

Illinois Small Business Development Centers



March 28, 2024

- Ericka White – State Director, IL SBDC Network
- Madeleine Wolske – Director, IL SBDC at Champaign County EDC
- Amy Patrick – Director, IL SBDC at Eastern Illinois University
- Michelle Brooks – Director, IL SBDC at Illinois Eastern Community Colleges

www.ILBusinessNavigators.com


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Business Navigator Alliance of Southcentral and Southeastern Illinois

- Regional collaboration for the Community Navigator Program
- Purpose: provide professional outreach and technical assistance for local, state, and federal economic relief programs
- Mission: to ensure that small businesses in our region are competitive in applying for necessary resources
- Goal: position local businesses for success by acceleration business recovery and growth

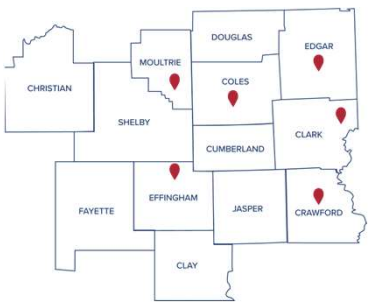


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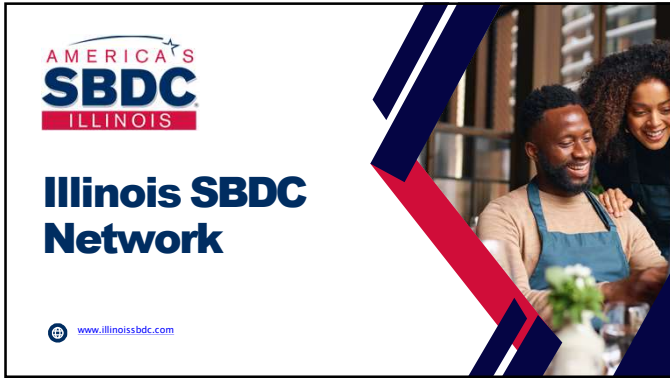


Webinars
Outreach Events
Virtual Office Hours
Offer 1-on-1 Technical Assistance

www.ILBusinessNavigators.com



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**AMERICA'S
SBDC
ILLINOIS**

**Illinois SBDC
Network**

www.illinoissbdc.com

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Contact

Ericka White, State Director
Illinois Small Business Development Center Network
Illinois Department of Commerce and Economic Opportunity

 1-800-252-2923

 ceo.illinoissbdc@illinois.gov



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About Us

The Illinois Small Business Development Center (SBDC) is a network of 43 strategically positioned locations across the state of Illinois that provide no-cost, confidential advising and training to for-profit business small businesses and entrepreneurs.

The Illinois SBDC is funded through a cooperative agreement with the:





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Illinois SBDC Mission and Vision



Mission

To provide professional guidance for business growth.



Vision

To be the trusted network for business creation and growth across Illinois.



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Services We Provide (including but not limited to)

 Business Plan Assistance	 Environmental Assistance
 Market Expansion	 Disaster Preparedness
 Marketing Assistance	 Cybersecurity Mitigation
 Financial Analysis and Planning	 Strategic Planning
 Regulatory Assistance	 Assistance Accessing Capital
 Government Contracting	 International Market Expansion
 E-Commerce Strategies	 Business Education and Training
 Web Integration Development	 Workplace Safety Protection



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Strategic Partners

America's SBDC
The Illinois SBDC is a federally accredited organization through America's SBDC. America's SBDC is the most comprehensive small business assistance network in the United States and its territories, connecting nearly 1,000 local centers.

Local Host Partners
The Illinois SBDC relies on a shared partnership with our local host partners to administer in-depth, high-quality assistance to small business owners and collaboratively create lasting positive economic impact.

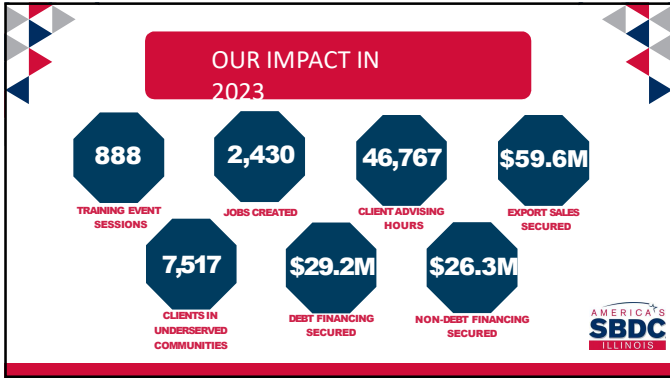
Illinois SBDC - International Trade Centers
Illinois SBDC -ITCs provide client advice on exporting to Illinois small and medium-sized businesses seeking international trade assistance.

Illinois APEX Accelerators
The Illinois APEX Accelerator Program helps businesses identify, compete for and win government contracts.

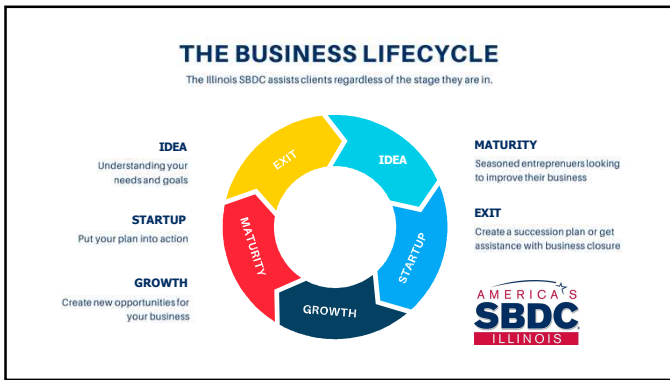





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SUCCESS STORIES

"The SBDC was extremely helpful as I navigated this journey of business ownership."
-Nick Whale, Iron House Crossfit

"With the information I have been giving it has helped me think outside of the box. My business is beginning to grow taking what I have been taught and using that knowledge to get my name and the company name out to the public."
-Arnette Velazquez, Arnette's Magical Getaways

"I was able to do so many things with their help but especially grow into my new role as a small business owner with confidence that I did things the right way this time."
-Janelle Jasmine, Janelle Jasmine's Virtual Solutions

"My experience has helped tremendously with my understanding of business and focusing the direction to follow. It's these giving people who help entrepreneurs like myself keep going. Without all the help I've received, I don't know where I would be, it really is a blessing."
-Eric Emery, Cool Head LLC.

AMERICA'S SBDC ILLINOIS

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Illinois SBDC
at the
Champaign County EDC

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Madeleine Wolske
DIRECTOR
Illinois SBDC at
Champaign
County EDC

Small biz owner specializing in event organization, community investment strategy, & artist markets


Amplify resource accessibility through community partnerships

Previous Business Librarian at Champaign Public Library


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Partners of our SBDC

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**CHAMPAIGN COUNTY
ECONOMIC DEVELOPMENT
CORPORATION**




Incentive Navigation

Deep knowledge of the local business environment, including market trends, industry clusters, and regulatory requirements. Assistance navigating incentive application process.




Networking & Entrepreneurial Ecosystem

Established relationships with local government agencies, educational institutions, chambers of commerce, and industry associations. These partnerships can be leveraged to provide additional support and resources to SBDC clients.




Confidential Brokerage Liason


We convey client specifications to brokers, eliminating the need for direct client-broker interaction and providing a stress-free process for clients.



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justine PETERSEN
BUILDING ASSETS. CHANGING LIVES.




Microloans for Businesses

The loan fund aims to help disadvantaged entrepreneurs and small businesses in Champaign County gain access to affordable financial services. Microloans up to \$50,000.




Credit Building & Repair

Free one-on-one credit building appointment to develop a credit action plan to improve your credit score and achieve your financial goals. Qualified clients may be able to take out a credit building loan or get assistance in applying for a secured credit card.




Housing Assistance


Personalized guidance for first-time home buyers with a HUD-Approved Housing Counseling program. Connecting you with lenders, real estate agents, home inspectors, etc.



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**Regional Economic
Development
East Central IL
Katie Simpson, AICP**




Site Selection & Workforce Training

RED team uses extensive knowledge of Illinois' strategic locations and available properties to find the ideal site for your business, whether you're expanding or starting fresh. They also offer tailored workforce training programs to equip your team with the skills needed for success.




Connections to Key Stakeholders

Through their extensive connections and partnerships, they facilitate introductions and collaborations with government agencies, educational institutions, industry associations, and other influential entities.



Potential Financial Support

Guidance in accessing potential financial support mechanisms, working closely with agencies and institutions to secure grants, incentives, and other funding opportunities aligned with your business objectives.



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Advising Topics

- Start-up Assistance: 60.3%
- Other: 11.9%
- Marketing/Sales: 3.7%
- Managing a Business: 5.7%
- Financing/Capital: 9.1%
- Business Plan: 9.4%

729 Workshop Attendees

65 Training Workshops

Diverse & Inclusive Training

We offer a comprehensive video library of information webinars, allowing users to navigate their entrepreneurial journey at their own pace.

Our expert instructors cover topics customized to new laws and requested assistance from clients, ensuring we meet the specific needs of each individual.

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SBDC Impact: Marketing Programs

#6A6644
R: 100 G: 166 B: 68 Primary Green

#F5A020
R: 243 G: 160 B: 52 Primary Orange

#E33F25
R: 237 G: 63 B: 37 Primary Red

#F8C019
R: 246 G: 192 B: 25

COLORS
The green, orange, and red shades are the primary brand colors with the yellow to be used as an accent color. The white single color logo is for use on top of dark backgrounds or can be used on any of the main brand colors. The black single color logo is for use on top of light backgrounds and for applications that require a single color.

TWEAKS
Chilow Regular is the logo font. Chilow Regular is ideal for titles or headlines. Lato Regular is recommended for body/paragraph

EAT MOVE GROOVE

EAT MOVE GROOVE

EAT MOVE GROOVE

LOGO FONT
CHILLOW REGULAR

EAT MOVE GROOVE

0.75" minimum width
PRINT
90 minimum width
ONLINE

Feedback from client to Scott Clanin:
"We are proud to share our revamped website with you! We launched it today, incorporating the feedback provided from your audit with us last fall. Thank you again. [Employee] is now a website development expert and we have a beautifully upgraded website!"

- Social Media Audit: 2 completed
- Website Audit: 9 completed
- Brand Jumpstart: 14 completed

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Additional Resources Expanding Capacity through Collaboration

Industry, Competitor, Customer Research Tools & Services

Gain valuable insights into market trends, competitor strategies, and customer preferences to inform your business decisions and drive success.

University of Illinois, Enterprise Works at Research Park

Tailored workshops and support services (including student interns) specifically designed for innovative industries such as manufacturing, agriculture, and healthcare technology.

Valuation Specialists

Thanks to a grant from the Illinois Institute for Rural Affairs (IRA) at Western Illinois University (WIU), we provide no-cost services from valuation specialists. These experts guide you through business purchases or sales, ensuring a smooth transition.

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100% of survey respondents rated our services as 'Excellent' and are 'Extremely likely' to recommend our services, reflecting our commitment to excellence.

"I had previously worked with the SBDC and that was somewhat helpful in terms of forms to complete, etc. Then I met with Madeleine, which took things to the next level. She recommended the Branding program with Clanin, which led to my hiring Clanin for other marketing work, and that has been amazing. She offered a lot more information and is so creative and energetic. I felt like she really "got" my business and my goals. I will continue to meet with her, as each time we meet, I learn so much and move my business ahead. She is a goldmine. Thank you!" —Susan Kundrat of Eat, Move, Groove



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CONTACT US

- +217-531-1991
- www.cusbdc.org
- mw@cusbdc.org
- 1817 S. Neil St, Champaign



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AMERICA'S SBDC ILLINOIS
EASTERN ILLINOIS UNIVERSITY

The Illinois Small Business Development Center at Eastern Illinois University

The Illinois SBDC is funded in part through a Cooperative Agreement with the U.S. SBA, the Illinois Department of Commerce and Economic Opportunity, and Host Organizations



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Amy Patrick, Director

The Illinois SBDC at Eastern Illinois University

- Central Illinois Native**
Born and raised in Coles County Illinois
1996 Graduate Mattson High School
- 25+ Years Experience**
Corporate Education
Strategic Development
Organizational Behavior
- Former Small Business Owner**
Personal Development Coaching
Professional Development Consulting



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Illinois SBDC at Eastern Illinois University

Our Centers



- Coles
- Edgar
- Clark
- Effingham
- Cumberland
- Moultrie
- Douglas
- Shelby





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Illinois SBDC at Eastern Illinois University

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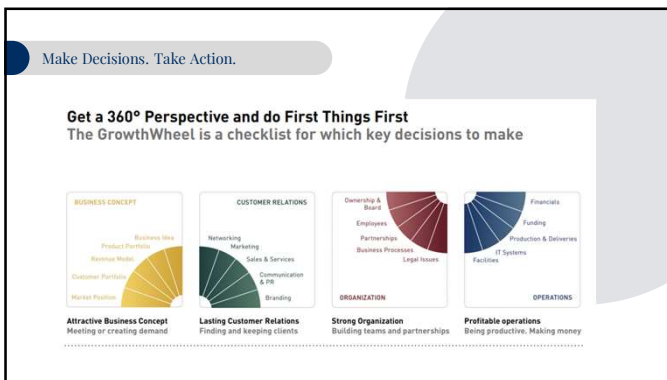




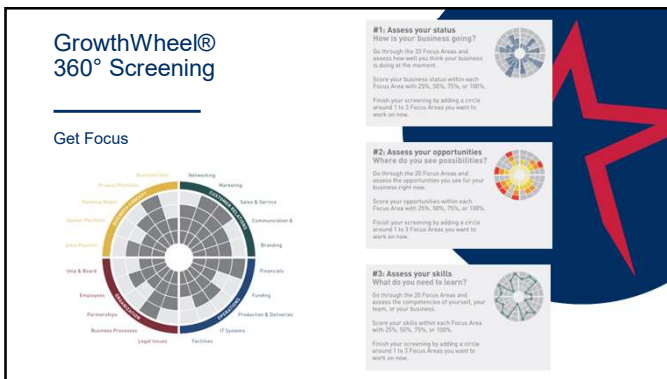
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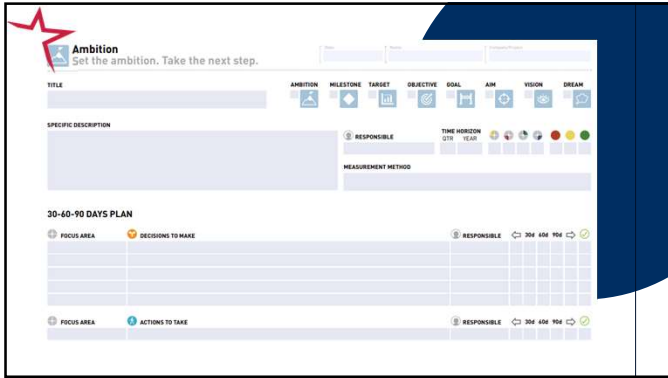
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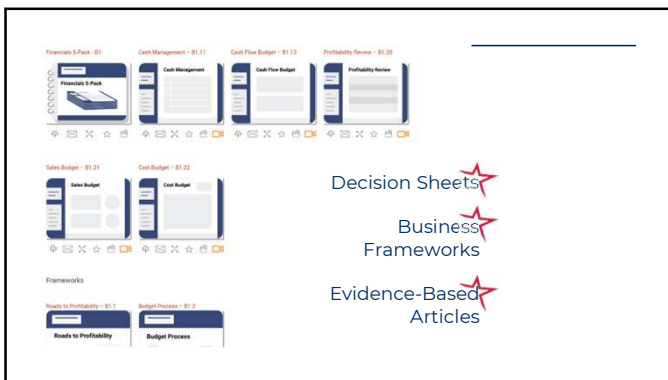
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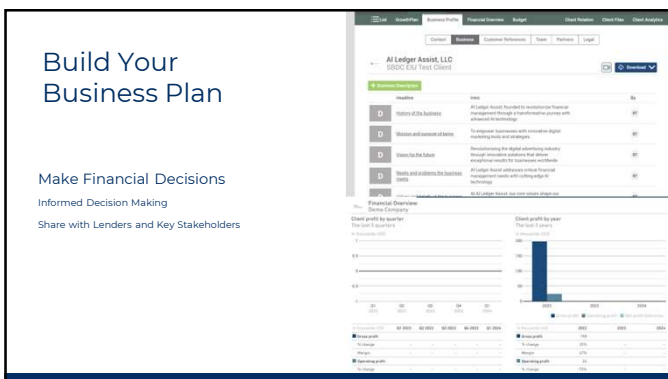
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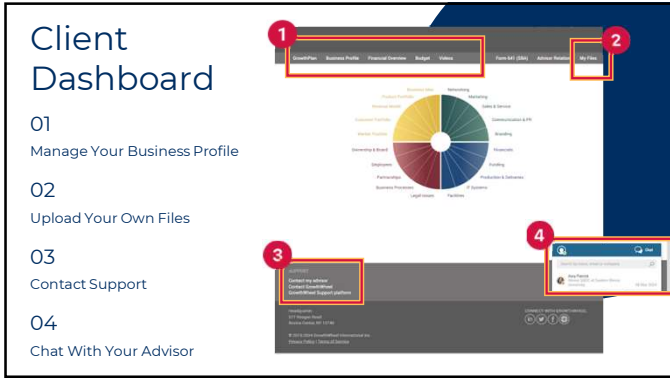
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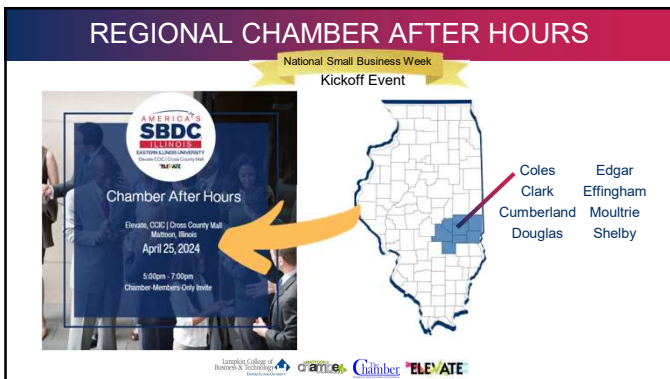
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Illinois Eastern Community Colleges

- Frontier
- Lincoln Trail
- Olney Central
- Wabash Valley

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Cohort Totals

Area	2023 Population	2033 Population	Change	% Change
8 Counties	104,042	100,749	-3,293	-3%
State	12,593,617	12,559,779	-33,838	0%
Nation	335,528,243	354,259,858	18,731,615	6%

Cohort Totals

- 8 Counties: Population decreased by 3,293 (-3%) from 104,042 in 2023 to 100,749 in 2033.
- State: Population decreased by 33,838 (0%) from 12,593,617 in 2023 to 12,559,779 in 2033.
- Nation: Population increased by 18,731,615 (6%) from 335,528,243 in 2023 to 354,259,858 in 2033.

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Population by Age Cohort

Population by Age Cohort

- The population of different age cohorts in 2023 and 2033, along with the percentage change. For example, the population under 5 years decreased by 450 (-8%) from 5,468 in 2023 to 5,018 in 2033.

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Regional Economic & Demographic Overview

- Population Trend:** Decrease of 3,283 over the past five years, with a projected decline of 1,526 in the next five.
- Employment:** Recent downturn with an optimistic forecast for growth.
- Earnings:** Average earnings per job remain below the national average.
- Education:** A significant number of residents hold Bachelor's or Associate's Degrees.
- Top Industries:** Education and Hospitals, Motor Vehicle Parts Manufacturing, Restaurants

Economy Overview

104,042 Population (2023) Population decreased by 3,283 over the past 5 years and is projected to decrease by 1,526 over the next 5 years.	37,487 Total Required Employment Jobs decreased by 5,725 over the last 5 years and is projected to grow by 5,833 over the next 5 years.	\$59.8K Avg. Earnings Per Job (2023) Regional average earnings per job fell \$83.76 below the national average of \$62.56 per job.
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Takeaways

- As of 2023 the region's population declined by 3.9% since 2018, falling to 104,042. Population is expected to decrease by 1.5% between 2023 and 2028, being 101,516.
- From 2018 to 2023, jobs declined by 4.4% in IEC District Core Counties from 39,212 to 37,487. This change fell short of the national growth trend of 3.0% for 4.0%, as the number of jobs declined, the labor force participation rate decreased from 39.7% to 38.8% between 2018 and 2023.
- Considering educational attainment, 11.2% of the selected region's residents possess a Bachelor's Degree (10.1% below the national average), and 37.8% hold an Associate's Degree (30% above the national average).
- The top three industries in 2023 are Education and Hospitals (Local Government), Motor Vehicle Parts Manufacturing, and Restaurants and Other Eating Places.

	Population (2023)	Local Govt (2023)	Jobs (2023)	Cost of Living	GDP	Imports	Exports
Region	104,042	42,136	37,487	98.4	\$5,978	\$10,578	\$11,228
IEC District Core Counties	104,042	47,136	37,487	98.4	\$5,978	\$10,578	\$11,228
State	12,939,617	4,454,213	4,562,314	99.8	\$1,007	\$701,488	\$468,488

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Community Profile

- Millennials:** Local count of 18,754, below the national average for similar-sized areas.
- Retiring Soon:** 36,539 individuals aged 55 or older, above the national average.
- Racial Diversity:** Low with 7,722 individuals, against a national average of 42,841.
- Veterans:** Home to 6,650 veterans, surpassing the average of 5,524.

Population Characteristics

18,754
Millennials

Your area has 18,754 millennials (age 25-39). The national average for an area this size is 21,382.

36,539
Retiring Soon

Retirees are high in your area. The national average for an area this size is 31,213 (ages 55 and older) while there are 36,539 here.

7,722
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 42,841 (white alone) while there are 7,722 here.

6,650
Veterans

Your area has 6,650 veterans. The national average for an area this size is 5,524.

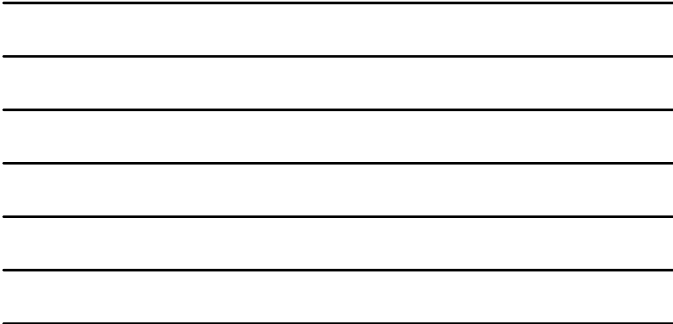
N/A
Violent Crime

No crime information is available in your area.

N/A
Property Crime

No crime information is available in your area.

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Local Employment Landscape

- Total Companies:** 5,151 companies employing local workers.
- Top Employer:** Walmart, with 323 employee profiles and 162 unique job postings.
- Job Market Activity:** Comparative data on top 10 employers, highlighting their workforce size and job posting frequency.

Business Characteristics

5,151 Companies Employ Your Workers

Online profiles for your workers mention 5,151 companies as employers, with the top 10 appearing below. In the last 12 months, 618 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Walmart	323	Walmart	162
Marathon Petroleum	281	Dollar General	118
North American Lighting	183	State Of Illinois	105
Toyota Motors	149	Crawford Memorial Hospital	103
Champion Laboratories	148	The Hershey Company	82
Forvia	121	Carle Foundation Hospital	79
The Hershey Company	114	Wabash General Hospital	79
City County Hospital And Clinics	112	Burger King	70
Wabash General Hospital	105	Carelthomes	69
Richard Memorial Hospital	103	CVS Health	59

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Business Size

- Business Size Distribution:** A significant 66% of businesses fall within the 1-9 employee range, underscoring the dominance of small businesses in the market.
- Entrepreneurial Landscape:** The data reflects a market characterized by a high number of small enterprises, suggesting a competitive environment for entrepreneurs.

Business Size	Percentage	Business Count
1-9 employees	66%	1,276
10-49 employees	33%	1,157
50-99 employees	20%	800
100-249 employees	9%	389
250-499 employees	5%	74
500+ employees	1%	14
250-499 employees	1%	10
500+ employees	0%	4

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MEET THE ILLINOIS SBDC AT IECC

Michelle Brooks, SBDC Director and Advisor

About Me
My name is Michelle Brooks. I own HV's Food & Spirits in Olney and I have my realtors license. My hope is to help our communities grow their economy and local businesses so that everyone thrives here. Please contact me for advice about your business or starting one.

Contact Info
Here are all the ways you can contact me:
 • brooks@iecc.edu
 • (618) 562-3744 - preferred
 • (618) 595-5554

My Schedule Around the District*

- The 2nd Wednesday of every month is in **Mount Carmel** at the WVC Library from 1pm to 4pm.
- The 2nd Thursday of every month is in **Robinson** at the Chamber of Commerce from 1pm to 4pm.
- The 2nd Wednesday of every month is at **Lawrenceville** at the First Mid Bank and Trust from 2pm to 4pm.
- The 2nd Thursday of every month is in **Flora** at the Chamber of Commerce from 1pm to 4pm.
- The 4th Wednesday of every month is in **Albion** at the Greater Wabash Regional Planning Commission from 1pm to 4pm.
- The 4th Thursday of every month is in **Newton** at the Jasper County Chamber of Commerce from 1pm to 4pm.

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Upcoming Workshops

- QuickBooks Online
April 5, 2024
To sign up: <https://ilsbdc.eccenterdirect.com/events/38978>
- Cannabis in the Workplace
May 2024
- Starting a Small Business in Illinois, Newton, IL
March 28, 2024
- Starting a Small Business in Illinois, Robinson, IL
April 11, 2024

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Thank You

Michelle Brooks
 Director
 Small Business Development
 Center
 Illinois Eastern Community
 Colleges
 320 E. North Ave
 Noble, IL 62868
 (618) 393-3554 ext. 5854
 (618) 562-3744 - cell



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Thank you!



www.ILBusinessNavigators.com



COLES Together
 Coles County Contact:
 Angela Griffin
 217-258-5627
 angela@colesntogether.com



SULLIVAN ILLINOIS
 CHAMBER & ECONOMIC DEVELOPMENT
 Moultrie County Contact:
 Laurie Minor
 217-728-4223
 director@sullivanchamber.com



CCDA
 Crawford County
 Development Association
 Crawford County Contact:
 Resa Shaner
 618-546-1412
 rshaner@crawfordcountyll.com



MARSHALL AREA
 CHAMBER OF COMMERCE
 Clark County Contact:
 Nora Swalls
 217-826-2034
 nswalls@marshall-il.com



PEDCO
 Edgar County Contact:
 Bob Colvin
 217-465-5306



The Alliance
 Effingham County Contact:
 Courtney Yockey
 217-342-4214
 cyockey@groweffinghamcountyll.com

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