MAKING SMALL BUSINESS A PRIORITY

DIVISION OF SMALL BUSINESS, DEVELOPMENT & TOURISM

Delaware Institute for Local Government Leaders
November 9, 2017
MAKING SMALL BUSINESS A PRIORITY

96% OF DELAWARE BUSINESSES ARE SMALL BUSINESSES

*Small business is defined as 0-50 employees.*
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DIVISION OF SMALL BUSINESS, DEVELOPMENT & TOURISM

• DEDO split into Delaware Prosperity Partnership and new Division, which is part of Department of State

• Assist small businesses and entrepreneurs, including veterans, minorities and women by connecting businesses and communities with essential services and tools

• Help existing businesses to grow and thrive; Making Delaware a more attractive destination for companies

• Administer and serve as gatekeeper for the Delaware Strategic Fund

• Market and promote Delaware as a tourism destination to increase out-of-state visitation
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DEFINING THE MISSION

- Institute for Public Administration at the University of Delaware
- Studying landscape of small business services
- Looking at programs that make the best sense for the new division
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DIVISION OF SMALL BUSINESS, DEVELOPMENT & TOURISM

LEANER STAFFING

MORE FOCUSED MISSION

• From 42 staff, now 25 FTE
• Many previous functions now handled by Dept. of State
• Units:
  • Small Business (includes Downtown Delaware)
  • Development
  • Capital Resources (includes Strategic Fund management)
  • Tourism
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Delaware Economic Development Office Organizational Chart

TOURISM UNIT
- Director
  - Tourism Marketing & PR Manager
  - Marketing and PR Specialist
  - Market Leader Group Tours & Events
  - Group Tours & Events
  - Coordinator & Grant Administrator
  - Fulfillment Specialist
  - Tourism Development Leader For Sports

BUSINESS UNIT
- Business Development
  - Business Development Director
    - Admin. Spec. III/Office Manager
    - Business Development Manager
    - Entrepreneurial & Small Business Support Director
    - State Downtown Coordinator
  - Business Development Leader--Sussex County
    - Business Development Leader--Kent County
    - Research Specialist

- Business Services
  - Infrastructure & Intergovernmental
    - Capital Resource Unit
  - Workforce Development Unit
    - Workforce Development Director
    - Admin. Specialist III
    - Business Finance Specialist
    - Workforce Development Representative
    - Research Analyst
    - Contact Manager
    - Research Assistant
    - Bond and Finance Administrator
    - Portfolio Admin.
    - AmeriCorps* VISTA

- Business Services
  - Administration
    - Research & Analysis
    - Office Location Key
      - Dover Office
      - Dover Office—Wilmington Office
      - Wilmington Office
      - Offices in both Wilmington and Dover

ADMINISTRATION UNIT
- Director of Administration & Human Resources
  - Finance and HR Manager
  - Administrative Specialist/I
  - Administrative Specialist/III
  - Admin. Spec. I
  - Strategic Communications
    - Strategic Communications Director
    - Strategic Communications Manager
    - Graphic Design Specialist
    - Strategic Communications Manager
    - Web Master/Contractor
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Delaware Department of State
Division of Small Business, Development and Tourism

- Director
  - Deputy Director
  - Communications Director
  - Public Information Officer

- Administration
  - Administration Director
  - Finance Manager

- Small Business
  - Entrepreneurial & Small Business Support Director
  - Downtown Delaware Statewide Coordinator

- Development
  - Development Director
  - Development Deputy Director
  - Market Intelligence Manager

- Capital Resources
  - Capital Resource Director
  - Portfolio Manager
  - Sr. Business Finance Specialist

- Tourism
  - Tourism Director
  - Sales Director
  - Tourism Manager
  - Leisure Coordinator
  - CRM Manager and Visitor Relations Specialist
  - Spot Development Leader (CS)
  - Marketing Coordinator (CS)
• Continued focus on tourism
• Huge growth over past eight years
• In 2015:
  • 8.5 million visitors
  • $3.1 billion for state GDP
  • 41,730 employees
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DELAWARE PROSPERITY PARTNERSHIP

- Public-private partnership
- Working group met during winter/spring
- Signed into law in June
- Funding from state and business community
- Shared responsibility for economic development
- Large-scale business attraction
- Marketing of Delaware as growth location
WHAT MAKES DELAWARE ATTRACTIVE?

• Central location amidst many of nation’s biggest cities
• Great existing transportation options – Interstate 95, Amtrak/SEPTA, close to multiple airports
• Business- and tax-friendly environment
• Well-trained, world-class workforce
• Low taxes – property, sales (none), income
• Significant outdoor and cultural opportunities
• Top internet speeds in the country
MAKING DELAWARE MORE ATTRACTIVE

• Increased education and training
• Further improvement of road and utility infrastructure
• Expanding broadband connectivity
• Driving down costs of healthcare and utilities
Thank you!