

# 2024

## YEAR IN REVIEW



nysbdc



**PACE**  
UNIVERSITY  
Lubin School of Business

# Message From Pace SBDC Regional Director Andrew Flamm

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The Pace University Small Business Development Center (SBDC) offers in-depth and confidential one-to-one business advisory services (in-person and virtually) and training programs in English and Spanish to help small business owners and aspiring entrepreneurs build and grow their business venture. And through Federal and State funding and the support of Pace University, all our services are offered at no cost to our clients.

In 2024 the Pace SBDC expanded our service area to include Brooklyn and launched satellite locations to provide in-person counseling in Bushwick, Flatbush, Sunset Park (Industry City) and at the Brooklyn Public Library's Grand Army Plaza branch. In 2025 we look forward to building on these efforts with additional satellites and expanded programming with key stakeholders, and remain committed to helping our small business clients generate economic investment to build wealth and create new jobs.



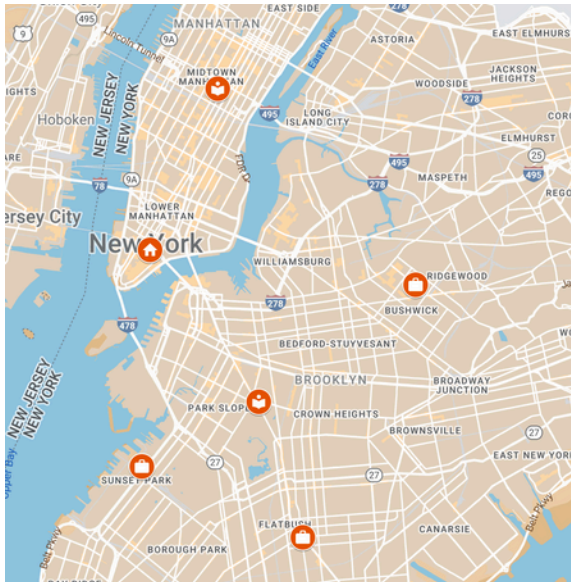
The Pace SBDC team is committed to helping our small business clients generate economic investment and create jobs.

// ANDREW FLAMM  
REGIONAL DIRECTOR, PACE SBDC

# Brooklyn Expansion

## Pace SBDC Expands Service Area to Brooklyn

In 2024, the [Pace SBDC](#) expanded to Brooklyn, offering free advisory services in financing, marketing, procurement, certification, and business planning to help local entrepreneurs thrive.



### Satellite Locations

Pace SBDC now offers advisory services at multiple locations in Brooklyn.

- Grand Army Plaza, Brooklyn (Brooklyn Public Library's Business & Career Center)
- Flatbush, Brooklyn (Assemblymember Rodneyse Bichotte Hermelyn's Office)
- Industry City - Sunset Park, Brooklyn (Brooklyn Chamber of Commerce office)
- Bushwick, Brooklyn (Riseboro's offices)



### Flatbush Launch:

Organized in partnership with Assemblymember Rodneyse Bichotte Hermelyn, Flatbush Nostrand Junction BID, and Little Haiti BK, this event introduced tailored advisory services to the Flatbush community. Read more [here](#)

# Brooklyn Expansion

Pace SBDC Expands Service Area to Brooklyn



## Bushwick Launch:

Co-hosted with Congresswoman Nydia Velázquez & the NYSBDC central office, this event celebrated the vital role of small businesses in Brooklyn's economic growth. Read more [here](#).

## Brooklyn Public Library Launch:

Held at the Brooklyn Public Library Business and Career Center, this event marked the start of advisory services in the area. It brought together local entrepreneurs, community leaders, and small business advocates to discuss key strategies for growth. Read more [here](#).

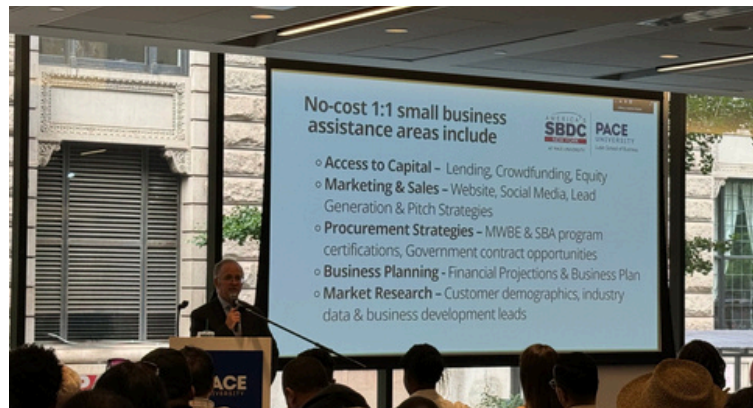


## Brooklyn Chamber of Commerce

Collaboration with the Brooklyn Chamber of Commerce further strengthened the local business ecosystem. Read more [here](#).

# Programming

Access to Capital



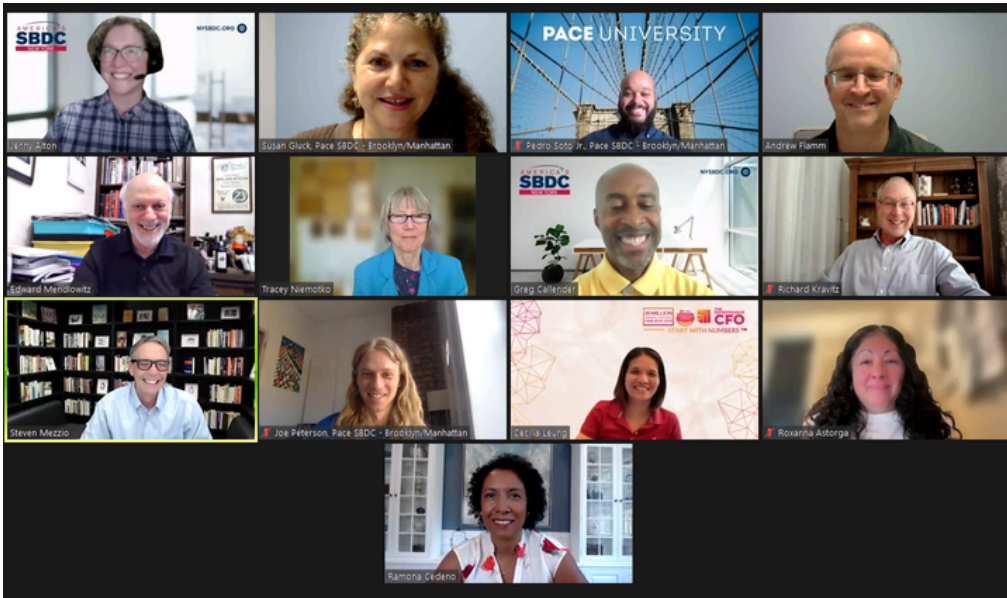
## **Pace SBDC & SBA NYDO Partner on In-Person Small Business Financing Panel**

In 2024, the Pace SBDC co-sponsored two [in-person Small Business Financing & Networking sessions](#) with the U.S. Small Business Administration's (SBA) New York District Office. Held at Pace University's Lower Manhattan campus.

These events featured lender panel discussions that offered invaluable insights into lender criteria and financing strategies, helping attendees better understand the lending process; as well as dedicated networking sessions, allowing small businesses to connect directly with financial institutions and community lenders from across New York City to explore financing opportunities tailored to their needs.

# Programming

## Accounting & Legal Resource Partnerships



### Pace SBDC & NYSSCPA hosted an Accounting Clinic

The Pace University Small Business Development Center (SBDC) hosted a virtual CPA Accounting Clinic, connecting small business clients with volunteer CPAs from the New York State Society of CPAs for one-on-one consultations. This collaboration provided free guidance on tax filing responsibilities, tax minimization strategies, and other accounting challenges, complementing the no-cost counseling services offered by SBDC advisors. Events like this highlight the SBDC's commitment to fostering impactful partnerships and delivering valuable resources to support New York's small business community.

### **NELP Remote Small Business Legal Clinic**

In partnership with the Neighborhood Entrepreneur Law Project and Brooklyn Public Library's Business & Career Center, the Pace University SBDC co-hosted a series of Small Business Legal Clinics. These free events connected small business owners with volunteer attorneys for 45-minute consultations, addressing legal needs, offering protection strategies, and providing tailored solutions. The clinic exemplifies the SBDC's commitment to empowering entrepreneurs through valuable partnerships and accessible resources, fostering long-term success in New York's small business community.



# Small Business Website Workday



The [Pace University Small Business Development Center](#) (SBDC) hosted several in-person "[Website Workdays](#)" for entrepreneurs and small business owners in partnership with the New York Public Library's Thomas Yoseloff Business Center and Brooklyn Public Library's Business & Career Center. Business owners, Pace SBDC Business Advisors and Interns all collaborated to meet and conquer each entrepreneur's individual website goals and challenges.

## PACE SBDC en Español

### PACE SBDC & Spanish-speaking clients

In 2024, the Pace SBDC expanded its services to better support Spanish-speaking entrepreneurs through personalized assistance, accessible resources, strategic partnerships, and a [website in Spanish](#) with business resources.

#### 1:1 Advisory Sessions:

Bilingual one-on-one sessions were held, which allow us to bring our services directly to the community.

#### Training Programs:

Specialized workshops were delivered in collaboration with Qualitas Foundation, NYC Department of Consumer and Worker Protection (DCWP) and NYC Small Business Services (SBS) focused on financial literacy, business development and consumer education.



# Success Stories

WE CELEBRATE SMALL BUSINESS WINS

[Nose Best Candles](#), supported by Pace SBDC, won the **NYSBDC 2024 Millennial Small Business of the Year** for their innovation and growth. With business planning resources and financing like the NY Seed Grant and an Ascendus loan, they expanded to meet rising demand and enter new markets.



Pace SBDC assisted [IDEO Skincare](#) in securing a \$150,000 SBA loan through Lendistry, enabling the company to expand inventory and launch a new product. This support facilitated participation in a Barneys New York pop-up during Fashion Week, enhancing retail growth opportunities.

Pace SBDC assisted [Fit N Play Mama](#) with LLC formation, business banking setup, and marketing strategies, leading to a Neighborhood Business Grant and the recruitment of a Pace University intern to enhance their summer camp and social media presence.



Pace SBDC assisted [Liz's Book Bar](#) with business planning and financial projections, leading to SBA-backed financing through Accompany Capital. The bookstore, café, and wine bar opened in July 2024 on Smith Street in Brooklyn, creating seven jobs and exceeding initial financial projections.



# Success Stories

WE CELEBRATE SMALL BUSINESS WINS

Pace SBDC assisted [Kitchen at Cobble Hill](#) with marketing strategies, website enhancements, and securing funding through the Summer Youth Employment Program, resulting in the creation of ten new jobs.



Pace SBDC assisted [Robofun](#) in refinancing existing debt and securing over \$250,000 in financing through Lendistry, enabling the company to bridge cash flow gaps caused by the pandemic and support growth.

Pace SBDC assisted [Leidylicious Cakes](#) with financial projections, advertising, and website development, enabling the opening of their Forest Hills, Queens bakery and the creation of four new jobs.



Pace SBDC supported Paul Melo in acquiring [Fort Street Studio](#), securing financing through the NYC Small Business Opportunity Fund for marketing, a new website, and showroom renovations.

# Community Partnerships

## SBDC Day at New York's Capitol



The Pace University Small Business Development Center (SBDC) Regional Director Andrew Flamm joined NYSBDC colleagues in Albany for [SBDC Day](#) at the Capitol, meeting with legislators to discuss the SBDC's free advisory services and training programs.

During this event, they engaged with state legislators to discuss the SBDC's free business advisory services and training programs.

## Pace On-Campus Collaborations



In 2024, the Pace SBDC participated in key events at Pace University, including the [Student Campus Activities Fair](#), [Lubin Fest](#) and [Campus Leadership Fair](#), connecting with students and faculty to promote free advisory services and workshops. Collaborations with the Pace Entrepreneurship Club provided additional support for aspiring student entrepreneurs. These efforts strengthened ties with the university community, fostering entrepreneurship on campus.

# Community Partnerships



The [Pace SBDC](#) collaborated with York College and Baruch College SBDCs at the [2024 NYS Regional Business Enterprises Opportunities Expo Series](#). The team engaged with entrepreneurs to discuss resources available for accessing procurement opportunities.



The Pace University SBDC was proud to join our colleagues from the Albany, Binghamton, and Lehman College SBDCs for the [New York State Small Business Forum in Albany](#), connecting with Minority and Women-Owned Business Enterprises (MWBEs) to help with creating opportunities and providing insights into government contracting.

# In the community

PACE SBDC PARTNERS WITH KEY STAKEHOLDERS



[Pace SBDC staff with Robin Daniels from the SBA District Office in Williamsburg, Brooklyn \(left\) and with Man-Li Lin from the SBA District Office in Manhattan's Chinatown \(right\)](#)



[Pace SBDC Business Advisor Sandra Cely at the Qualitas Foundation Financial Access Fair](#)



[Pace SBDC Regional Director Andrew Flamm with Congressman Dan Goldman](#)

# Professional Development

## NYSBDC Staff Training Conference

The team from Pace University's SBDC attended the annual NYSBDC staff training conference, where they engaged in workshops and discussed best practices for assisting small businesses. At the conference Pace SBDC business advisors Sandra Cely and Pedro Soto were awarded New York State Advanced and Basic Business Advisor certification designations, respectively.



## ASBDC Annual Conference



Pace SBDC Business Advisors Joe Peterson and Pedro Soto attended the Americas SBDC annual training conference in Atlanta, which included targeted programming on artificial intelligence essentials and practical applications to help small businesses adapt to the rapid evolution of AI as part of the new AI U Program funded by Google.

# Professional Development

## **Pace AI Training**

Pace SBDC Business Advisor **Susan Gluck** completed Pace's CIS101 Faculty/Staff AI course in August. The multi-session training was taught by professors at Pace's Seidenberg School of Computer Science and Information Technology, and provided how-tos on various generative AI platforms as well as many articles and discussions about AI's impact and its effect on industries.



## **CrowdFunding Better Certificate**

Pace SBDC Business Advisors, **Joe Peterson and Pedro Soto** are Crowdfund Better Certified. This certification equips them to assist entrepreneurs in planning, launching, and growing their businesses through crowdfunding as a fundraising tool.



## **Harlem Export & Global Trade Resources Seminar**



Pace SBDC Regional Director Andrew Flamm and Business Advisors Sandra Cely and Pedro Soto participated in the Harlem Export & Global Trade Resources Seminar, collaborating with NYSBDC colleagues to provide guidance on export readiness and international trade opportunities.

They engaged with entrepreneurs to discuss export financing, compliance, and market expansion, showcasing the SBDC's commitment to empowering businesses to compete globally.



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