



**Aurora Business Development Center**  
**The Gateway to Aurora Business**  
**Objectives and Activities**



**Top Objectives:**

- 1) Education & Training
- 2) Business Resource Development
- 3) Create Revenue for the City
- 4) Cost Avoidance or Cost Reduction for the Client
- 5) Economic Gardening

**Public Relations:**

- 1) Aurora Business Recognition Awards
- 2) Aurora Asian/Pacific Community Partnership
- 3) Aurora BDC Web Site and BizBeat E-Newsletter
- 4) International Initiative
- 5) Bonding Tool Kit

**Activities:**

- 1) Core Seminars for Start-up Ventures
- 2) Advanced Seminars for Seasoned Businesses
- 3) Custom Training, on-site and off-site
- 4) One-on-one Counseling
- 5) Off-Site Business Consulting
- 6) Business Financing Technical Assistance Provider (TAP)
- 7) Revolving Loan Fund Client Pre- and Post-Activity
- 8) Interface with and Strengthen Stakeholders Network (ATBAT, Community Partners, Banks, Chambers, Havana BID, Southlands, County Workforce Centers, etc.)
- 9) Meeting and Special Event Planning and Implementation
- 10) Triage (create and distribute literature, field questions, respond to e-mails, make referrals, book appointments, client management, etc.)
- 11) Web Site Development and Maintenance
- 12) Create and Distribute the BizBeat E-Newsletter (client profiles, 'BizTips', seminars, events, etc.)
- 13) Point of Contact and Liaison between Businesses and the City of Aurora
- 14) Adapt to Changes in the Business Community and Economic Climate
- 15) Marketing the Aurora BDC
- 16) Administrative Functions (office management, bookkeeping, correspondence, etc.)

See next page for excerpts from the Aurora BDC service brochure...



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**Description of Services**



Ofrecemos clases y consejos en español tambien.

**Business Advising – One-on-One**

Whether you are starting, building or expanding a small business, our professional advisors can help you succeed. Confidential business advising is available at NO CHARGE and by appointment.

**Customized Training and Advising**

If your start-up, existing/expanding business has a need for training on specific small business topics, the Aurora BDC will develop and deliver a custom program for you. In addition, the **Aurora Technical and Business Advisors Team (ATBAT)** connects our clients with experts in specialized fields, such as legal, accounting, retail, computer technical support, and more.

**Low-Cost Business Seminars**

A variety of seminars are offered to help you realize your entrepreneurial dreams, grow your business or sharpen your business skills.

- Basics of Starting a Business (Fundamentos de Negocios)
- Writing a Winning Business Plan
- Obtaining Business Financing
- Smart Marketing
- Sales and Use Tax Made Simple
- Bookkeeping (with hands-on computerized instruction)
- Getting Results from Your Web Site
- Getting Public and Private Contracts
- Starting a Restaurant
- Marketing Your Food Product

**Business Resource Center**

The Business Resource Center at the Aurora Central Library has a great collection of business information and a computer lab--excellent for business and marketing plan research.

**Loan Programs**

Our counselors will assist you in preparing the loan application and provide technical assistance and counseling to you at no charge for the term of the loan.

*Revolving Loan Fund (RLF)* -- A Small Business Revolving Loan Fund (RLF) is available to businesses within Aurora's city limits, with particular emphasis on aging commercial corridors. Some uses of the RLF funds include equipment, fixtures, inventory, building renovations or working capital.

*SBA Community Express Loan Program* -- The Aurora BDC is a certified **Technical Assistance Provider** for the U.S. Small Business Administration's Community Express Loan Program.

See next page for Top Objectives, Public Relations and List of Objectives...