



SV SBDC 2020 - 2021 2 Years in Review

Shenandoah Valley Small Business Development Center
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The Shenandoah Valley Small Business Development Center's Mission is to advise, train, and inform small businesses to help them achieve success.

Programs: Providing Assistance and Advising

Academic-Business Connections to Student Research
 Black and Brown Business Owners Growth Program (B3)
 Bricks & Clicks Business Assistance Program
 Early Childcare Business Education Series (Pilot)
 Grow Waynesboro Resurgence Grant
 Launch Harrisonburg
 Small Business Resilience Team Program (SBRT)
 Small-Scale Manufacturing Pilot Project
 Startup Shenandoah Valley (S2V)
 Virginia Food & Beverage Accelerator Program (Pilot)
 Walker Entrepreneurial Program

From January 2020 through December 2021,
 Shenandoah Valley SBDC Advisors met with
1,532 business owners from Luray to Lexington,
 online and in person, assisting with a variety of
 start-up and growth objectives.

21 NEW business start-ups.
227 jobs created, and **576** jobs retained!
\$30,116,987 in Capital Formation
 (includes owner investments, sales increases,
 loans obtained and various grants approved)

CARES Act Program Assistance Provided

Paycheck Protection Program (PPP)
Economic Injury Disaster Loan (EIDL)
Restaurant Rehabilitation Fund (RRF)
Shuttered Venue Operators Grant (SVOG)
Local, regional, statewide grants and loans

Community Impact with our Partners

SAW Area Regional Task Force
Regional Economic Recovery Series
Harrisonburg - Rockingham Regional Task Force
FlySHD Shenandoah Valley Regional Airport Task Force

Virginia SBDC Resources Utilized

Early Education Business Program
Craft Beverage Assistance Program
Small Town and Merchants Program (STAMP)
International Business Development Program (IBD)
Innovation Commercialization Assistance Program (ICAP)



The Shenandoah Valley Small Business Development Center provides experienced and professional business consulting to small business start-ups and established local businesses. We work with diverse clients in different industries, providing valuable, confidential resources and expertise at no-fee because we all benefit when businesses succeed in our community.

Our Values:

Integrity • Trust • Respect • Continuous Improvement

*A special Thanks to the College of Business at James Madison University, our generous host institution, for providing the space, financial support, and resources toward our continued work for the small business community.





Joyce Krech, Director

There is no question that the years 2020-2021 were some of the most challenging in decades for our small business community. The impact of Covid-19 and the resulting shutdowns and slow-downs left many business owners reeling from too-rapid changes and challenges. Unfortunately, just as we thought we might be turning the corner, more challenges arrived in the form of Covid-variants and severe staffing shortages.

A Focus on Success

Small businesses could not carry on without passion and optimism. The Small Business Development Center shares your passion, believes in your mission, and knows the value you add to our economy and quality of life. By giving our clients easy access to a wide range of resources, answering questions, facilitating connections, and providing professional consulting and training, the SBDC has proven to be a valuable tool for creating and building entrepreneurial success.



The Valley SBDC staff has been inspired by the determination and creativity shown by the entrepreneurs and organizations we've worked with during this time. We humbly share the data in this report so that others can see what teamwork and community spirit can accomplish no matter what challenges we're forced to confront. Together, we look forward to great successes in the coming year!



Barry Henderson



Sara Levinson



Allison Dugan



Diane McCarthy



Don Crawford



Randy Brownell



Jalal Maqableh



Rosie Riggelman

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Mason Enterprise



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GROWTH &
OPPORTUNITY
IN EACH REGION