

**WALDPORT URBAN RENEWAL AGENCY  
SEPTEMBER 12, 2019  
MEETING NOTICE AND AGENDA**

THE WALDPORT URBAN RENEWAL AGENCY WILL MEET ON THURSDAY, SEPTEMBER 12, 2019 AT 2:00 P.M. IN THE CITY COUNCIL MEETING ROOM, 125 ALSEA HIGHWAY TO TAKE UP THE FOLLOWING AGENDA:

1. ROLL CALL
2. CITIZEN COMMENTS AND CONCERNS
3. AGENCY MEMBER COMMENTS AND CONCERNS
4. MINUTES: *June 13, 2019*
5. DISCUSSION/ACTION ITEMS:
  - A. *OCCC Small Business Management Program*
  - B. *Other Issues*
6. ADJOURNMENT

*The City Council Meeting Room is accessible to all individuals. If you will need special accommodations to attend this meeting, please call City Hall, 264-7417, during regular business hours.*

Notice given this 5th day of September, 2019

Reda Q. Eckerman, City Recorder

**WALDPORT URBAN RENEWAL AGENCY  
JUNE 13, 2019  
MEETING MINUTES**

1. CALL TO ORDER AND ROLL CALL: Chair Cutter called the meeting to order at 3:10 p.m. Chair Cutter and Agency Members Virtue, Dunn, Dennis, Campbell, Holland and Woodruff answered the roll. A quorum was present..
2. CITIZEN COMMENTS AND CONCERNS: None.
3. AGENCY MEMBER COMMENTS AND CONCERNS: None.
4. MINUTES: The Agency considered the minutes from the April 11, 2019 regular meeting and the May 2, 2019 Budget Committee meeting. Ms. Woodruff **moved** to approve the minutes as presented. Mr. Dennis **seconded**, and the motion **carried** unanimously.
5. PUBLIC HEARING: Chair Cutter opened the public hearing on the Urban Renewal Agency Budget for FY 2019-2020. There were no public comments. Chair Cutter then closed the public hearing.
6. DISCUSSION/ACTION ITEMS:

City Manager Kemp distributed a resolution amending the budget for FY 2019-2020, and explained the amendment was necessary to cover additional costs for the education program, publication costs for the budget, and the LED bulb replacement for one of the downtown street lights. With regard to the latter and following a brief discussion, Mr. Dennis **moved** to proceed with the replacement of the remaining bulbs, Ms. Woodruff **seconded**, and the motion **carried** unanimously. Mr. Virtue then **moved** to approve Resolution No. UR-01, Ms. Woodruff **seconded**, and the motion **carried** unanimously.

A. Consideration of Resolution Adopting Budget for FY 2019-2020: City Manager Kemp noted that there had been a page in the working budget document that had been missing, but the details from that page had been included in the Budget Committee's discussion. Ms. Woodruff **moved** to approve Resolution UR 19-02. Mr. Virtue **seconded**, and the motion **carried** unanimously.

B. Other Issues: None.

7. ADJOURNMENT: At 3:22 p.m., there being no further business to come before the Agency, the meeting was adjourned.

Respectfully submitted,

Reda Q. Eckerman, City Recorder

APPROVED by the Waldport Urban Renewal Agency this \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

SIGNED by the Chair this \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_  
Dann Cutter, Chair



## URBAN RENEWAL MEETING AGENDA COVER SHEET FOR DISCUSSION / ACTION

**TITLE OF ISSUE:** OCCC Small Business Management Program

**REQUESTED BY:** City Manager

**FOR MEETING DATE:** September 12, 2019

### **SUMMARY OF ISSUE:**

Oregon Coast Community College's ("OCCC") Small Business Management Program ("SBMP") is offered to businesses to assist them in staying open and viable, thereby avoiding the potential of empty buildings and blight. Many of the City's retail stores are in the former Urban Renewal #1 project area. The City, through its Urban Renewal Agency, sponsored nine local businesses at \$900 each, for a total of \$9,000 during the academic year. SBMP is requesting participation for 2019-20. Below is from an email from Dave Price at OCCC:

*The scholarship program is exceptionally valuable to the small business community in Waldport. In Lincoln City, the Council/UR Agency launched a trial version very much like yours six years ago. Every year since, the city has continued it. We addressed the agency on Aug. 12 to report on the year just ended (See link here, starting at about the 27-minute mark: <http://lincolncityor.igam2.com/Citizens/SplitView.aspx?Mode=Video&MeetingID=2481&Format=Agenda>)*

*We would be happy to provide a similar report in Waldport.*

*Meanwhile, you asked for some basic information for your planning purposes. I am attaching a rough draft of a simple presentation I could give the Council to provide some basics. I am also attaching (via OneDrive links) a PDF of our SBM Program Manual, which serves as a contract each participant signs on entry to this demanding program. I think it provides some context for you about what these businesses commit to when joining.*

*Calculating ROI, or Return on Investment, for an investment like this could be approached in myriad ways, but suffice to say we truly believe that if this program can help one business grow to survive a difficult year, or to expand with one new hire, or add one new location, that \$9,000 will be far more than offset in local fiscal impact in Waldport. As the months pass, we'll stay in touch with our recent graduates so that, in future, we'll know more about just exactly how impactful this first investment in business education has been for your city.*

Attached are presentation materials and program summary provided by OCCC. Ample funds remain in the UR#1 Construction Fund to fund scholarships during this academic year.

### **STAFF RECOMMENDATION or ACTION REQUESTED:**

Consider utilizing some remaining UR#1 funds for a 2019-20 scholarship program to benefit businesses in the UR#1 area. If approved, a budget amendment will be necessary.



# OREGON COAST COMMUNITY COLLEGE

Waldport City Council/  
Urban Renewal Agency  
September | 2019



## Small Business Management Program

- SBDC's signature program
- Featured monthly workshops *plus* monthly one-on-one advising sessions
- 2018-19: 31 started, 27 completed
- Waldport & Lincoln City cohorts
- 10 Businesses participated with Waldport support – *Thank you!*



# Deliverables

With this support, Waldport businesses took advantage of courses including:

- *Organizing with the Google Suite*
- *Search Engine Optimization*
- *Social Media Marketing*
- *QuickBooks*
- *'Doing Business in Lincoln County'*
- *Shoebox Bookkeeping*
- *QuickBooks Online*
- *Profit Mastery*

**SBM**  
**Class of 2020**  
*...accepting  
applications now!*

[oregoncoastbusiness.com](http://oregoncoastbusiness.com)

OREGON COAST COMMUNITY COLLEGE Administration • Student Services • Academics • Community • MyOCC

sbdc classes & workshops  
BUILDING JOY & WEALTH IN LINCOLN COUNTY

AMERICA'S SBDC OREGON

**SMALL BUSINESS MANAGEMENT**

Boost your business's success

The Small Business Management Program is the cornerstone of the multiple support services offered by the SBDC to both new and existing businesses.

SBM is a nine-month program (October-June). Classes are once a month lasting three hours and are held in Lincoln City in the morning and the south county in the afternoon on alternate weeks to better accommodate all types of business. The 2-hour monthly one-on-one advising sessions are flexible around your busy schedule, with early morning, or evenings sessions available. We will meet with you at the Oregon Coast Community College location nearest you, or by video conference or phone. There are also make-up classes available if you miss a class. Several scholarships are available and can make this class affordable - even free, for some businesses.

Learn relevant business concepts to help you to identify and prioritize outcomes. You will learn from proven business coaches on how to develop a plan and achieve your goals. It applies directly and immediately towards improving your business.

SBM qualifies for the 12-hour electives portion of the CCB mandatory continuing education requirements.

AMERICA'S SBDC OREGON

**ADVISING**

Register for free advising here.

**CLASSES**

See the list of upcoming classes and workshops

## Small Business Workshops – Fall '19

- Leadership Training w/ Jalene Case (New!)
- Profit Mastery
- Personnel Management Fundamentals (New!)
- WaveApps Bookkeeping
- CCB License & Exam
- 'Money Smart' Series from the FDIC (New!)
- Quickbooks (Returning after 9-month absence!)
- Internet Security (New!)
- ...and more and more!



## MAKE A BIGGER SPLASH

### BE A PART OF THE CENTRAL COAST MARKETING ACADEMY

A rare opportunity to learn from marketing professionals from Wall Street to the OSU College of Business, and from the Kansas Turnpike to Hwy 101. Lecturers will come from around the state (and beyond) each month to deliver cutting-edge marketing- and sales-focused presentations.

2-5pm Thursdays  
Fall '19-Spring '20  
at OCCC Locations

Oct. 10 • Lincoln City  
Nov. 14 • Newport  
Dec. 12 • Lincoln City  
Jan. 9 • Newport  
Feb. 13 • Lincoln City  
March 12 • Newport  
April 9 • Lincoln City  
May 14 • Newport  
June 11 • Lincoln City



AMERICA'S  
**SBDC**  
OREGON

**Ideal for business owners, sales managers, marketing directors & more**

# Central Coast Marketing Academy

- Funded by a grant secured last summer
- Launches Fall 2019
- Designed to 'teach a person to fish'

**MAKE A BIGGER SPLASH**

**BE A PART OF THE CENTRAL COAST MARKETING ACADEMY**

A new opportunity to learn from marketing professionals from Fall 2019 to the Oregon State University College of Business will come from around the state and beyond. Participants will learn to deliver cutting edge marketing and sales focused presentations.

Interested? Complete the pre-registration form at [oregoncoastbusiness.com](http://oregoncoastbusiness.com)

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June 11 • Lincoln City

A \$1200+ value, for just \$150 - thanks to a Lincoln County grant.

Details  
[oregoncoastbusiness.com](http://oregoncoastbusiness.com)  
or 541-994-4166

**AMERICA'S SBDC OREGON**

A project of the Oregon Coast Community College Small Business Development Center

Ideal for business owners, sales managers, marketing directors & more

# CCMA Guest Presenters

- Chuck Toombs (of DulsEnergy)
- OSU Marketing Prof Hal Koenig
- Drew Elder, Todd Vincent & Dan Simon
- Gary Smith, Lane CC SBDC SBM Manager
- Misty Lambrecht, OCCC SBM Coordinator
- Sean Harry, Portland Community College SBDC

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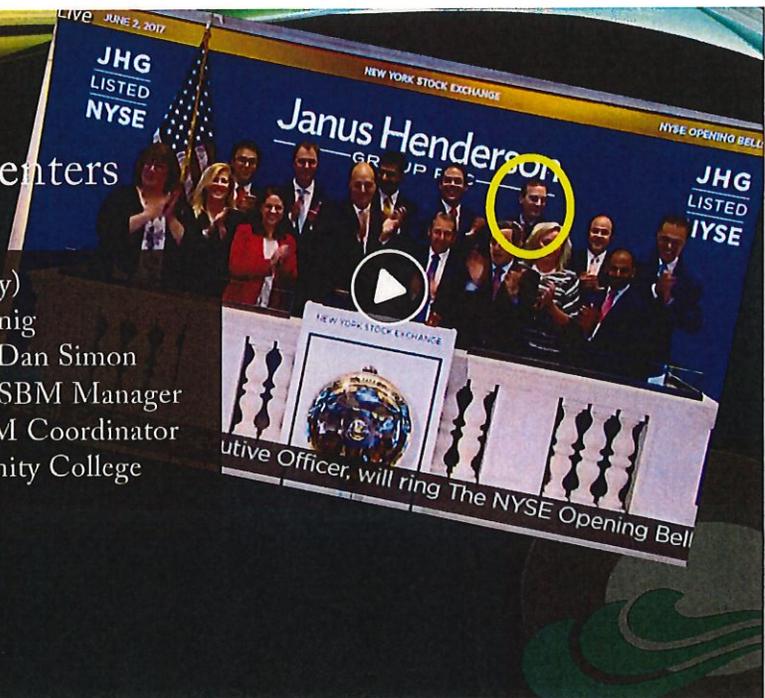
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## CCMA Registration

- Online pre-registration has been up for months
- Targeted mailings sent in July, along with social media and print outreach
- Marketing managers, group sales, general managers and business owners are target candidates

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OREGON COAST  
COMMUNITY COLLEGE

Questions?  
Thank you!





# SMALL BUSINESS MANAGEMENT PROGRAM MANUAL

OREGON COAST COMMUNITY COLLEGE  
SMALL BUSINESS DEVELOPMENT CENTER  
3788 SE High School Drive • Lincoln City, OR 97367  
Last Revised June 6, 2019

## **I. Welcome to the Small Business Management Program**

Congratulations! Your decision to enter Oregon Coast Community College's Small Business Management Program shines a spotlight on your commitment to success. Enclosed you will find some broad guidelines on how the content provided by the college and the SBDC can help you run a successful business. The secret to the success of the Small Business Management program, since its inception in 1982, has been people like you. The greatest benefit of this program is that it targets the confluence of practical education and accomplished business owners.

## **II. Mission Statement**

The Small Business Management Program has a four-fold mission:

- Be an advocate for the entrepreneurs of Lincoln County. Provide counseling and relevant educational materials to business owners, as you develop your business through the various stages of its life-cycle development.
- Work closely with each participant to develop a great working relationship based on trust and understanding with all of us at the SBDC.
- Get results. We work to help you to reach your goals, whether they include earning more money, having more family time or expanding your business and hiring people. We help you utilize your time in the SBM to work *on* your business, not merely *in* your business.
- Reinforce the importance of always being a life-long learner

## **III. You are now a full-time Student**

All SBM participants are considered full time, non-academic students and are granted the benefits of this status. As noted above, you are encouraged as part of this program to be working *on* your business – not just *in* your business. This includes, in addition to the instruction and counseling sessions, developing systems and plans that will enhance the efficiency and profitability of your operation. The time commitment for this is 510 hours per year or approximately 10 hours per week. Under our country's labor laws, all employees must be compensated for work over a 40-hour work week. The average full time employee works 2,000 hours a year without overtime. Being the owner of a business, you are "free" to work as many hours that you want. It is not unheard of that owners work over 3,000 hours per year. We are aware of the reality of the time you put into being self-employed – as are our stakeholders. For service businesses a standard rule of thumb is 50% billable hours and 50% hours for marketing, management and operations that cannot be billed. As you add employees, hire independent contractors or products to your organization, a greater percentage of your time is spent on management and less time is spent on operations *by you*. In a large and mature business operation, the CEO spends 80% of her time working on her business by strategic planning and implementation. The SBM program works with owners who are interested in the combination of learning and operational efficiency, which results in the reduction of the hours of management and greater profitability. The successful graduate of the Small Business Management program is taking deliberate steps in learning and making continual improvements during

those hours that you are both working in and on your business with the purpose of creating personal wealth in the form of superior service, excellent products healthy living, a great to work. This benefits the owner, their families and the community at large.

#### **IV. OCCC Policies**

You are asked to be aware of the following policies at OCCC. For more information please contact Cindy Carlson, Dean of Students & Instruction, [ccarlson@oregoncoastcc.org](mailto:ccarlson@oregoncoastcc.org).

##### **Policy of Nondiscrimination**

The SBM program is bound by OCCC's policy on nondiscrimination concerning race, color, religion, sex or national origins. Please refrain from disparaging comments about individuals or groups.

##### **Mandatory Reporting**

Since Jan. 1, 2013, Oregon law has required all community college employees to report suspected cases of child abuse to the Oregon Department of Human Services (DHS) or to local law enforcement officials. This duty is personal to the individual college employee and exists 24 hours a day, seven days a week, whether or not the employee is on work time. The duty to report requires the employee to immediately report, or cause a report to be made, as soon as the employee knew or should have known that there may be a child abuse concern. The report must be made to the Local Department of Human Services office or to local law enforcement.

##### **Accommodations for Disabilities**

Please give us notice if you need any accommodations due to any disabilities.

##### **FERPA**

The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education.

##### **Copyright**

Classroom materials presented to you at each class are covered by copyright laws. A good rule of thumb is not to share these materials with others.

#### **V. Policy Fees and Waivers**

1. Small Business Management is a life-long learning program. There are two major types of classes at Oregon Coast: SBM and SBM Alumni. Each class covers three academic terms. Upon entering the program, all students will be asked to make a commitment to complete the program. Students not attending at least 6 hours of class per term, and at least 3 hours of counseling per term, will be asked to leave the program.

The three major SBM programs cost approximately \$1,500 per participant. The fee for the SBM program is \$300 per term. There may be scholarships available to help cover this cost to you. At the present time no student will pay more than **\$200** per term for the program, thanks to a generous grant from Lincoln County's Board of Commissioners, which provides support for any business paying their own way in this program.

2. Options for payment

- a) Participants pay the \$600 (a business with one participant) in full by the date of the first class each semester. Alternatively, they may choose to pay \$200 per term, due 5 business days prior to first class each term (Fall, Winter and Spring).
- c) OCCC accepts credit cards.

4. Participants who do not make the scheduled payments on time may have their bills submitted to the Oregon Department of Revenue or a private firm for collection. The SBDC does not control the College's collections processes.

5. Options for withdrawal

Since OCCC's SBM program is paid for on a yearly basis, special Add/Drop policies apply.

- Dropped during the first two weeks of the term = Full refund
- Dropped after third week of first term = \$100 refund
- Dropped after fourth week of first term = \$0 refund

**VI. Financial Assistance**

1. From time to time, scholarship funds are made available to students entering the SBM program who are income eligible. In recent years, Lincoln City Urban Renewal Grants and City of Waldport Urban Renewal Grants have been available, among other programs. Ask for details, or for an application form.
2. This program may qualify for VA benefits
3. This program may qualify for college tax credits

## VII. Defining our Relationship

This is a good time to define our relationship

1. **Your Counselors:** Misty Lambrecht owns a social media marketing and website development business, and is recognized throughout Lincoln County and the State of Oregon for her social media marketing and web development skills. She is certified in a host of Google and Facebook applications. Dave Price (a past SBM Program graduate) is an entrepreneur and former newspaper publisher and owner. He holds a bachelor's degree in advertising and an MBA. He has worked with SBDC and SBM clients since 2013. Craig Grant is a 16-year veteran OCCC SBDC counselor whose career, prior to his early retirement in Neskowin, included work in a number of Fortune 100 and Fortune 500 firms in and around Chicago. Wendy Ludwig is a CPA who relocated to Seal Rock recently from California. She owns her own business consulting firm and teaches classes and conducts business advising for the SBDC. There are additional counselors available via the SBDC with relevant experience in coastal retail/dining business and managerial accounting, among other skillsets.

2. **Counseling Time:** The standard counseling commitment from the SBDC is to provide each participant with two hours per month. Counseling includes campus visits, on-site business visits, e-mails, Internet counseling through Zoom (or similar applications) and phone conversations. Our staff regularly conducts training for SBDC offices across Oregon and operates on tight schedules; when a client misses an appointment with a counselor, the time is typically forfeited that month. Dave can visit clients at their home offices. He is available to take information requests any time, about all aspects of the program and about business. Feel free to direct any questions and information requests to Dave.

3. **Confidentiality:** All SBM participants have the right to expect that any information passed to SBDC staff concerning their business will be held in the strictest confidence. Our team are asking your permission, and that of all SBM participants, to discuss appropriate pertinent issues with each other, and appropriate general information with the office manager. The SBDC is also requesting your permission to list your name and the name of your business as participants in the SBM program in occasional informational brochures and releases, as a means to promote adult business education in Lincoln County. As a general rule of thumb, anything that is shared publicly (including via Social Media channels) is not confidential – and, conversely, password-protected information is considered confidential by the SBDC.

### 4. Conflict of Interest:

a) SBM participants understand that SBDC staff cannot enter into any agreement, contract or partnership directly or indirectly with any SBDC client for a period of six months from the date client ceases to be an active client.

b) SBM Coordinators and counselors, are barred from:

- 1) Recommending to active clients the purchase of goods and services in which either has an interest, or which either represents.
- 2) Accepting fees or commissions from third parties who have supplied goods and/or services on their recommendation to the SBDC client.
- 3) Accepting fees, commissions, or gifts from SBDC clients for services as a counselor during employment.
- 4) Soliciting the private engagement of his services at any time during the term of their engagement as counselors with an SBDC client.

5. Role of Counselors: The role of the SBM Coordinator is to counsel and teach. Counseling generally utilizes the client's ability to learn from the Business Counselor and then to apply this knowledge to solve his or her problem. The SBM Coordinator cannot act as a consultant. Consulting often involves performing some type of work for the client, then preparing recommendations, which the client may or may not implement.

6. The Nature of Adult Education: The SBM program is a non-academic adult education business education program. Adult education is results-oriented. The goal of the SBM program is to first expose participants to new ideas, and to help facilitate the implementation of those new concepts in participating businesses. At times, participants will be lost or confused, especially during some classroom sessions. The purpose of the counseling sessions held each month during each term of the SBM is to help participants relate the materials covered in class to their specific needs. Both the SBM Coordinators and you, the participant, are held to certain standards of professional demeanor. For example, attending a counseling session while under the influence of intoxicants or excessive use of abusive or profane language will be cause for termination of a counseling session and potentially expulsion from the program. Thankfully, such occurrences are exceptionally rare in our adult learning environment.

### **VIII. Supporters' Commitment to your Success**

Although this is a fee program, the price of this program does not cover the costs. There are several governmental and public entities that have made commitments -- in terms of time, funding and effort -- to the successful completion of this program by our participants. Their investment is founded on the belief that business leaders like you are the foundations of our community. Your business' success means success not only for you and your family, but also your employees, your customers, Lincoln County and our county. Here is a list of some of the supporters of the SBM program who have made a financial contribution.

1. The Small Business Administration
2. Oregon Economic and Community Development Department
3. The Citizens of Lincoln County and Lincoln County Government
4. Oregon Coast Community College
5. The City of Lincoln City and its Urban Renewal Agency
6. The City of Waldport and its Urban Renewal Agency
7. SBM Graduates & Participants
8. The Lois Mills Family & other local donors

### **IX. What are the requirements of graduating from this program?**

The SBM program is an adult education non-credit class. You will be awarded a certificate at the end of the year for your participation in the program. There are no tests and no formal homework. Yet, there are some basic expectations.

1. All new entrants to the SBM program will be scheduled for a screening meeting.
2. Participants will be interviewed as to the type of enterprise they own and the business skills they possess. Participants will identify their stage of growth (pre-venture, start-up, growth, etc.)
3. Prospective participants will be screened as to staff size, and the current location of their business to see if they qualify for any available scholarships.
4. Program expectations and training options will be explained to prospective participants.
5. Participants will be asked to voluntarily supply basic metrics about their business that will be used to benchmark success.

6. Qualified participants indicating no interest in attending training classes will self-eliminate from the program. You will be asked to attend a minimum of six hours of classes over a three-month period. If you cannot attend, you will be asked to leave the program. There will be a self-directed component with a variety of curriculum choices available; some additional classes or workshops may be available for an extra cost.
7. Qualified participants indicating an interest in the program will complete all required intake forms, then sign and date each form.
8. Qualified participants will be interviewed as to the skills/information they seek. Courses and options for training will be recommended. Participants will find a large range of options to meet your minimum requirements for attendance.
9. Participants in the Lincoln City and Waldport Urban Renewal Grant Programs or other programs will be enrolled into classes with full tuition paid. Traditional students will pay not more than \$200 per semester over three terms. Other scholarships may become available, and existing scholarship programs may be discontinued without notice.
10. Job creation/retention statistics will be surveyed before, during and after participation in the SBM.
11. The work that participants do during the program constitutes working “on” their businesses, so that they will be building community and personal wealth and offering the goods and services to make Lincoln County a great place to live.
12. The SBDC will work with clients to ensure that monthly counseling sessions can be held during a time of the day when participants are free from other concerns, and able to focus their attention.
13. Traditionally, the best candidates for the SBM program have been recommended by associates already in the program. We are always looking for exciting business people to work with and ask you to make at least two recommendations for entry into next year’s program.
14. The typical SBM participant will need a computer with high-speed Internet access.

**X. Our Commitment to You**

We hope you understand our commitment to this program, to your personal growth, and to your business' success. You are asked to make a similar commitment. Please read the following statement and sign if you agree. A formal learning contract will be drawn to formalize this commitment.

**XI. Your Commitment Pledge**

*I understand that, by accepting admission into this program, I am accepting the support of SBM stakeholders throughout the State and County. I am dedicated to life-long learning. I will do my best to complete this program.*

**XII. Agreement**

*I have read the manual and understand its policies.*

\_\_\_\_\_  
Principal Business Owner(s)

\_\_\_\_\_  
Name of Business

\_\_\_\_\_  
Date

\_\_\_\_\_  
Misty Lambrecht  
SBM Coordinator

**XII. Photo Release Permission**

I grant to Oregon Coast Community College and the SBDC, its representatives, and employees, the right to take photographs of me and my property in connection with the above-identified subject. I authorize Oregon Coast Community College, its assigns and transferees to copyright, use and publish the same in print and/or electronically.

I agree that Oregon Coast Community College (OCCC) may use such photographs of me with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, social media posts, and website content.

I have read and understand the above:

Printed name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_