13.02	137.87	12.69
Selma	4	2.35	10	1.25	16.46	1.51
Spring Branch	4	2.35	12	1.50	20.50	1.89
	<b>170</b>	<b>100.00</b>	<b>799</b>	<b>100.00</b>	<b>1086.50</b>	<b>100.00</b>

<b>County</b>	<b>New Clients Only</b>		<b>All Clients Total Sessions</b>		<b>All Clients Total Hours</b>	
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>
Comal	107	63	489	61	621.56	57
Guadalupe	63	37	310	39	464.94	43
<b>Total</b>	<b>170</b>	<b>100</b>	<b>799</b>	<b>100</b>	<b>1086.50</b>	<b>100</b>

**Location of Counseling Sessions**  
**3rd Quarter**  
**(April 2019 - June 2019)**

	<b>#</b>	<b>%</b>
Satellite Office	178	66
Seguin EDC	41	15
Other Location	49	18
<b>Total</b>	<b>268</b>	<b>100</b>

**Locations of Counseling Sessions**  
**Year-to-Date**  
**(October 2018 - June 2019)**

	<b>#</b>	<b>%</b>
Satellite Office	526	66
Seguin EDC	114	14
Other Location	159	20
<b>Total</b>	<b>799</b>	<b>100</b>

TABLE 2  
 3rd QUARTER (April 2019 - June 2019)  
 Analysis of Impacts – **Business Starts and Expansions**  
 UTSA SBDC Satellite Office in New Braunfels

Total Analysis

	Biz Start	Biz Expand	Business City	Business County	Public
<b>Total</b>	<b>4</b>	<b>4</b>			

Analysis by City

	Biz Start	Biz Expand	Business City	Business County	Public
	<b>0</b>	<b>1</b>	<b>Canyon Lake</b>		
The Perfect Day	0	1	Canyon Lake	Comal	Yes
	<b>0</b>	<b>1</b>	<b>Cibolo</b>		
Brighter Futures	0	1	Cibolo	Guadalupe	Yes
	<b>2</b>	<b>0</b>	<b>New Braunfels</b>		
The Flower Peddler	1	0	New Braunfels	Comal	Yes
Plumbing Matters, LLC	1	0	New Braunfels	Comal	Yes
	<b>0</b>	<b>1</b>	<b>Other</b>		
Private	0	1	Other	Guadalupe	No
	<b>2</b>	<b>1</b>	<b>Seguin</b>		
Bravo Business Consulting	1	0	Seguin	Guadalupe	Yes
Parents Preferred Child Care, LLC	0	1	Seguin	Guadalupe	Yes
Lily's Pantry, LLC DBA Dilly Deli	1	0	Seguin	Guadalupe	Yes

Analysis by County

	Biz Start	Biz Expand	Business City	Business County	Public
	<b>2</b>	<b>1</b>		<b>Comal</b>	
The Perfect Day	0	1	Canyon Lake	Comal	Yes
The Flower Peddler	1	0	New Braunfels	Comal	Yes
Plumbing Matters, LLC	1	0	New Braunfels	Comal	Yes
	<b>2</b>	<b>3</b>		<b>Guadalupe</b>	
Brighter Futures	0	1	Cibolo	Guadalupe	Yes
Private	0	1	Other	Guadalupe	No
Bravo Business Consulting	1	0	Seguin	Guadalupe	Yes
Parents Preferred Child Care, LLC	0	1	Seguin	Guadalupe	Yes
Lily's Pantry, LLC DBA Dilly Deli	1	0	Seguin	Guadalupe	Yes

**TABLE 3**  
**3rd QUARTER (April 2019 - June 2019)**  
**Analysis of Impacts – Jobs Created and Retained**  
**UTSA SBDC Satellite Office in New Braunfels**

**Total Analysis**

	Jobs Created	Jobs Retained	Business City	Business County	Public
<b>Total</b>	<b>24</b>	<b>69</b>			

**Analysis by City**

	Jobs Created	Jobs Retained	Business City	Business County	Public
	<b>1</b>	<b>1</b>	<b>Canyon Lake</b>		
The Perfect Day	1	1	Canyon Lake	Comal	Yes
	<b>2</b>	<b>58</b>	<b>Cibolo</b>		
Brighter Futures	2	58	Cibolo	Guadalupe	Yes
	<b>5</b>	<b>0</b>	<b>New Braunfels</b>		
The Flower Peddler	1	0	New Braunfels	Comal	Yes
Plumbing Matters, LLC	4	0	New Braunfels	Comal	Yes
	<b>3</b>	<b>9</b>	<b>Other</b>		
Private	3	9	Other	Guadalupe	No
	<b>13</b>	<b>1</b>	<b>Seguin</b>		
Bravo Business Consulting	1	0	Seguin	Guadalupe	Yes
Parents Preferred Child Care, LLC	7	1	Seguin	Guadalupe	Yes
Lily's Pantry, LLC DBA Dilly Deli	5	0	Seguin	Guadalupe	Yes

**Analysis by County**

	Jobs Created	Jobs Retained	Business City	Business County	Public
	<b>6</b>	<b>1</b>		<b>Comal</b>	
The Perfect Day	1	1	Canyon Lake	Comal	Yes
The Flower Peddler	1	0	New Braunfels	Comal	Yes
Plumbing Matters, LLC	4	0	New Braunfels	Comal	Yes
	<b>18</b>	<b>68</b>		<b>Guadalupe</b>	
Brighter Futures	2	58	Cibolo	Guadalupe	Yes
Private	3	9	Other	Guadalupe	No
Bravo Business Consulting	1	0	Seguin	Guadalupe	Yes
Parents Preferred Child Care, LLC	7	1	Seguin	Guadalupe	Yes
Lily's Pantry, LLC DBA Dilly Deli	5	0	Seguin	Guadalupe	Yes

3rd QUARTER (April 2019 - June 2019)  
 AND YEAR-TO-DATE Training Events  
 UTSA SBDC Satellite Office in New Braunfels

3rd QUARTER (April 2019 - June 2019)			
	Quarterly Goal	Actual	Variance
<b>Training Events</b>			
New Braunfels	3	2	-1
Seguin	1	1	+0
<b>Total</b>	<b>4</b>	<b>3</b>	<b>-1</b>
<b>Training Attendees</b>			
New Braunfels	30	27	-3
Seguin	10	16	+6
<b>Total</b>	<b>40</b>	<b>43</b>	<b>+3</b>

YEAR-TO-DATE (October 2018 - June 2019)			
	Goal	Actual	Variance
<b>Training Events</b>			
New Braunfels	8	10	+2
Seguin	4	6	+2
<b>Total</b>	<b>12</b>	<b>16</b>	<b>+4</b>
<b>Training Attendees</b>			
New Braunfels	70	174	+104
Seguin	40	95	+55
<b>Total</b>	<b>110</b>	<b>269</b>	<b>+159</b>

## Client Success Stories

### **The Flower Peddler – Kenzie Cunningham New Braunfels, TX**

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Kenzie Cunningham used the assistance of the New Braunfels Small Business Development Center and the Center's Business Advisor, Larry New. Together, they worked on entity formation tasks and the requirements for starting and running a small business. Kenzie has also met with Larry for ongoing business requirements like filing sales tax and the business personal property tax.

Kenzie Cunningham is a nurse that sells flowers in the New Braunfels area as her side gig. She hopes to grow enough to do it full time. She just purchased a delivery truck, having delivered them by bicycle previously.

**Impacts:**

- Business Start
- 1 New Full-Time Job
- \$6,000 Owner Investment

### **Plumbing Matters, LLC – David Delgado New Braunfels, TX**

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David Delgado used the assistance of the New Braunfels Small Business Development Center and the Center's Business Advisor, Larry New. Together, they worked on their business formation including LLC formation and filing requirements and general entity questions. They also worked on hiring and employee issues.

David Delgado is a master plumber. He opened Plumbing Matters LLC after working for others for many years. Their service area is large, including Austin and north San Antonio. They specialize in emergency leak repair and 24/7 availability. They also offer upfront pricing with no hidden costs.

**Impacts:**

- Business Start
- 2 New Full-Time Jobs
- 2 New Part-Time Jobs
- \$30,000 Owner Investment

## Client Success Stories

### **The Perfect Day – Heather Orsak Canyon Lake, TX**

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Heather Orsak used the assistance of the New Braunfels Small Business Development Center and the Center's Business Advisor, Sam Morgan. Together, they worked on business formation and CPA/accounting needs.

Heather Orsak is an event planner that has opened an event planning business specializing in weddings, graduations, parties, etc. She also offers event rentals and day of coordination.

**Impacts:**

- Business Expansion
- 1 New Part-Time Job
- 1 Retained Job
- \$10,000 Owner Investment

### **Bravo Business Consulting – David Baenziger Seguin, TX**

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David Baenziger used the assistance of the San Antonio Small Business Development Center and the Center's Senior Business Advisor, Crystal Darby. Together, they worked on startup assistance, marketing, and research

David Baenziger is an experienced SBDC Advisor and worked for the SA SBDC for 19 years. He retired January 31, 2019 and is starting his own business consulting firm. In his job at the SBDC, he has made numerous banking contacts and anticipates that some of them will send clients to him. He is adept at creating business plans and cash flow projections. He will be providing general business consulting services, but he also has training as a business coach.

**Impacts:**

- Business Start
- 1 New Part-Time Job
- \$2,000 Owner Investment

## Client Success Stories

### **Parents Preferred Child Care, LLC – Donna Aupperle Seguin, TX**

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Donna Aupperle used the assistance of the New Braunfels Small Business Development Center and the Center's Business Advisor, Larry New. Together, they worked on many parts of her business including most recently a business plan and the lending process, employee issues and potentially selling the business.

Donna Aupperle has expanded her childcare facility, Parents Preferred Child Care, LLC in Seguin, Texas after opening two years ago. Donna has always had a passion children's welfare and previously ran an in-home childcare and retired from Texas Child Protective Services. Parents Preferred is a unique childcare environment where they not only care about safety of children but we strive to make their environment as healthy as possible.

#### **Impacts:**

- Business Expansion
- 6 New Full-Time Jobs
- 1 New Part-Time Job
- 1 Retained Job
- \$50,000 Line of Credit: Broadway Bank

### **Lily's Pantry, LLC DBA Dilly Deli – Megan Glisson Seguin, TX**

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Megan Glisson, and her partner Mike, used the assistance of the New Braunfels Small Business Development Center and the Center's Business Advisor, Larry New. Together, they worked on their business formation including deciding on their entity formation, filing their state and local assumed name certificates, cash flow projections and the Franchise Tax report.

Megan and Mike Glisson have long dreamed of opening their own restaurant in their hometown of Seguin, Texas. They decided to approach their dream in several stages, the first being Lily's Pantry LLC which provides food delivery from local restaurants and other foodservice providers for a small fee. Having established their food delivery business, Megan and Mike have now opened The Dilly Deli in Seguin serving hearty breakfast meals like their signature cathead biscuits in addition to a lunch and dinner menu.

#### **Impacts:**

- Business Start
- 3 New Full-Time Jobs
- 2 New Part-Time Jobs
- \$1,700 Owner Investment