



FOR THE LIFE OF YOUR BUSINESS

UPPER SHORE CHAPTER 670

Counselors to America's Small Businesses

- Resource partner with the U.S. Small Business Administration (SBA)
- Premier source for small business advice and mentoring in America for over 45 years
- 13,000+ volunteers at 360+ chapters nationwide provide:
 - individual mentoring—in person and online
 - business workshops
- helped create approximately 20,000 new small businesses in 2010
- serve more than 590,500 entrepreneurs annually that generate \$19.4 billion in revenue

Mentoring

Process – New Business

Initial interview to assess the needs of the client and determine the best counselor to work with the client

- Gain understanding of the business concept and the client and what their needs and goals are:
 - Personal vision and long term satisfaction for both individual and family
 - How to measure success
 - Financial resources to support the start up and operation for the first year
 - Understanding of the risks
 - Exit strategy
- At this point, many clients realize that owning their own business is not for them
- Assist in development of the client's idea into a business concept by clearly defining what product/service will be provided; planning decisions to be made; and, ability to communicate the concept
- Assist in development of business plan to achieve goals
- Ensure that assumptions made in developing the plan are reasonable
- Ensure that financial projections pass the “smell test”



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Chapter Statistics

Chapter Statistics	
Number of Mentors	20
Annual Averages Over Past 3 years	
Number of new clients	36
Sessions per client	3.1
Hours per client	12.7
Number of Workshops	10
Number of attendees per workshop	13
Number of QA County Loan Clients	10
Hours per QA County Loan Client	41.2
Number of Loans repaid	2



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- **Primary source of data, except where noted, is based on the 2010 U.S. Census and 2011 - 2013 American Community Survey Estimates**
- **Data was compiled and reported using a subscription with ESRI, a GIS company**
- **Forecasts were provided by ESRI**
- **Dollars are 2010 and adjusted for inflation**

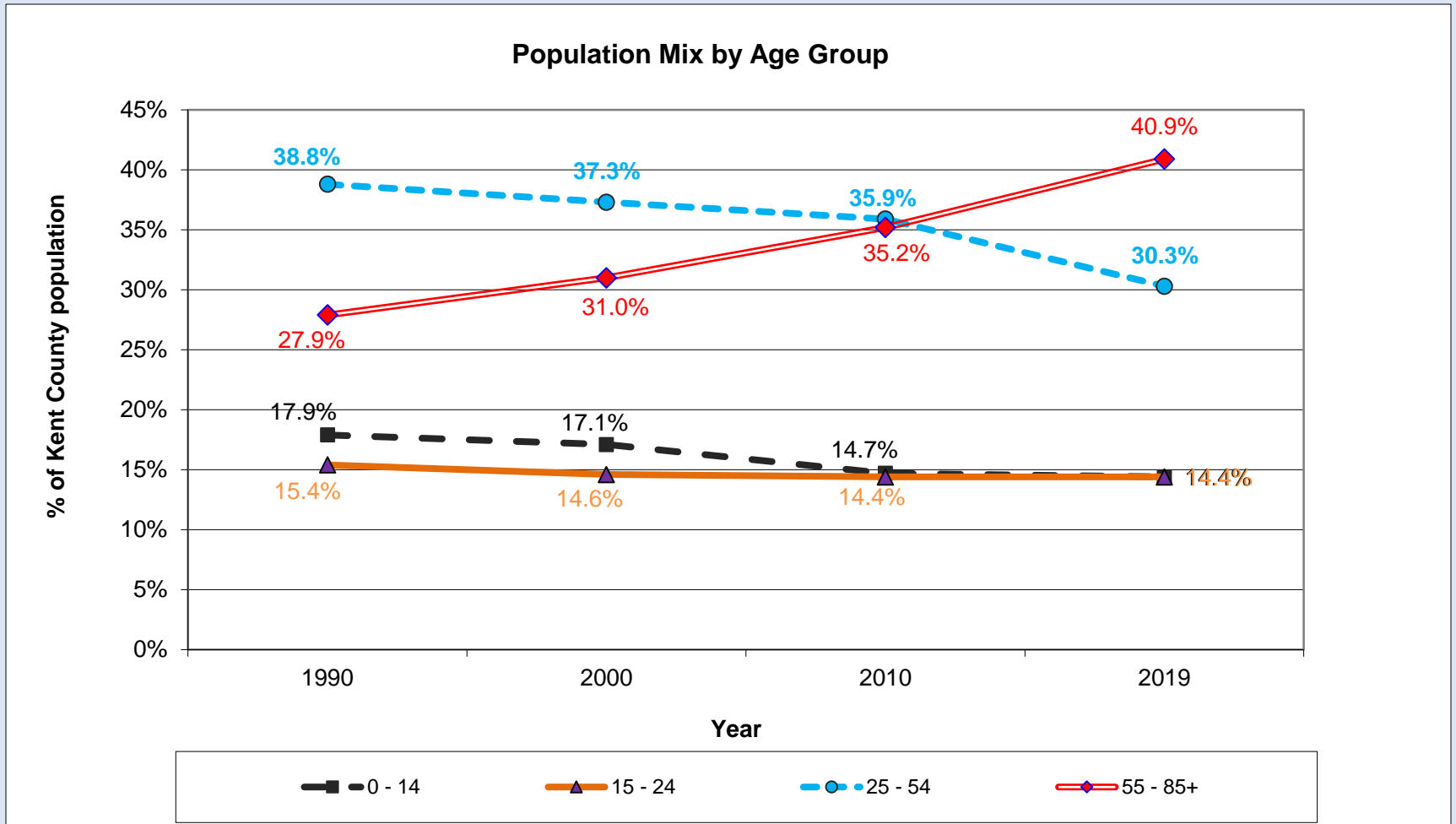
Kent County 2010 Demographics & 2019 Forecast

	1990	2000	2010	2019
Population	17,842	19,197	20,906	20,469
% change		7.6%	8.9%	-2.1%
Households	6702	7,666	8,508	8,294
% change		14.4%	11.0%	-2.5%
Per Capita income	\$15,498	\$21,573	\$25,486	\$34,259
% change		39.2%	18.1%	34.4%
Median age	36.6	41.2	45.1	47.1
Population by Age Group				
0 - 14	17.9%	17.1%	14.7%	14.4%
15 - 24	15.4%	14.6%	14.4%	14.4%
25 - 54	38.8%	37.3%	35.9%	30.3%
55 - 85+	27.9%	31.0%	35.2%	40.9%
Population by School Age Group				
0 - 4	6.2%	4.6%	4.6%	4.5%
5 - 9	6.1%	5.9%	4.9%	4.8%
10 - 14	5.6%	6.6%	5.2%	5.1%
15 - 19	7.3%	7.4%	7.5%	7.2%
TOTAL	25.2%	24.5%	22.2%	21.6%
# housing units	8,181	9,410	10,886	10,999
# of households	6,702	7,666	8,508	8,294
Owner occupied	4,797	5,395	5,949	5,790
Owner occupied %	58.6%	57.3%	54.6%	52.6%
Vacant or 2nd homes	18.1%	18.5%	21.8%	24.6%

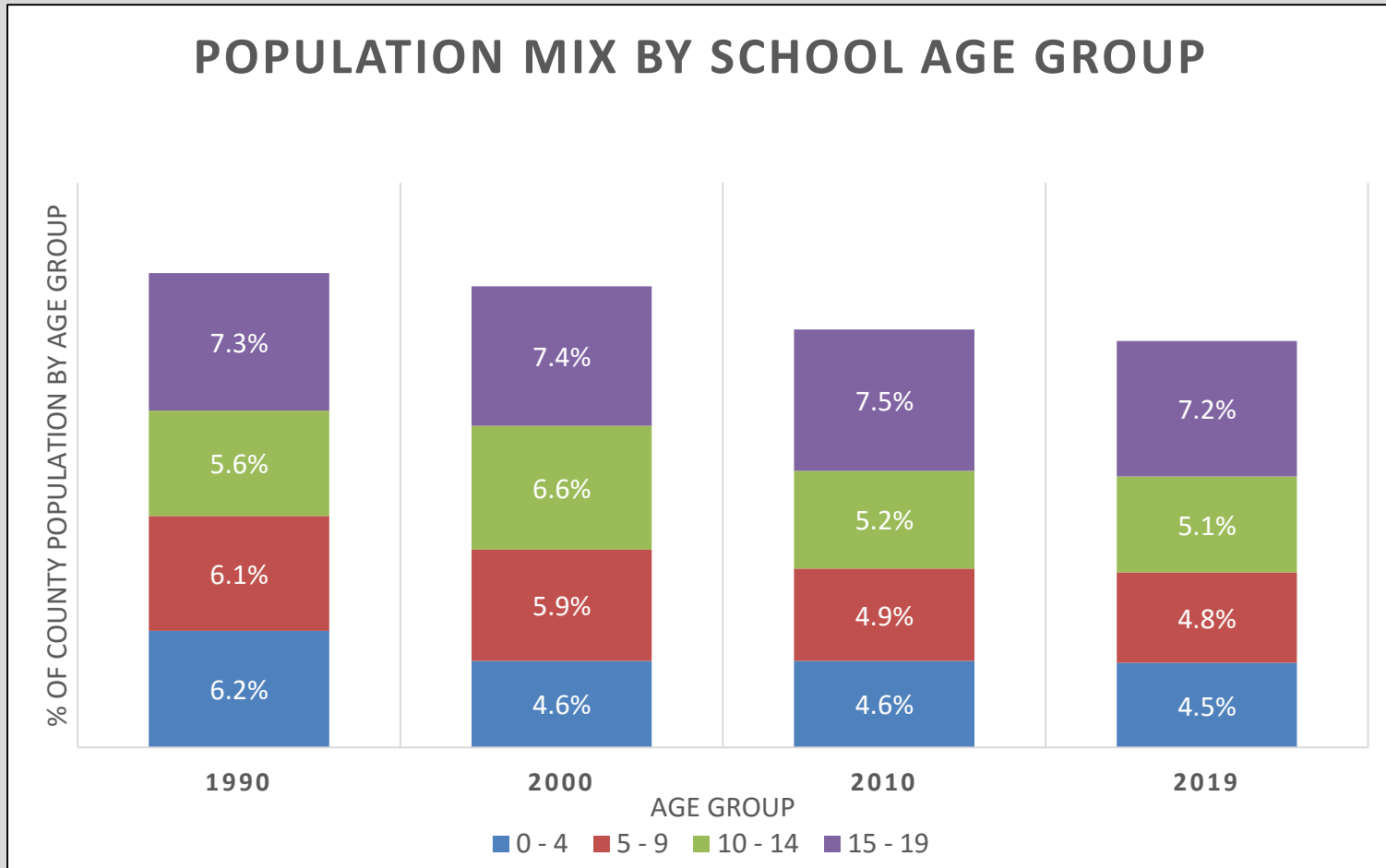
Mortgage status	2009	2013
Houses with mortgage	60.6%	63.2%
Houses with out a mortgage	39.4%	36.8%

NOTE: Housing unit: detached house, apartment building with no business on site, mobile home.

Kent County 2010 Demographics & 2019 Forecast



Kent County 2010 Demographics & 2019 Forecast



Kent County 2010 Demographics & 2019 Forecast

Ethnicity	1990	2000	2010	2019	Median Age 2010
White	78.2%	79.6%	77.5%	79.8%	47.3
Black	19.8%	17.4%	18.0%	14.7%	43.4
Hispanic	1.7%	2.8%	3.5%	4.9%	27.2
Asian	0.4%	0.5%	0.7%	1.3%	30.3
Other	0.1%	0.1%	0.1%	0.3%	25.6

Employment Status	2000	2010	2013
In Labor Force	63.6%	62.2%	56.2%
Not in Labor Force	36.4%	37.8%	43.8%
Work in County of residence	73.5%	30.8%	30.3%
Work outside of County of residence	15.4%	16.0%	16.0%
Work outside of State of residence	11.1%	12.0%	12.0%
Work at home	6.0%	4.7%	9.0%
Walk to work	9.2%	7.9%	7.3%
Drive alone	65.1%	73.5%	70.1%
Car pool	17.8%	11.4%	9.6%
Public Transportation			1.8%
Other means			2.3%

Average one way drive time 27 minutes

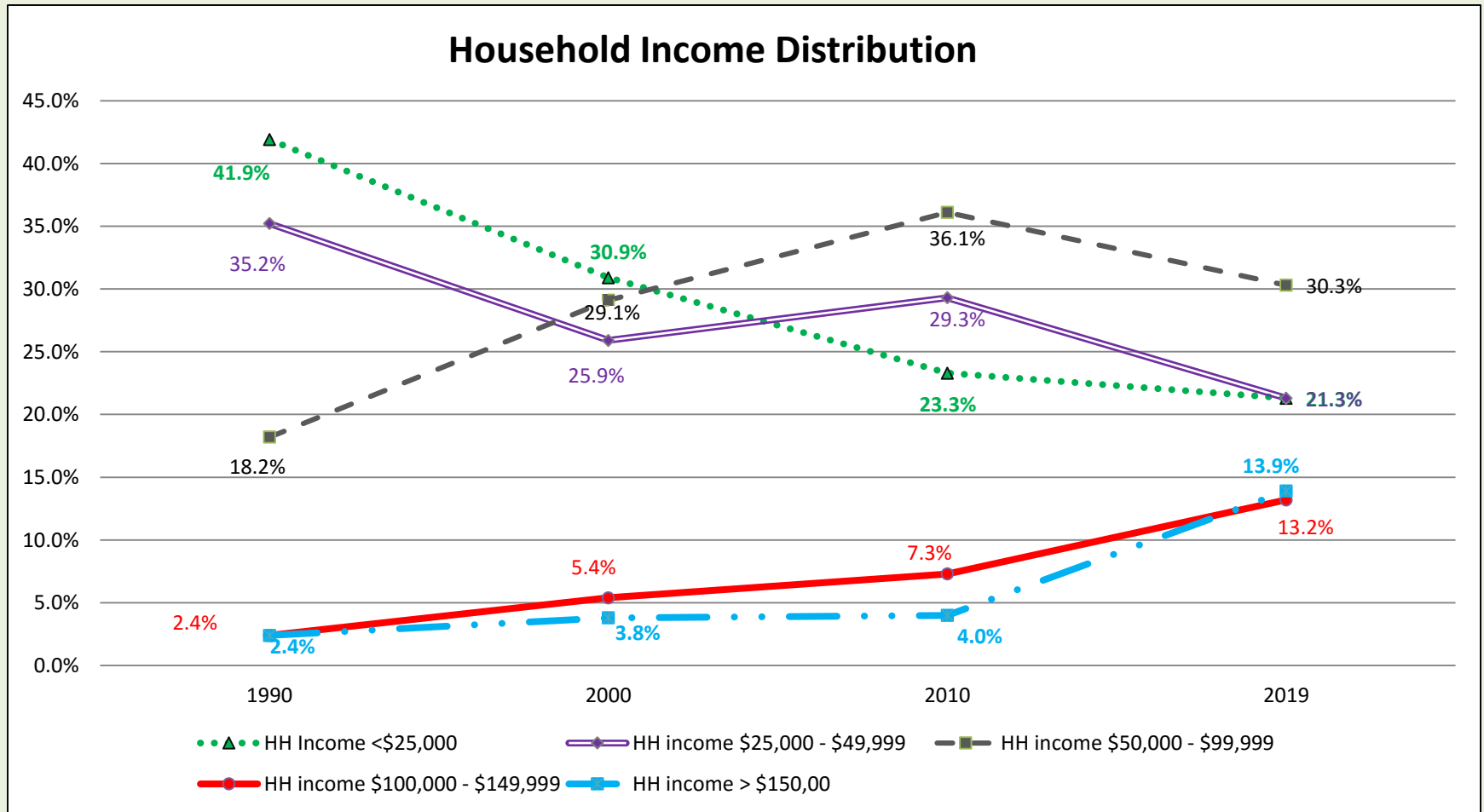
Kent County 2010 Demographics & 2019 Forecast

	1990	2000	2010	2019
Avg HH income	\$40,491	\$52,555	\$59,474	\$82,709
% change		29.8%	13.2%	39.1%
HH below poverty level a/o 2013	12.2%	11.6%	14.4%	11.4%
HH Income <\$25,000	41.9%	30.9%	23.3%	21.3%
HH income \$25,000 - \$49,999	35.2%	25.9%	29.3%	21.3%
HH income \$50,000 - \$99,999	18.2%	29.1%	36.1%	30.3%
HH income \$100,000 - \$149,999	2.4%	5.4%	7.3%	13.2%
HH income > \$150,000	2.4%	3.8%	4.0%	13.9%

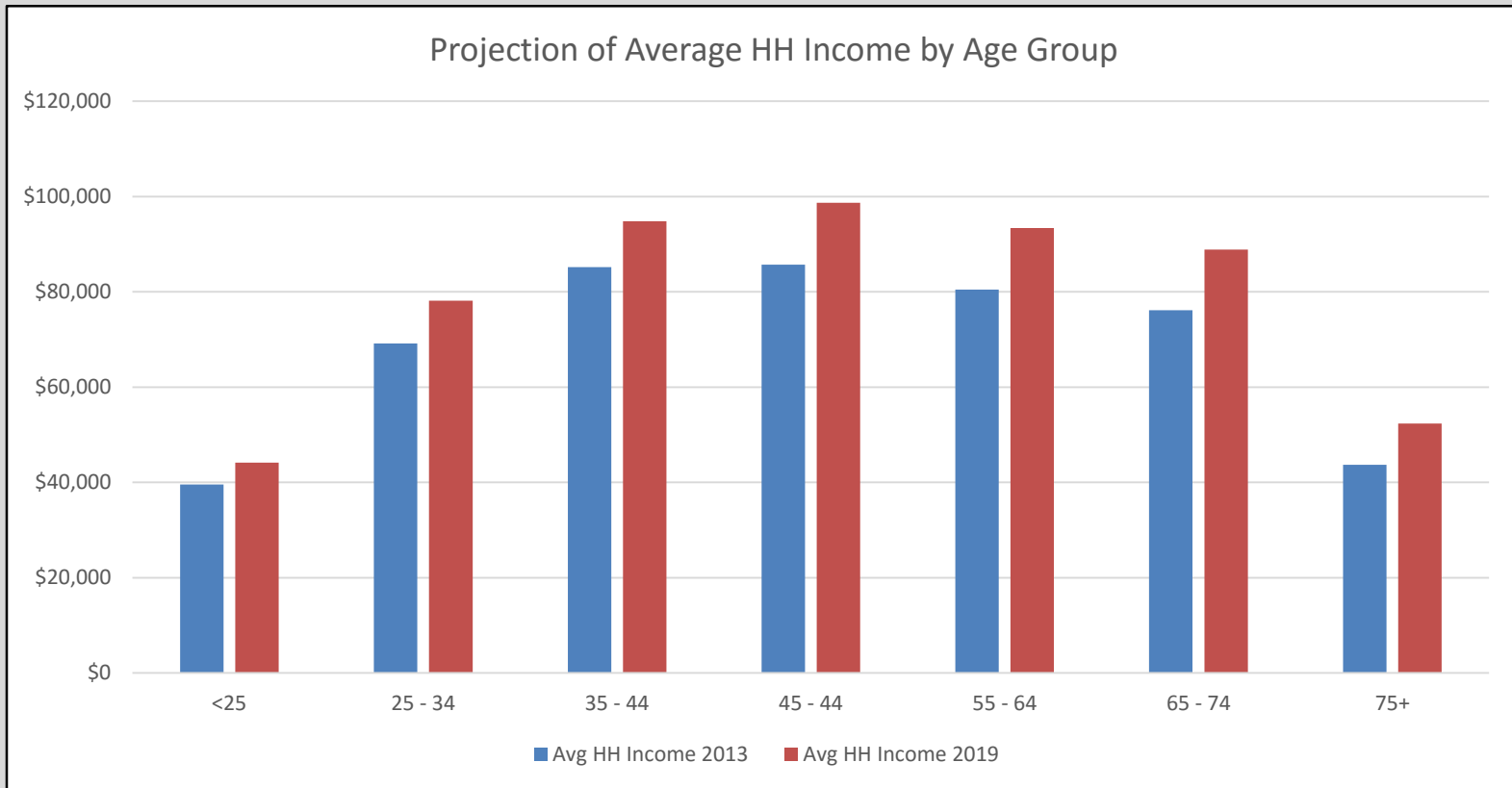
Health Insurance Coverage a/o 2013	
No health insurance - under 18 years	4.7%
No health insurance - 18 to 64 years	10.5%

Educational attainment (age 25+)	2009	2013
< 10th grade	7.5%	4.4%
<12th grade	7.7%	8.6%
High school or GED	33.3%	31.2%
Some college	16.1%	17.0%
Associate's Degree	5.1%	6.4%
Bachelor's Degree	18.1%	18.8%
Advanced Degree	12.1%	11.7%

Kent County 2010 Demographics & 2019 Forecast

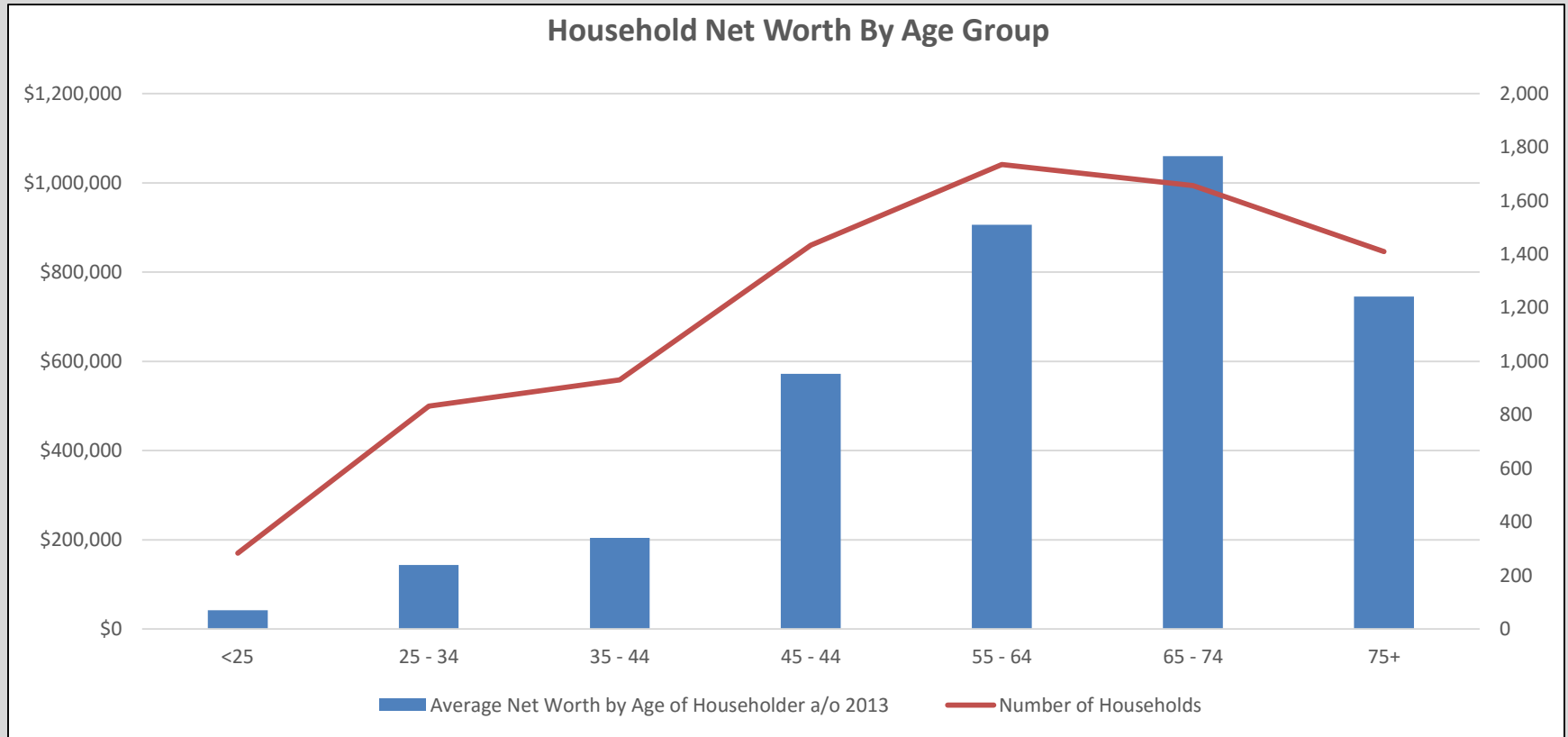


Kent County 2010 Demographics & 2019 Forecast



Age Group	<25	25 - 34	35 - 44	45 - 44	55 - 64	65 - 74	75+
Avg HH Income 2013	\$39,589	\$69,151	\$85,178	\$85,678	\$80,471	\$76,163	\$43,724
Avg HH Income 2019	\$44,148	\$78,126	\$94,815	\$98,676	\$93,367	\$88,890	\$52,321

Kent County 2010 Demographics & 2019 Forecast



Age Group	<25	25 - 34	35 - 44	45 - 44	55 - 64	65 - 74	75+
Average Net Worth by Age of Householder a/o 2013	\$42,313	\$143,774	\$204,428	\$571,634	\$906,263	\$1,059,871	\$745,361
Number of Households	283	833	931	1,434	1,735	1,657	1,410

Overall County average household net worth - \$663,423

Based on Survey of Consumer Finances - Federal Reserve Board

Kent County 2010 Demographics & 2019 Forecast

Work location	% of workforce	
	2009	2011
Kent	30.8%	30.3%
Baltimore metropolitan	6.6%	8.2%
Delaware	5.3%	5.8%
DC metropolitan	3.3%	2.3%
Queen Anne's	2.9%	3.7%
Cecil	1.9%	1.4%
Other Western shore	1.9%	0.4%
Anne Arundel	1.2%	1.1%
Mid & Lower Shore	1.0%	1.9%
Philadelphia	0.8%	0.5%
All Other locations	43.9%	44.7%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics - 2011

NOTE: Summation of top 50 work locations

Minimum of 14 people have to work in a location to be counted statistically

Kent County 2010 Demographics & 2019 Forecast

Employment by Industry	2009	2013
Agriculture, fishing, hunting	8.1%	7.3%
Construction	9.6%	6.7%
Manufacturing	7.1%	5.9%
Wholesale/Retail trade	11.2%	10.2%
Transportation/Warehousing & Utilities	3.6%	2.8%
Professional, scientific, technical svcs	7.1%	9.4%
Finance, Real Estate, Insurance	5.7%	6.2%
Waste management	2.9%	
Educational Services	13.1%	14.7%
Health Care, Social Services	11.1%	13.6%
Arts, Entertainment, Recreation	2.8%	12.5%
Accomodation, Food Services	8.7%	
Public Administration	4.3%	6.1%
Other Services	4.8%	4.5%

Kent County 2010 Demographics & 2019 Forecast

Category	KENT COUNTY CONSUMER SPENDING		
	Total \$	HH AVG	Index
Apparel & Services	\$ 11,899,412	\$1,437	64
Computers & Accessories	\$ 2,062,078	\$249	98
Education	\$ 11,494,898	\$1,389	93
Entertainment & Recreation	\$ 17,086,214	\$2,063	102
Food at home	\$ 42,780,223	\$5,165	101
Food away from home	\$ 26,020,632	\$3,141	98
Health care	\$ 6,408,035	\$774	108
Health insurance	\$ 23,165,962	\$2,797	109
Home Furnishings	\$ 13,178,957	\$1,591	89
Household Operations	\$ 20,692,287	\$2,498	101
Investments & loans	\$ 23,859,570	\$2,881	107
Insurance	\$ 18,403,784	\$2,222	106
Pets	\$ 5,684,715	\$686	124
Retail goods	\$ 117,547,262	\$14,191	99
Shelter & Utilities	\$ 135,784,301	\$16,393	106
TV/Video/Audio	\$ 10,721,988	\$1,294	102
Transportation	\$ 87,096,323	\$10,515	102
Travel	\$ 15,858,983	\$1,915	101
Vehicle Maintenance	\$ 9,135,180	\$1,103	101
AVERAGE		\$72,304	101
Average HH Income- 2013		\$72,249	

NOTES: INDEX REPRESENTS THE AMOUNT SPENT RELATIVE TO A NATIONAL AVERAGE OF 100

Consumer Spending data are derived from the 2011 & 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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