

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

Action Statement D.3: Encourage means and champions to develop a food-based small businesses support system with links to capacity building and training on issues such as compliance, health and safety, business planning financial management, and marketing.

D3

Benchmark: Developed a small-business specific committee or organization that serves as a point of contact for issues impacting food-based businesses.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: variable depending upon the program established



California law now provides for a regulated environment for food-based home businesses. Photo source: Flickr, [Joy](#)

Food-based small businesses face additional challenges to the process of starting a small business, which is already difficult to navigate. Starting a business often requires technical assistance and educating first-time business owners on how to successfully work through complex regulations and other barriers. Providing community-based support to those looking to pursue a start-up business or education regarding the specific processes involved can greatly increase the chances for initial and long-term success.

Because the community is located adjacent to cities such as Rialto and San Bernardino, business owners in Muscoy have the ability to attract consumers from a larger area than just within the community. This wider geographic area is important when considering whether to start a small business, as potential

business owners must ensure there is a demand for their products in order to be successful.

Currently Muscoy has no chamber of commerce or other entity designated to help small businesses. The US Small Business Administration (SBA) has online resources available on its website but does not have a district office near Muscoy. The closest offices are in Los Angeles and Santa Ana. The lack of an “on-the-ground” presence in Muscoy could limit the effectiveness of these programs and limit accessibility to them. Additionally, there are no publicized small business educational events or programs planned for the immediate future.

In addition to educating potential small business owners in Muscoy on standard business education and planning, support services should include specific information regarding food-based businesses. This information would increase networking opportunities within the business practices and allow meaningful connections between experts and beginners. The following is a list of education topics, developed by the SBA, which could be used as the basis for training workshops or modules.

- Attracting investors
- Financing options and crowd funding
- Buying/selling a business
- Crime prevention
- Introduction to franchising
- How to write a business plan
- Accounting
- Customer service
- Young entrepreneurs
- Employee recruitment and retention
- Marketing, including social media

Additional food-based education programs could include:

- Food safety compliance
- Federal and state regulations
- Food production and inspection
- Labeling and packaging guidelines
- Retail and distribution
- Nutrition

The Inland Empire Small Business Development Center (SBDC) provides resources on licensing and permitting for small businesses, many of which are set up by CalGold to assist with finding the appropriate permit information. The San Bernardino County Economic Development Agency (EDA) also has an existing workshop on compliance through the business services unit.

Action	Action Leader	Timeline	Resources
1. Hold a meeting to create a group of interested parties.	Champion	Month 1	US Small Business Administration https://www.sba.gov/starting-business San Bernardino County Economic Development Agency (EDA) http://www.sbcountyadvantage.com/home.aspx CalGold http://www.calgold.ca.gov/
2. Contact known local food-based small businesses to gather stakeholders and established business owners.	Group	Month 1	
3. Create or identify a central organization to guide food-based businesses' development efforts.	Group with San Bernardino Area Chamber of Commerce, local business owners	Month 1	
4. Research existing resources (SBA, SB County EDA, CalGold) and compile information into one source.	Group	Months 2 – 4	
5. Publicize the organization to increase the effectiveness of the program and outreach efforts.	Group with San Bernardino Area Chamber of Commerce, local business owners	Month 4	
6. Monitor progress of the organization and adjust the program and outreach effort as needed.	Group	On-going	