

PRESS RELEASE



El Dorado County Office of Economic Development

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Business Planning Workshops and Business Consulting Offered by the Sierra Small Business Development Center and El Dorado County

Placerville, CA — A series of free business planning workshops, for eligible businesses with five or fewer employees (including business owner), will begin in El Dorado County starting the week of January 21, 2016. "El Dorado County is committed to assisting local business. The learning tools offered through these workshops can be tremendously valuable to any new or existing business," according to Jeff McLaughlin, Economic and Business Services Manager for El Dorado County.

Qualifying start-up and existing small businesses may attend the workshops at no cost. Businesses must be located in the unincorporated area of El Dorado County and not exceed the following income limits for the following household sizes: 1 person, \$40,050; 2 persons, \$45,800; 3 persons, \$51,500; 4 persons, \$57,200; 5 persons, \$61,800; and 6 persons, \$66,400.

This seven week workshop series will provide participants with critical information to help their business grow and thrive. Topics include a wide range of technical assistance areas including writing a business plan, managing business finances, branding and marketing, and access to capital.

In addition to the workshop series, participants will be encouraged to take advantage of free and confidential one-on-one business consulting through the Sierra Small Business Development Center (SBDC).

The technical assistance workshops and one-on-one consulting sessions will be led by professional business consultants from Sierra SBDC and funded through the El Dorado County Community Development Block Grant (CDBG) Program.

Space is limited at the workshop series and pre-registration is required. To enroll in the workshop series or to learn more about the program and its requirements, please contact Emily Kornhauser at 530-582-5022 or Ekornhauser@sierrabusiness.org and visit <http://sierrasbdc.com/index.php/events-calendar/>.

The El Dorado County Economic Development programs provide loans and technical assistance to small businesses throughout the unincorporated areas of the County. The primary purpose of the CDBG program is to create new jobs or preserve existing jobs in El Dorado County by providing loans and technical assistance to business start-ups or existing businesses looking to expand. Specific guidelines must be met to qualify for this program.

For more information about these programs, call the El Dorado County Office of Economic Development at (530) 621-5595 or economic.development@edcgov.us and visit <http://www.edcgov.us/Economic>.

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