

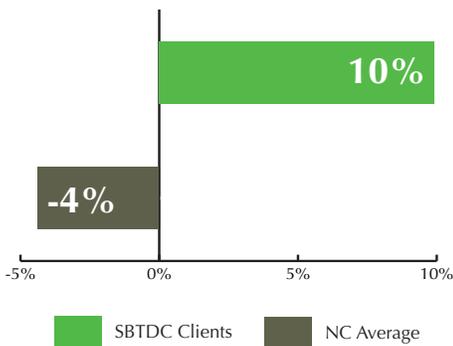
By providing entrepreneurs with the direction they need to build and grow successful businesses, the SBTDC positively impacts North Carolina's economy.

Each year, the SBTDC participates in a national Impact Assessment Study of clients who receive five or more hours of business counseling.*

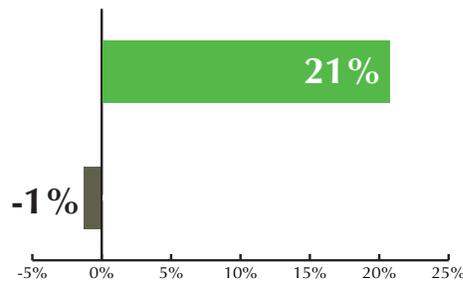
BETTER RESULTS

SBTDC clients outperform the average North Carolina business in the number of jobs created and in sales growth (compared to the previous year's growth).

Employment Growth



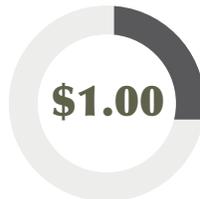
Sales Growth



RETURN ON INVESTMENT



\$3.01
in tax revenue
generated by our
clients for every



\$1.00
spent on the
SBTDC program.

*The 2021 Impact Assessment Study surveyed SBTDC clients that received more than five hours of service in 2018-19 and reflects those results. It includes federal and state income and sales taxes, but does not include additional taxes such as corporate taxes, property taxes, unemployment taxes, or social security payments.

BY THE NUMBERS



6,019

jobs created & retained



\$2,948

cost per job
created & retained



\$405 M

incremental sales



\$23 M

incremental tax revenue