

MEMORANDUM

TO: Don Keil, Mayor
Seguin City Council

Cc: Douglas G. Faseler, City Manager

From: Joshua Schneuker, Interim Director of Economic Development

Date: October 18, 2016

Re: Fiscal Year 2016-2017 UTSA SBDC Satellite Office Funding

The City of Seguin and Seguin Economic Development Corporation (SEDC) partner annually with the City of New Braunfels to support the operations of a satellite office of the UTSA Small Business Development Center (SBDC). The satellite office was established to address the needs of small business owners and entrepreneurs in the region. In the first three quarters of Fiscal Year 2015-2016, the satellite office has assisted 464 clients in Guadalupe and Comal counties. The assistance from the small business counselor has led to 15 new business starts, 7 business expansions, 67 new jobs, 18 jobs retained and an estimated capital investment of \$3,629,353.00. Included with this memo is the Fiscal Year 2015-2016 3rd Quarter Report from the UTSA SBDC Satellite Office.

Attached you will find a funding resolution for \$60,000.00 for the continued annual funding of the UTSA SBDC Satellite Office. This funding is provided by the Seguin Economic Development Corporation to support the continued operation of the UTSA SBDC Satellite Office that provides training and assistance for small business owners and entrepreneurs in both Seguin and New Braunfels. The Seguin Economic Development Corporation included this funding as part of their Fiscal Year 2015-2016 budget and approved the expenditure at their September board meeting. Since the expenditure is in excess of \$50,000, City Council must approve the expenditure before it can be processed.



South-West Texas Border

**Small Business
Development Center Network**

The University of Texas at San Antonio



Quarterly Report
3rd Quarter of FY 2016
April 1, 2016 – June 30, 2016

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

Funded by the Cities of
New Braunfels
and
Seguin

Through an Agreement with
Spark Small Business Center

July 8, 2016

EXECUTIVE SUMMARY

	3rd QUARTER (April – June 2016)			YEAR-TO-DATE (October 2015 – June 2016)		
	GOAL	ACTUAL	VARIANCE	GOAL	ACTUAL	VARIANCE
Outputs						
Advising Clients	56	118	+62	153	320	+167
Advising Hours	435	447.05	+12.05	1230	1286.32	+56.37
Training Clients	27	31	+4	80	144	+64
Training Events	2	3	+1	6	12	+6
Total Clients	83	149	+66	233	464	+231
Outcomes						
Business Starts	5	5	+0	9	15	+6
Business Expansions	5	3	-2	9	7	-2
Jobs Created	28	25	-3	63	67	+4
Jobs Retained	24	5	-19	39	18	-21
Capital Infusion	\$639,750	\$1,399,353	+\$759,603	\$1,233,863	\$3,629,353	+\$2,395,490
Estimated Cost per Job Created and Retained	\$787	\$1364	+\$577	\$1204	\$1445	+\$241

The distribution of counseling client activity between counties:

3rd QUARTER (April 2016 – June 2016)						
COUNTY	CLIENTS	SESSIONS	HOURS	JOBS CREATED	JOBS RETAINED	TOTAL JOBS
Comal	60%	55%	56%	96%	20%	85%
Guadalupe	40%	45%	44%	4%	80%	15%

YEAR-TO-DATE (October 2015 – June 2016)						
COUNTY	CLIENTS	SESSIONS	HOURS	JOBS CREATED	JOBS RETAINED	TOTAL JOBS
Comal	59%	59%	60%	66%	6%	53%
Guadalupe	41%	41%	40%	34%	94%	47%

TABLE 1A
3rd QUARTER (April 2016 – June 2016)
Counseling Activity by Community and County
UTSA SBDC Satellite Center in New Braunfels

Community	New Clients Only		All Clients Total Sessions		All Clients Total Hours	
	#	%	#	%	#	%
Boerne	0	0%	0	0%	0	0%
Bulverde	0	0%	1	.4%	3.25	.7%
Canyon Lake	3	6.3%	7	3.1%	12.25	2.7%
Cibolo	7	14.6%	25	10.9%	49.75	11.1%
Fischer	1	2.1%	2	.9%	6.5	1.5%
Garden Ridge	2	4.2%	3	1.3%	6.0	1.3%
Kingsbury	0	0%	0	0%	0	0%
Marion	0	0%	1	.4%	.75	.2%
McQueeney	1	2.1%	2	.9%	4.5	1.0%
New Braunfels	24	50.0%	113	49.3%	215.10	48.1%
San Marcos	1	2.1%	1	.4%	1.75	.4%
Other	2	4.2%	35	15.3%	68.5	15.3%
Seguin	5	10.4%	29	12.7%	55.37	12.4%
Selma	0	0%	1	.4%	4.5	1.0%
Spring Branch	2	4.2%	9	3.9%	18.83	4.2%
Total	48	100%	229	100%	447.05	100%

County	New Clients Only		All Clients Total Sessions		All Clients Total Hours	
	#	%	#	%	#	%
Comal	31	65%	127	55%	250.93	56%
Guadalupe	17	35%	102	45%	196.12	44%
Total	48	100%	229	100%	447.05	100%

TABLE 1B
YEAR-TO-DATE (October 2015 – June 2016)
Counseling Activity by Community and County
UTSA SBDC Satellite Center in New Braunfels

Community	New Clients Only		All Clients Total Sessions		All Clients Total Hours	
	#	%	#	%	#	%
Boerne	1	.7%	1	.2%	3.50	0.3%
Bulverde	3	2.1%	16	2.5%	40.83	3.2%
Canyon Lake	6	4.2%	12	1.9%	21.00	1.6%
Cibolo	15	10.4%	48	7.6%	93.50	7.3%
Fischer	1	.7%	2	.3%	6.50	0.5%
Garden Ridge	5	3.5%	8	1.3%	15.00	1.2%
Kingsbury	1	.7%	3	.5%	7.50	0.6%
Marion	2	1.4%	6	1.0%	8.50	0.7%
McQueeney	1	.7%	2	.3%	4.50	0.3%
New Braunfels	73	50.7%	334	53.2%	675.12	52.5%
San Marcos	1	.7%	1	.2%	1.75	0.1%
Other	10	6.9%	82	13.1%	161.42	12.5%
Seguin	16	11.1%	87	13.9%	185.12	14.4%
Selma	2	1.4%	3	.5%	10.00	0.8%
Spring Branch	7	4.9%	23	3.7%	52.08	4.0%
Total	144	100%	628	100%	1286.32	100%

County	New Clients Only		All Clients Total Sessions		All Clients Total Hours	
	#	%	#	%	#	%
Comal	88	61%	369	59%	774.03	60%
Guadalupe	56	39%	259	41%	512.29	40%
Total	144	100%	628	100%	1286.32	100%

Location of Counseling Sessions 3rd Quarter (April 2016 – June 2016)			Location of Counseling Sessions Year-to-Date (October 2015 – June 2016)		
	#	%		#	%
Satellite Office	109	48%	Satellite Office	364	58%
Seguin EDC	21	9%	Seguin EDC	57	9%
Other Location	99	43%	Other Location	207	33%
Total	229	100%	Total	628	100%

TABLE 2

3rd QUARTER (April 2016 – June 2016)

Analysis of Impacts – **Business Starts and Expansions**

UTSA SBDC Satellite Center in New Braunfels

Total Analysis

	Biz Start	Biz Expand	Business City	Business County	Public
Total	5	3			
Fast-Tex Urgent Care	1	0	Cibolo	Comal	Yes
Private	1	0	New Braunfels	Comal	No
Laurie A Creasy, Mediator	1	0	New Braunfels	Comal	Yes
OxySmiles	0	1	New Braunfels	Comal	Yes
Escape Haus, LLC	1	0	New Braunfels	Comal	Yes
Health Station	0	1	Cibolo	Guadalupe	Yes
Hunnisnax	0	1	Other	Guadalupe	Yes
Parents Preferred Childcare, LLC	1	0	Seguin	Guadalupe	Yes

Analysis by Community

	Biz Start	Biz Expand	Business City	Business County	Public
	1	1	Cibolo		
Fast-Tex Urgent Care	1	0	Cibolo	Comal	Yes
Health Station	0	1	Cibolo	Guadalupe	Yes
	3	1	New Braunfels		
Private	1	0	New Braunfels	Comal	No
Laurie A Creasy, Mediator	1	0	New Braunfels	Comal	Yes
OxySmiles	0	1	New Braunfels	Comal	Yes
Escape Haus, LLC	1	0	New Braunfels	Comal	Yes
	0	1	Other		
Hunnisnax	0	1	Other	Guadalupe	Yes
	1	0	Seguin		
Parents Preferred Childcare, LLC	1	0	Seguin	Guadalupe	Yes

Analysis by County

	Biz Start	Biz Expand	Business City	Business County	Public
	4	1		Comal	
Fast-Tex Urgent Care	1	0	Cibolo	Comal	Yes
Private	1	0	New Braunfels	Comal	No
Laurie A Creasy, Mediator	1	0	New Braunfels	Comal	Yes
OxySmiles	0	1	New Braunfels	Comal	Yes
Escape Haus, LLC	1	0	New Braunfels	Comal	Yes
	1	2		Guadalupe	
Health Station	0	1	Cibolo	Guadalupe	Yes
Hunnisnax	0	1	Other	Guadalupe	Yes
Parents Preferred Childcare, LLC	1	0	Seguin	Guadalupe	Yes

TABLE 3
3rd QUARTER (April 2016 – June 2016)
Analysis of Impacts – Jobs Created and Retained
UTSA SBDC Satellite Center in New Braunfels
Total Analysis

	Jobs Created	Jobs Retained	Business City	Business County	Public
Total	28	5			
Fast-Tex Urgent Care	6	0	Cibolo	Comal	Yes
Private	3	0	New Braunfels	Comal	No
Laurie A Creasy, Mediator	1	0	New Braunfels	Comal	Yes
OxySmiles	5	1	New Braunfels	Comal	Yes
Escape Haus, LLC	12	0	New Braunfels	Comal	Yes
Health Station	0	1	Cibolo	Guadalupe	Yes
Hunnisnax	0	3	Other	Guadalupe	Yes
Parents Preferred Childcare, LLC	1	0	Seguin	Guadalupe	Yes

Analysis by City

	Jobs Created	Jobs Retained	Business City	Business County	Public
	6	1	Cibolo		
Fast-Tex Urgent Care	6	0	Cibolo	Comal	Yes
Health Station	0	1	Cibolo	Guadalupe	Yes
	21	1	New Braunfels		
Private	3	0	New Braunfels	Comal	No
Laurie A Creasy, Mediator	1	0	New Braunfels	Comal	Yes
OxySmiles	5	1	New Braunfels	Comal	Yes
Escape Haus, LLC	12	0	New Braunfels	Comal	Yes
	0	3	Other		
Hunnisnax	0	3	Other	Guadalupe	Yes
	1	0	Seguin		
Parents Preferred Childcare, LLC	1	0	Seguin	Guadalupe	Yes

Analysis by County

	Jobs Created	Jobs Retained	Business City	Business County	Public
	27	1		Comal	
Fast-Tex Urgent Care	6	0	Cibolo	Comal	Yes
Private	3	0	New Braunfels	Comal	No
Laurie A Creasy, Mediator	1	0	New Braunfels	Comal	Yes
OxySmiles	5	1	New Braunfels	Comal	Yes
Escape Haus, LLC	12	0	New Braunfels	Comal	Yes
	1	4		Guadalupe	
Health Station	0	1	Cibolo	Guadalupe	Yes
Hunnisnax	0	3	Other	Guadalupe	Yes
Parents Preferred Childcare, LLC	1	0	Seguin	Guadalupe	Yes

3rd QUARTER (April 2016 – June 2016)
AND YEAR-TO-DATE Training Events
UTSA SBDC Satellite Center in New Braunfels

3rd QUARTER (April 2016 – June 2016)			
	QUARTERLY GOAL	ACTUAL	PERCENT OF GOAL
Training Events			
New Braunfels	1	2	200%
Seguin	1	1	100%
Total	2	3	150%
Training Attendees			
New Braunfels	13	24	184%
Seguin	14	7	50%
Total	27	31	115%

YEAR-TO-DATE (October 2015 – June 2016)			
	GOAL	ACTUAL	PERCENT OF GOAL
Training Events			
New Braunfels	4	8	200%
Seguin	2	4	200%
Total	6	12	200%
Training Attendees			
New Braunfels	53	100	189%
Seguin	27	44	163%
Total	80	144	180%

Client Success Stories

Escape Haus LLC – Duane & Christine Penshorn New Braunfels, TX

Escape Haus is a live-action escape the room game located in New Braunfels, Texas. Duane and Christine Penshorn incorporated the business in May 2016. They provide a fun and challenging venue for friends and families, corporate team building, gamers and adventurers, and special events. The escape rooms require you to find clues and solve puzzles to escape using your observation, communication, and critical thinking skills.

The Penshorns met with Larry New, New Braunfels Business Advisor with the UTSA Small Business Development Center.

“Visiting with Larry gave us peace of mind and helped solidify our plan getting our business started. UTSA is an excellent resource for any new business start-up or someone looking to start a new business.”

Impacts:

- Business Start
- 12 New Jobs
- \$150,000 Owner Investment

Fast-Tex Urgent Care – Jeff Scott Cibolo, TX

Physician Assistant Jeff Scott opened a new urgent care clinic called Fast-Tex Urgent Care in March 2016 on heavily travelled FM 1103 in Cibolo, TX. It offers urgent walk-in medical care for non-emergency medical needs such as illnesses, injuries, preventive care, and medical advice in the currently underserved local community. Jeff believes that his urgent care success will be furthered by commitment to participate in local community activities such as the city council meetings, the Schertz/Cibolo Chamber of Commerce and the Schertz/Cibolo Independent School District to help with community health issues and support local community projects. This personal service as a community member and small business owner is one that big corporate chains are not able to provide.

In November 2015, Jeff was referred by a local lender to the SBDC. Senior Business Advisor, Tom Hansis met with Jeff to review the paperwork for his loan application. In January, Jeff received the go ahead from Sage Capital Bank. Fast-Tex opened for business on March 14, 2016.

Impacts:

- Business Start
- 6 New Jobs
- \$300,000 Commercial Loan
- \$10,000 Owner Investment

Client Success Stories

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

Donna Aupperle opened Parents Preferred Child Care, LLC in Seguin, Texas after many years of dreaming of owning her own child care facility. Donna has always had a passion children's welfare and previously ran an in-home child care and most recently retired from Texas Child Protective Services. With \$200,000 of her own funds, Donna purchased a former child care facility in May of 2016 and is currently refurbishing the building and grounds for a grand opening in fall 2016.

Donna found the UTSA Small Business Development Center through their website at www.sasbdc.org and was referred to Business Advisor Larry New. They worked together for almost a year developing business plan, financial projections and a commercial lending package as Donna worked through several attempts to purchase existing facilities or develop new locations. Donna and Larry continue to work together as she prepares for the next phase of business.

Impacts:

- Business Start
- 1 New Job
- \$200,000 Owner Investment

PRIVATE New Braunfels, TX

Private business in New Braunfels, TX. Client was referred by a lender to Senior Business Advisor, David Baezinger, and he has been working with the client since January 2015. They worked on the business plan and financial projections for the acquisition of the business. After delivering the business plan, projections and the clients other documents to the lender in January 2016, the loan was approved and the client acquired the business in March 2016.

Impacts:

- Business Start
- 3 New Jobs
- \$549,000.00 SBA Loan
- \$102,353.00 Owner Investment