

2022

YEAR IN REVIEW



SERVING SMALL BUSINESS AND ENTREPRENEURS.

Message From Our Center Director

The Pace University Small Business Development Center (SBDC) offers one-to-one business advisory services and training programs 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.

Since the pandemic, the Pace SBDC has recorded our center's highest annual totals of economic impact and number of clients served, and remains committed to serving our small business clients as they recover and pivot in this challenging economic climate.



**The Pace SBDC
team is committed
to serving our
small business
clients as they
recover and pivot.**

// ANDREW FLAMM
REGIONAL DIRECTOR, PACE SBDC

PACE SBDC Wins

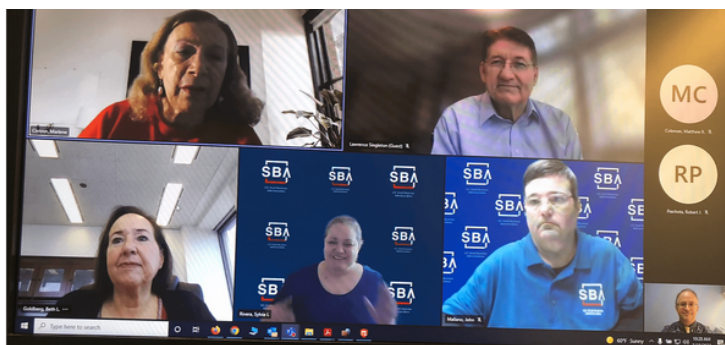
PACE SBDC WINS THE 2022 SBDC EXCELLENCE & INNOVATION AWARD



The **Pace University Small Business Development Center (SBDC)** is proud to announce that our center was the recipient of the **2022 SBDC Excellence & Innovation** award from the **U.S. Small Business Administration** (NY district).

The award recognizes SBDCs for excellence in providing value to small businesses from diverse backgrounds and advancing program delivery and management through innovation, and for their impact on local economic development, job creation, and support of small business growth.

In the past year, the Pace SBDC helped our clients generate nearly \$20 million in economic impact, the center's highest total to date. And demand for services continues as we support our clients post-pandemic, as evidenced by the over 900 existing small businesses and aspiring entrepreneurs who we provided 1:1 business advisory services to in the past year, as well as nearly 2,000 individuals who attended our small business training programs.



The Pace SBDC was delighted to be joined by Lawrence Singleton, Dean of Pace's Lubin School of Business, Marlene Cintron, Regional Administrator, SBA Region 2, Beth Goldberg, District Director, SBA New York District Office as well as other SBA District and regional staff to celebrate our award.

U.S. Small Business Administration Collaborations

PACE SBDC & U.S. SBA TOUR DOWNTOWN MANHATTAN BUSINESSES



Andrew Flamm from Pace SBDC joined SBA leadership for a tour of Downtown small businesses, including Pace SBDC client NameGlo.



The Pace SBDC met with SBA and NYSBDC leadership to discuss SBA international trade programs and strategies for boosting export capacity and sales.

Access to Capital

WEBINAR RECAP: ACCESS TO CAPITAL - SMALL BUSINESS

Pace SBDC
New York SBDC
U.S. Small Business Administration

Access To Capital Small Business Lender Panel

Lender Panel

Beth Goldberg, District Director, SBA NY District Office
Jason Kohl, SBA Business Lender at Accompany Capital
Jonathan Stern, Vice President at Flushing Bank
Mark Randall, Branch Manager at Key Bank
Jesus Flores, Loan Officer at Brooklyn Cooperative Federal Credit Union



Presenters		Lenders	
 Andrew Flamm Regional Director Pace University SBDC	 Renee Goodnow Social Media Specialist NY SBDC	 Jason Kohl SBA Business Lender at Accompany Capital	 Jonathan Stern Vice President at Flushing Bank
 Beth Goldberg District Director New York District Office U.S. Small Business Administration	 Mark Randall Branch Manager at Key Bank	 Jesus Flores Loan Officer at Brooklyn Cooperative Federal Credit Union	



The Pace SBDC and SBA co-hosted a webinar on Access to Capital for Small Business with a panel of bank and community lenders and breakout sessions for attendees to meet the lenders.








New York State Small Business Financing Program Discussion

Tuesday, April 5th 2022 at 2pm

 Andrew Flamm Regional Director Pace University SBDC	 Renee Goodnow Social Media Specialist NY SBDC	 Ray Salaberrios Senior Vice President for Small Business Capital Access Empire State Development
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Andrew Flamm, Regional Director of Pace SBDC, hosted a chat with Ray Salaberrios from Empire State Development to discuss small business financing opportunities in New York.



#SBDCDay 2022

CELEBRATING SMALL BUSINESS OWNERS AND ENTREPRENEURS



The Pace SBDC celebrated national #SBDC Day in March along with 1,000 SBDC centers, showcasing the support for small businesses and sharing stories of some clients.

<p>March 16, 2022</p> <p>PACE UNIVERSITY Lubin School of Business SMALL BUSINESS DEVELOPMENT CENTER</p>	<p>#SBDCDAY @pacesbdc</p>	<p>March 16, 2022</p> <p>PACE UNIVERSITY Lubin School of Business SMALL BUSINESS DEVELOPMENT CENTER</p>	<p>#SBDCDAY @pacesbdc</p>
<p>AND</p> <p>Career Clarifier</p> <p>CELEBRATE</p>	 <p>I ♥ the New York SBDC</p> <p>Because...</p> <ul style="list-style-type: none">Great Market ResearchStrategic Business PlanningAstute Marketing Advice	<p>AND</p> <p>Timur Sadyq Hair</p> <p>CELEBRATE</p>	 <p>I ♥ the New York SBDC</p> <p>Because...</p> <p>It helped me with UNDERSTANDING BUSINESS IN NYC. THANK YOU!</p>
<p>AMERICA'S SBDC #SBDCDAY</p>	<p>AMERICA'S SBDC NEW YORK</p> <p>#SBDCDAY @careerclarifier</p>	<p>AMERICA'S SBDC #SBDCDAY</p>	<p>#SBDCDAY @TimurSadyq</p>

Pandemic Recovery

RESOURCES FOR SMALL BUSINESSES TO RECOVER FROM COVID-19

The Pace SBDC regularly shares information regarding new public and private sector pandemic recovery programs and related updates via [our blog](#) as well as through email marketing and social media.



U.S. Small Business
Administration

Economic Injury Disaster Loan

A screenshot of a website for the New York State COVID-19 Pandemic Small Business Recovery Grant Program. The page has a teal header with navigation links: Home, Find a Partner, News, Webinars, Videos On Demand, FAQ, and Apply Now. Below the header, there are logos for the New York State Office of Economic Development and the Lendistry program. The main content area features the title 'New York State COVID-19 Pandemic Small Business Recovery Grant Program' and a call to action: 'For all inquiries regarding the 1099 form, please contact 1099request@lendistry.com.' At the bottom of the screenshot is a photograph of a smiling man in a light-colored sweater standing in a clothing store with racks of clothes in the background.

LEARN MORE
[PACESBDC.ORG/CORONAVIRUS](https://pacesbdc.org/coronavirus)

Marketing Services

A NEW WEBSITE MEANS NEW OPPORTUNITIES

The Pace SBDC works 1:1 with business owners to examine their digital media strategy, and re-imagine a business's website to make it easier to manage, a driver of sales, and a true digital tool rather than a roadblock. This can include building new websites from scratch or reworking existing websites.

A NEW WEBSITE FOR A NEW NORMAL

The Southbridge Fitness Center worked with Pace SBDC Business Advisor Joe Peterson to create a new website in-house during the pandemic, which includes information on virtual fitness classes, a podcast show, and e-commerce sales. The website can now be easily updated by the team, reducing the cost of contracting out the work.

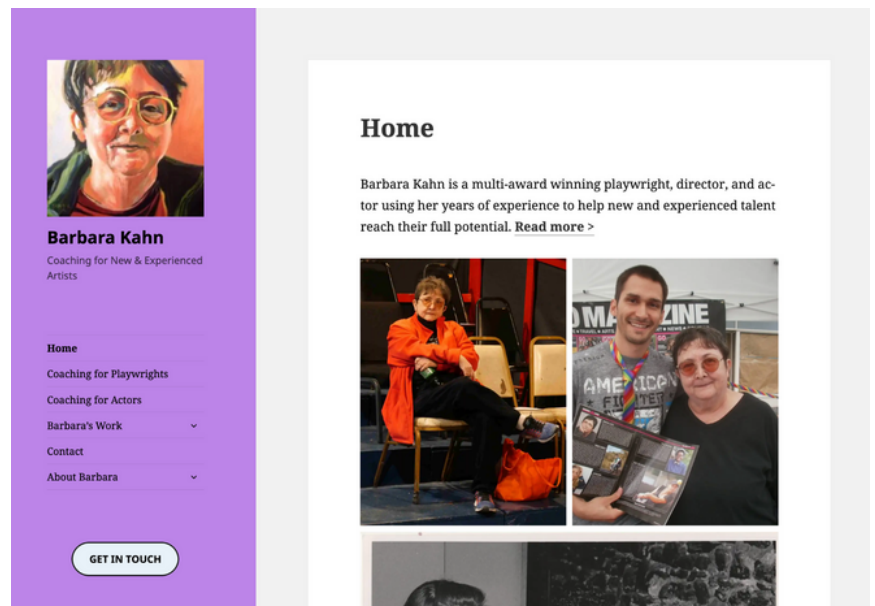


We've launched a NEW Diabetes Prevention program for those using Medicare

[Read About It](#)

REBUILDING A PLAYWRIGHT'S WEBSITE

Barbara Kahn and Business Advisor Joe Peterson from the Pace SBDC rebuilt her website on an easy-to-manage development platform, which includes all information from the previous site and updated security. The new website is easy to update and has a modern look, empowering Barbara to make changes whenever she needs to.



Brand Story Workshop

DEVELOPING YOUR BRAND STORY AND ASSETS WORKSHOP

Pace University SBDC held in-person workshop on Developing Your Brand Story and Assets at the Lower Manhattan Campus led by branding and marketing expert Adjunct Professor Peggy Kim. The program assisted clients in creating a compelling brand story and assets to increase sales and form a crucial part of a successful marketing plan.



SPECIALTY PROGRAMS

CROWDFUNDING WORKSHOP & PARTNERSHIP WITH NEW YORK STATE SOCIETY OF CPAS

Moderators Panelists



Andrew Flamm
Regional Director
Pace University SBDC



Renee Goodnow
Social Media Specialist
NY SBDC



Laura Feinstein
Senior Design and Technology Editor
at Kickstarter



Shyam Khakhria
Manager of Hardware & Design
at Indiegogo



Johnny Price
VP of Fundraising
at Wefunder

Pace SBDC Regional Director Andrew Flamm moderated a crowdfunding panel discussion with representatives from **Kickstarter**, **Indiegogo** and **Wefunder** that highlighted each platform's fundraising structure, target projects and guidance on developing a compelling crowdfunding profile.

SMALL BUSINESS TAX LIABILITY REDUCTION STRATEGIES

HAYS CPA
CERTIFIED PUBLIC ACCOUNTANT
— We Go Beyond Accounting —

Tax Strategies to Boost Your Bottom Line:
December 15, 2022

NYS SOCIETY OF CPAs
NYSSCPA

AMERICA'S SBDC
NEW YORK
An Accredited Technology Program

The Pace SBDC co-hosted a series of free small business accounting and finance training sessions with the New York State Society of CPAs, and covered topics such as the employee retention tax credit, tax accounting for tech startups and tax liability reduction strategies.

SHAY CPA
TECH STARTUP ACCOUNTANTS

Tax/Accounting 101 for Technology Startups
November 14th 2022
Pace SBDC & NYSSCPA

EMPLOYEE RETENTION TAX CREDIT (ERTC)
How did we get here?

- ☑ ~ January and February 2020, pandemic hit America (and most of the world)
- ☑ People stopped going out and people isolated in an effort to reduce exposure.
- ☑ Most state and local governments restricted movement of people through shelter-in-place orders
- ☑ Congress became increasingly concerned about the financial and overall well-being of the economy and people
- ☑ In response, government stimulated the economy with lots of cash.
- ☑ Among them: EIDL, PPP, ERTC, (to businesses), PUA, ACTC, etc. (individuals)
- ☑ ERC came about as a credit against federal payroll tax. Covers qualifying wages paid from 03/12/2020 thru Q4 2021 with limitations.
- ☑ Main Purpose? To help qualifying employers to keep employees on payroll

TRAINING SESSIONS HYBRID

IN-PERSON & VIRTUAL SESSIONS

The Pace SBDC has begun to again offer an in-person option from our Pace University downtown campus for our small business training programs. And all workshops continue to be offered at no cost.



The Pace SBDC partnered with NYC's Department of Small Business Services and Shopify to host a workshop on taxes and licenses for small businesses. The workshop provided an overview of regulations and strategies for compliance, as well as resources such as Shopify for managing taxes and licenses facilitated by Rawle Brown, Business Advisor at Pace SBDC.

The Pace SBDC partnered with the City Bar Justice Center's Neighborhood Entrepreneur Law Project (NELP) on a small business intellectual property rights training program. The session provided an in-person attendance option, and helped navigate through the intricacies of intellectual property law to better protect start-up ideas and business concepts.



THANKS FOR
ATTENDING THE
INTELLECTUAL
PROPERTY
WORKSHOP

10.26.2022



CITY BAR
JUSTICE
CENTER

PACE
UNIVERSITY
Lubin School of Business
SMALL BUSINESS DEVELOPMENT CENTER

AMERICA'S
SBDC
NEW YORK

PACE
UNIVERSITY
Lubin School of Business
SMALL BUSINESS DEVELOPMENT CENTER

In the Community

CONNECTING WITH SMALL BUSINESSES & ASPIRING ENTREPRENEURS



The Pace SBDC regularly participates in business expos, conferences and related events to connect with small business owners while also promoting the NYSBDC services.

Student Engagement

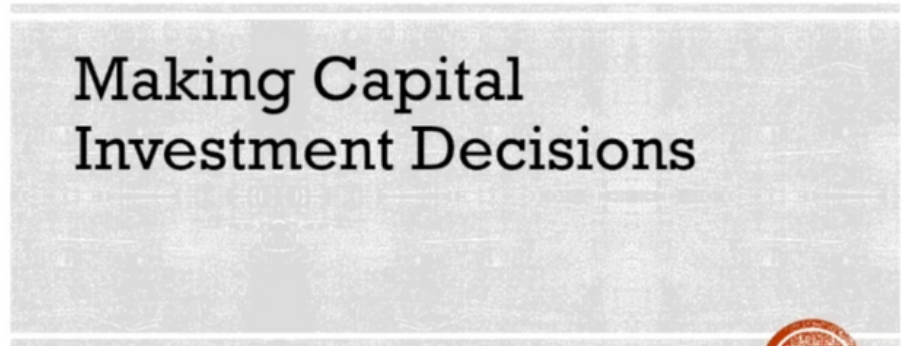
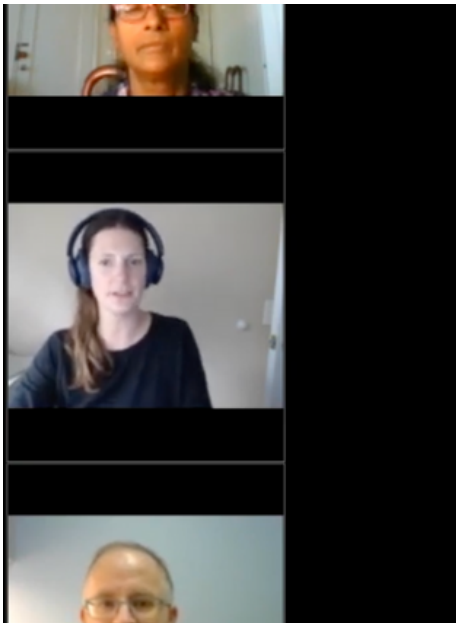
PHOTOS FROM PACE ENTREPRENEURSHIP CLUB FAIR AND MORE



PACE Faculty Leading Webinars

PACE SBDC PARTNERS WITH PACE FACULTY

Pace SBDC partners with a range of Pace University faculty to lead training programs for our small business clients. Covering topics in marketing, finance, law, and sustainability, among others, faculty members' industry expertise provides invaluable insights for small businesses and emerging entrepreneurs.



Padma Kadiyala, Ph.D
Professor of Finance, Pace University
Founder, Vayu Financials



<https://www.youtube.com/watch?v=x0W2skjZ1SI>

SUCCESS STORIES

WE CELEBRATE SMALL BUSINESS WINS

Pace SBDC provided business planning and marketing advice to Harlem Baking Co.'s founder, who also received market research from Pace's Advanced Marketing Management student groups.



With forecasting help from her Pace SBDC advisor, client Adrienne Nicole Productions' owner determined how to best use pandemic recovery funds, saving four jobs.

Advisors for Pace SBDC client Media for Professionals helped the firm pivot business plans and secure pandemic recovery funding.



**MEDIA
FOR
PROFESSIONALS**

SUCCESS STORIES

WE CELEBRATE SMALL BUSINESS WINS

With the assistance of a Pace SBDC business advisor, client Andrea Lord Studio was able to secure an SBA 7(a) loan to help fund its new venture.



Client Grindhaus, reopened in January 2022 after securing pandemic recovery funding support with help from the Pace SBDC team.



Pace SBDC helped Norwegian Baked with marketing and formalizing bookkeeping as well as securing pandemic recovery funding that helped the company preserve 3 jobs.



Pace SBDC helped client Wine:30 develop a business plan and compile a loan package to secure financing for their business venture.

Pace SBDC provided client Next Big Thing with market research and business plan guidance, helping them create two new jobs as well as be selected as a 2022 StartUP! Business Plan finalist.





Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

LEARN MORE ABOUT US AT:
<https://www.pacesbdc.org>

CONNECT WITH US @PACESBDC

