Idaho SBDC Impact Verification

All of the impact measures below are jobs, financing, government contracts, and sales increase are a result of assistance provided by the Idaho SBDC, as determined by the client.

The impact measures are:

Jobs Created_____________

Jobs Saved______________

Debt Financing_______________

Owner Financing______________

Equity Financing______________

Other Financing_______________

Sales Increase_______________

Please email the above the client and ask them to confirm the impact they have reported to you. Signed paper copies are a suitable substitute. The impact can be reported after the email is received. Please attach a copy the email or paper to the impact session in Center IC.

Below are definitions for the above:

**Job Definitions**

*Created* – Total positive change (incremental value) in employment at a company as a result of SBDC assistance. The owner of a start-up company counts as a job created. All jobs should be expressed as full time equivalent positions, as verified by the client.

*Saved* - Total number of jobs that were in jeopardy at a client company that were maintained/retained by the company as a result of SBDC assistance, as verified by the client. All impact jobs should be expressed as full time equivalent positions.

Jobs may be captures when created or saved.
**Investment Definitions**

**Capital Formation Categories:**

*Debt Financing* – Any borrowed funds, capturing sources by institution or category is encouraged. SBA or other guaranteed funds should be separately tracked from commercial lending or eligible SBA lenders.

*Owner Financing* – Owner equity, collateral or personal investment.

*Equity Financing (non-owner)* - Angel or Venture Capital

*Other Financing; grants, awards or gifts.*

**Reporting Government Contracts and Procurement as Economic Impact**

Nationally, SBDCs do not project sales to be claimed as economic impact. Government contracts fall into a special “contracts” category because they do not represent new investment in the business. However, due to the priority placed upon procurement activities, the policy is to capture government (federal, state, local and subcontracts) contracts/procurements to be claimed directly as procurement economic impact.

Financing and Government Contracts may be captured when complete.

**Optional Sales Reporting**

Only record changes in sales if client attributes change to SBDC assistance.

Record increases in sales for the current period over previous like period. Suggest using January of the year following the assistance. This provides an annual view and reduces the impact of seasonal changes.

Recording increases as the SBDC provides counseling to that client and the client verifies sales changes attributable to SBDC services.

Sales increases are rolling incremental numbers. The new value is the most recently reported number with increments through the next reporting value.

Examples of SBDC counseling that may result in increased sales;

1. Developed a marketing plan or advised on advertising.
2. Assisted client in preparing a business plan to start a business.
3. Assisted an existing business with a business acquisition resulting in an increase in sales.
4. Obtained financing to expand existing business.
5. Export actions, separately tracked as exporting.
Sample Email:

Dear _____,

You received assistance in the ______ Office of the Idaho Small Business Development Center.

The Idaho SBDC places a high value on providing timely, valuable assistance to individuals such as you. Consequently, we periodically conduct a survey of clients to determine the impact of our services.

Could you please provide the information in the following areas:

Jobs Created_____________
Jobs Saved_______________
Debt Financing______________
Owner Financing____________
Equity Financing____________
Other Financing____________
Sales Increase____________

All of this information is and will remain confidential. We use this information in aggregate to let our funding partners know the impact our services with business owners like you.

Thank you for your help and please let us know if we can help you.