Community Focus Statement D: Encourage home-grown businesses and small enterprises that provide jobs and economic development opportunities to Muscoy residents.

Action Statement D.1: Establish a community-based economic development initiative that promotes the development of small businesses through mentorship programs and other outside resources.

D1

Benchmark: A well-established, centralized entity that connects business owners to outside resources is created and promoted.
Champion: Volunteer group or person or can be identified by the community
Estimated Cost: variable depending on proposed projects.

Photo source: Waterloo Region Small Business Centre

The community of Muscoy is home to a number of informal businesses due in part to a lack of awareness of resources and education concerning small business rules and regulations. A large part of developing small businesses in Muscoy is linking current and prospective business owners to existing programs that promote tools for the establishment of legal businesses. Additionally, it is important that materials be available in Spanish as well as English in order to benefit a large portion of the residents.

Navigating the path to starting a small business requires knowledge of a number of different topics, including finance, human resources, time management, and local regulations. The amount of information can be daunting for people who have a great idea but no formal business training. One solution is to create an organization dedicated to connecting emerging entrepreneurs with experienced mentors or potential investors. A mentorship program in Muscoy would provide new or struggling small business owners not only with a potential source of capital, but more importantly with a resource to whom they can go to ask questions, get advice, and learn from people who have been successful in the past. This resource is particularly helpful when trying to find ways to legalize small vendors or businesses that may be missing crucial steps in the development process.

The US Small Business Association (SBA) has developed the SCORE Association "Counselors to America's Small Business," a nonprofit association made up of volunteer business counselors throughout the United States. The goal is to provide mentors to emerging entrepreneurs to help guide them through the start-up process. The closest current SCORE Resource Partner is the Inland Empire SCORE in Riverside. In addition to having an office located approximately 20 minutes away (by car), the SBA also offers free online resources and tools for mentors and mentees, and the abundance of technology available makes in-person meetings less of a necessity.

DRAFT

Along with the SCORE program, the Inland Empire Small Business Development Center (SBDC) has a number of resources, including templates and guidance for:

- Writing a business plan
- Looking at financial projections
- Navigating the legal structure of businesses
- What a business owner will need at start-up
- Financing and funding sources

The Inland Empire SBDC has a service location in Riverside, approximately half an hour from Muscoy, and has a very detailed and informative online web page as well.

Action	Action Leader	Timeline	Resources
1. Hold a meeting to Identify or create an organization to distribute resources to new business owners.	Champion	Month 1	US Small Business Administration https://www.sba.gov/offices/headquarters/oed/resources/148091
2. Create a marketing campaign through flyers, mailing lists, and community events to promote the organization.	Organization with San Bernardino Area Chamber of Commerce	Months 2 – 4	SCORE https://www.score.org/
3. Compile a list of established business owners who offer to mentor business start-ups.	Organization	Months 2 – 4	Inland Empire Small Business Development Center http://www.iesmallbusiness.com/resources/
4. Create a program that connects mentor and mentee businesses through events and coordination.	Organization	Month 4	
5. Monitor progress and feedback of the business mentorship program and adjust as appropriate.	Organization	On-going	