



# Spark Small Business Center Quarterly Report to the New Braunfels Economic Development Corporation

JANUARY 1<sup>ST</sup> – MARCH 31<sup>ST</sup>, 2024

PRESENTED APRIL 18<sup>TH</sup>, 2024



# Spark Office Summary

EXECUTIVE SUMMARY		
	2nd QUARTER	YEAR-TO-DATE
	January 1, 2024 - March 31, 2024	October 1, 2023 - March 31, 2024
Outputs		
Total Clients Advised	47	95
New Clients	29	
Existing Clients	18	
Advising Hours	155	302
Training Attendees	132	177
Training Events	5	12
Total Clients	179	272
Outcomes		
Business Starts	3	5
Business Expansions	1	2
Jobs Created	5	23
Jobs Retained	4	5
Capital Infusion	\$1,142,004	\$1,693,795

# Transition to NB Chamber

## March – Finalized partnership with the New Braunfels Chamber

- Same location at 940 W. San Antonio St. New Braunfels, TX 78130
- Continues to be an agreement with SBDC to use its resources, training, experts, and specialty departments
- Will promote name recognition and sending more local residents to SPARK
- Have already seen increased foot traffic and social media searches since the transition





# Community Outreach & Networking

Date	Event	Comments
1/10/2024	Rotary Luncheon	Weekly rotary lunch; networking with local business city leaders
1/11/2024	Business Showcase Committee Meeting	Discussing the new theme and sub-committee selection for 2024
1/17/2024	Rotary Luncheon	Weekly rotary lunch; networking with local business city leaders
1/22/2024	SA Rodeo Hospitality Meeting	Information meeting for SA Rodeo Hospitality meeting volunteering
1/23/2024	New Braunfels Leadership Day	Spent day with the NB leaderships class learning more about New Braunfels and networking opportunities
1/24/2024	Rotary Luncheon	Weekly rotary lunch; networking with local business city leaders
1/25/2024	Rotary Mixer	Network mixer with the Rotary club members at The Villa
1/30/2024	Lunch with Lisa Hernandez Prosperity Bank	Discussed Prosperity bank and new lending opportunities for entrepreneurs and small business owners
1/31/2024	New Braunfels Chamber Business Advisory Committee	Discussed my upcoming presentation and the rest of the year's presenters.
2/5/2024	Comal ISD DEIC Meeting	Discussed Comal ISD calendar and other spring topics for the school year.
2/7/2024	Rotary Luncheon	Weekly rotary lunch; networking with local business city leaders
2/8/2024	NB Chamber Spark Small Business Ramp Up Your Business Presentation	Sold out chamber panel presentation where multiple speakers presented ways to ramp up your business
2/9/2024	WID Board Meeting Mayfair	Invited to sit on the WID Mayfair board to help determine how to best plan Mayfair's utilities and water
2/12/2024	SA Rodeo Hospitality Volunteering	Volunteer for the SA Hospitality Committee
2/13/2024	New Braunfels Leadership Day	Spent day with the NB leaderships class learning more about New Braunfels and networking opportunities
2/14/2024	SA Rodeo Hospitality Volunteering	Volunteer for the SA Hospitality Committee
2/15/2024	Business/Education Partnership Committee Meeting	Discussed ways that local business and Comal ISD could work together to further educational opportunities in the community.


# Community Outreach & Networking



2/15/2024 Business Showcase Committee Meeting	Discussing the new theme and sub-committee selection for 2024
2/15/2024 SA Rodeo Hospitality Volunteering	Volunteer for the SA Hospitality Committee
2/17/2024 SA Rodeo Hospitality Volunteering	Volunteer for the SA Hospitality Committee
2/22/2024 Start Smart Presenter	Presented Start Smart Material for SBDC training center
2/22/2024 Chamber of Commerce Mixer	Network and meet community and business leaders
2/24/2024 SA Rodeo Hospitality Volunteering	Volunteer for the SA Hospitality Committee
2/28/2024 Rotary Luncheon	Weekly rotary lunch; networking with local business city leaders
2/29/2024 Small Business Week Committee Meeting	Discussed the finalist for the upcoming small business week in April
3/1/2024 New Braunfels Chamber of Commerce Onboarding Meeting	Discussed moving over to the NB Chamber and the transition process
3/4/2024 Comal ISD DEIC Meeting	Discussed Comal ISD topics for the rest of the school year
3/6/2024 Rotary Luncheon	Weekly rotary lunch; networking with local business city leaders
3/6/2024 New Braunfels Chamber Business Advisory Committee	Discussed my upcoming presentation and the rest of the year's presenters.
3/13/2024 Rotary Luncheon	Weekly rotary lunch; networking with local business city leaders
3/14/2024 Business Showcase Committee Meeting	Discussing the new theme and sub-committee selection for 2024
	Spent day with the NB leaderships class learning more about New Braunfels and networking opportunities
3/19/2024 New Braunfels Leadership Day	
3/20/2024 Rotary Luncheon	Weekly rotary lunch; networking with local business city leaders
	Discussed ways that local business and Comal ISD could work together to further educational opportunities in the community.
3/21/2024 Business/Education Partnership Committee Meeting	



# Upcoming Educational Outreach



**COMAL ISD**  
EST. 1956

## INCubator

*Community Kick-Off Event*

Comal ISD INCubator program offers high school students an authentic entrepreneur experience to develop a *real* product or service start up with an opportunity to earn *real* investment funds.

Local business professionals are invited to support INCubator as a Coach or Mentor. Share your experience and your passion. Help student teams develop and pitch their ideas just like on *Shark Tank!*

*Join us for Happy Hour and Learn More!*

**August 10**  
Networking @ 5:30pm  
Presentation @ 6:00pm

**BOURBON & BRANCH**  
WHISKEY • COCKTAILS • BEER  
SOUTHWESTERN CUISINE

4476 US-281 Suite E, Spring Branch, TX 78070

RSVP to Chelsea Ormond, Community Partnerships Coordinator  
chelsea.ormond@comalisd.org or 830.221.2114

Program in Partnership With  
**COMAL**  
EDUCATION FOUNDATION  
Enriching, Expanding and Excelling Since 2000



# Training Events

<u>Start Date</u>	<u>Event Title</u>	<u>Reg.</u>	<u>Att</u>
3/28/2024	<a href="#"><u>Veterans Resources for Entrepreneurs, Veteran Owned LLC Formation &amp; Q&amp;A - Webinar via Zoom</u></a>	52	25
2/22/2024	<a href="#"><u>Start Smart - Webinar via Zoom</u></a>	29	25
2/19/2024	<a href="#"><u>Veterans Resources for Entrepreneurs, Veteran Owned LLC Formation &amp; Q&amp;A - Webinar via Zoom</u></a>	36	24
2/8/2024	<a href="#"><u>"Ramp Up Your Business" with the SPARK Small Business Center - IN-PERSON ONLY EVENT</u></a>	0	32
1/24/2024	<a href="#"><u>Veterans Resources for Entrepreneurs, Veteran Owned LLC Formation &amp; Q&amp;A - Webinar via Zoom</u></a>	35	26
		152	132




# New Client Businesses





# Spark and Integrating AI

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Hello! 🤖  
I'm your dedicated Business Plan CoPilot.

How can i improve my financial plan, which could lead to more revenue?

Set Clear Financial Goals: Begin by defining your short-term and long-term financial objectives.


Generating...

Ask me anything

# Spark Client Feedback

Spectrum 11:09 AM 79%

X Congratulations!


 **Mollie Dreibrodt** · ... + Follow  
Strategic Communicator |  
Writer | Brand Builder  
41m · 📍


Small business owners: are you leveraging all the resources available to you?

This morning I met with Ron at the SPARK small business center in New Braunfels, which is part of the [UTSA Small Business Development Center](#). I had a pretty simple question about an application I'm working on for [Dreibrodt Consulting](#) but was excited to hear about all of the free business resources and trainings available. Wish I had found them sooner!

If you're in New Braunfels and thinking about starting or expanding a business, I highly recommend booking a consultation.


[#entrepreneur](#) [#smallbusinessowner](#)  
[#newbraunfelstx](#) [#businessresource](#)



 **Jessica Bordon**  
6 reviews

★★★★★ a week ago NEW


I was referred to Ron Richardson by Broadway Bank to discuss the market analysis on a new business that I am wanting to open. Even as a current business owner, I had no idea that this type of service was offered in New Braunfels. Ron is welcoming, understanding, efficient, and well connected to the community. They offer an array of free services, not just market analysis. If you are a business owner or thinking about opening up a business, I highly recommend consulting with SBDC. You will not be disappointed.


 Like

 **Lindy Martin**  
1 review

★★★★★ a day ago NEW


SPARK was so helpful! I got to meet with Ron for the whole hour and he answered every question I had! Scheduling was so easy and the staff is so helpful! Everyone should meet with them!


 Like

 **Thomas Lansdell**  
22 reviews · 10 photos

★★★★★ 2 weeks ago NEW

I have leveraged the SBDC (Spark) here in New Braunfels ever since I started my business 5 years ago. They are a great resource to help start, build, and grow your business. I look forward to continuing to work with them.



 Like