



# CITY OF LOGAN REDEVELOPMENT AGENCY

## Resolution No. 15-20 RDA A Resolution Approving Agency Assistance for the Utah State University Bullpen Business Accelerator Program

**WHEREAS**, the City of Logan Redevelopment Agency (hereinafter "Agency") is authorized by U.C.A. §17C-1-409(1)(a)(ii) to use tax increment to provide funding for a business resource center; and

**WHEREAS**, the Utah State University (USU) Bullpen Business Accelerator Program, operated by USU as part of the Utah Small Business Development Center (SBDC) Network, is a provider of management consulting and professional development training services and now seeks to expand its service offerings for new and existing businesses and entrepreneurs; and

**WHEREAS**, in 2014, 63% of the businesses served in the Cache County region were located within Logan City; and

**WHEREAS**, the Economic Development Committee has reviewed the requested assistance and recommends its approval.

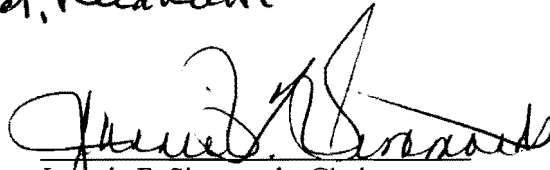
**NOW THEREFORE BE IT RESOLVED**, that the Agency, pursuant to authorization granted under U.C.A. 17C-1-409, does hereby approve a grant from the Agency's administrative funds, in the amount of \$15,000 annually for a three year period, to provide funding for the USU Bullpen Business Accelerator Program, conditioned upon:

1. USU SBDC assembling total local match commitments of \$100,000 per year for a three year period, half of which must be in cash
2. USU SBDC successfully securing a US Economic Development Administration (EDA) grant commitment of \$100,000 per year for a three-year period
3. USU SBDC providing satisfactory annual reporting to the Agency.

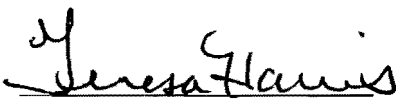
**BE IT FURTHER RESOLVED**, that the Redevelopment Agency authorizes the Mayor/Chief Administrative Officer to execute the necessary documentation to accomplish the intent of this resolution.

This resolution duly adopted upon this 19 day of May 2015, by the following vote:

Ayes: Simmonds, Olson, Daines, Needham  
Nays: None  
Absent: Olson

  
Jeannie F. Simmonds, Chair  
Redevelopment Agency

Attest:

  
Teresa Harris, City Recorder

0720

## **USU Bullpen Business Accelerator Program**

### **Purpose**

The USU Bullpen Business Accelerator program is designed to provide clients within the region access to critical support services intended to help drive business growth. In order to enter this program, clients must demonstrate the capacity to meet viable, clearly-defined business goals and objectives that support the creation and/or growth of organizations with the potential to drive significant regional economic development. To remain in good standing within the program and continue to qualify for services, clients must show within specified time frames that they are progressing in ways that lead to impact-generating activities. These activities include items such as increasing revenues, obtaining external financing, and creating jobs.

### **Program Structure & Offerings**

The program will be built around the current Logan Small Business Development Center (SBDC) located on Utah State's Innovation Campus. The current SBDC activities are primarily focused around 2 areas: management consulting and professional development training. The management consulting services primarily assist clients through the process of business and strategic planning, financial analysis, debt financing application assistance, and other issues as needed. The professional development training utilizes regional professional service providers from around the area to provide monthly trainings covering a wide range of topics intended for business owners and their employees. By building the accelerator around the current SBDC program, the accelerator will be able to take advantage of the established personnel, facilities, equipment, reputation, and clients of the Logan SBDC.

Although the primary value to be offered by the accelerator program will be the collection of business support services, a limited amount of office space will be available to clients as needed. If clients do not need space or all available space is occupied, clients will still be able to take advantage of the services offered through virtual participation in the program. While the program will definitely need ongoing external sources of funding to remain viable and a fundraising plan will be implemented, a sliding-scale revenue model will be used to charge clients based upon their ability to pay.

To outline the services offered by the program, a bulleted list is provided below. The services are labeled and separated into SBDC services currently offered, more recently launched services that are currently offered but in need of ongoing funding to stay viable, and services to be offered with the launch of the accelerator program.

### **USU Bullpen Business Accelerator Services**

- **Management Consulting (SBDC Services – Currently Offered)**
  - Business & Strategic Planning (Currently Offered)
  - Financial Analysis (Currently Offered)
  - Assistance Securing Financing (Currently Offered)
- **Professional Development Courses (SBDC Services – Currently Offered)**
  - Monthly Workshops (Currently Offered)
  - Additional Training Courses as Deemed Relevant (Currently Offered)
- **Business Development & Marketing**
  - Market Research (Currently Offered – Ongoing Funding Needed)

- Advertising Assistance (To Be Offered)
- Sales System Design (To Be Offered)
- Distribution Channel Development (To Be Offered)
- Design Services
  - Basic Video Production (To Be Offered)
  - Basic Graphic Design (Currently Offered – Ongoing Funding Needed)
  - Basic Web Development (Currently Offered – Ongoing Funding Needed)
- Operational Assistance
  - Supply Chain Development (To Be Offered)
  - Basic Business Applications Programming (To Be Offered)
  - Lean Management Techniques (To Be Offered)

In order to provide valuable training and workforce development opportunities and maintain low labor costs, a heavy reliance will continue to be placed on student labor as the accelerator is launched. This will be done in multiple ways. First, as has been done to this point with programs within the Logan SBDC, students will be hired internally to provide the services to be offered within the accelerator program. To magnify the efforts of these students, student interns from various university classes and groups will be sought to provide additional man-hours. The student interns will be directed by the student employees within the accelerator who will in turn be led by university faculty. The funds sought for the accelerator program will allow for the support of approximately eleven additional part-time employees and will also allow for added faculty support.

Another important aspect of the accelerator program will be to create a board of advisors. This board will help guide the operations of the accelerator program, provide additional funding, and offer mentorship to clients. The development of this board will be an ongoing process that will begin when funds for the accelerator are secured.

### **Funding Needs**

In order to provide the initial financial support needed to launch the program, a minimum of \$150,000 in cash will be needed plus another \$50,000 per year of in-kind support to cover rental costs of needed additional space. In order to secure the needed funds, representatives from USU and BRAG are working together to submit an EDA grant that will provide operational funds over a three-year time horizon. In order to apply for the grant, the EDA requires a one-to-one match of cash and/or in-kind support. Currently, USU administrators have granted access to additional office space in the same building where the Small Business Development Center is located which will provide an in-kind match of approximately \$50,000 annually. In addition, cash funds are currently being sought from other sources within the University to provide approximately \$25,000 per year for the three-year period of the grant for a total of approximately \$75,000 over three years.

In addition to the University funds, the team working on the grant is looking to secure an additional \$25,000+ per year for the three-year grant period from local government entities to provide support for the program. When these funds are secured, the grant team will have at least \$100,000 in matching funds per year over the three-year period and will be able to apply for \$100,000 per year from the EDA. This will provide the program with the space needed for the expansion as well as approximately \$150,000 per year in operating funds. In order to provide for ongoing funding needs beyond the term of

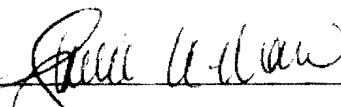
the grant, the program will work with USU Advancement to secure long-term funding from other sources.

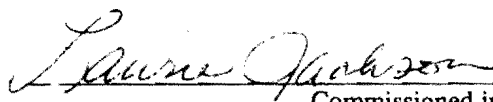
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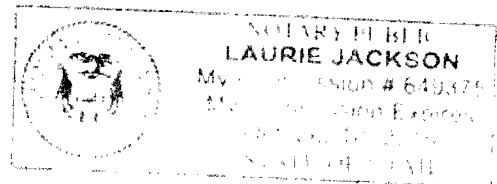
STATE OF UTAH  
COUNTY OF CACHE, ss

On this 12th day of May, A.D. 2015 personally appeared before me JAIME MAW who being first being duly sworn, deposes and says that (s)he is the Principal Legal Clerk of the Cache Valley Publishing Co., publishers of The Herald Journal a daily newspaper published in Logan City, Cache County Utah, and that the Legal Notice, a copy of which is hereto attached was published in said newspaper for 1 issue(s) and that said notice also published on utahlegals.com on the same days(s) as publication in said newspaper

Commencing on the following days:  
05/10/2015

  
\_\_\_\_\_, Principal Legal Clerk  
Subscribed and sworn to before me on this 12th day of May, A.D. 2015

  
\_\_\_\_\_, Notary Public  
Commissioned in the State of Utah  
My Commission expires 10/18/2015



**LEGAL NOTICE  
LOGAN REDEVELOPMENT AGENCY**

The Logan Redevelopment Agency of the City of Logan will hold a public hearing to consider the following:

- Consideration of a proposed resolution approving Agency Assistance for the Utah State University Bullpen Business Accelerator Program.
- Consideration of a proposed budget adjustment to the FY 2014-2015 RDA budget appropriating: \$15,000 for Agency Assistance for the Utah State University Bullpen Business Accelerator Program.

Said public hearings will be held Tuesday, May 19, 2015 not before 5:30 p.m. in the Logan Municipal Council Chamber, 290 North 100 West, Logan, UT. Full texts of the resolutions are available for inspection at the City Recorder's Office during business hours.

Teresa Harris, City Recorder  
Publication Date: May 10, 2015