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Dreams. Delivered.

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DEL MAR COLLEGE FOUNDATION, INC.

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Mary C. McQueen, CFRE
Executive Director
of Development

December 9, 2013

Judge Loyd Neal
Nueces County Commissioners Court
901 Leopard Street, Room 303
Corpus Christi, TX 78401

Dear Judge Neal,

On behalf of the Business Resource Center, I want to thank you for the generous \$1,500 grant to the Business Resource Center's *Operation JumpStart* provided through the Del Mar College Foundation. The Business Resource Center (BRC) offers a secure environment for aspiring and early-stage micro entrepreneurs to gain knowledge and training to successful launch or expand their business. ✓

Operation JumpStart

In addition to coaching, mentoring and one-on-one counseling, the BRC utilizes the national recognized curriculum *Operation JumpStart* (OJS) as the primary training vehicle for micro entrepreneurs. Targeting clients who are considering starting a business and early-stage start-ups, the twelve-week program provides a strong foundation of fundamental knowledge not taught anywhere else. Breaking the process into 12 segments, participants define their business idea or concept, conduct market research at a macro level with additional research on the micro level to identify potential customers and competitors. The process culminates by combining pro forma financials, pricing, break-even analysis and cash flow projections creating a solid feasibility analysis to determine if one should proceed with starting the business

Measureable Results

During Spring 2013, staff at the BRC worked with 11 individuals on varying business ideas including: a personal fitness trainer, asphalt paving contractor, social media advisor, and two people who wanted to open a soccer training facility and a facility for destination weddings. Two of the participants decided their concepts were not feasible in this market. Two are continuing to examine their ideas and raise capital. Two are in the early stages of finalizing their plans to open. The remaining five have successfully launched their business, creating six full-time and a number of part-time positions. Estimated sales for 2013 are approximately \$800,000+ with continued growth expected in the coming years.

Detailed Accounting of Expenditures

The \$1,500 provided by Nueces County was used to pay for box meals provided by Del Mar College Campus Dining (total cost: \$1,534.08). As the *Operation JumpStart* program meets in the evening from 6:00pm to 9:00pm, these box meals provide a smooth transition between work and the classroom enabling a better classroom experience.

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JCM DEC 11 2013
Nueces County
Commissioners Court
Administration

FY 12-13
Outside Agency
Report

Commissioner Pet 3

The Business Resource Center continues to be a welcome resource for aspiring new business entrepreneurs in the Nueces County area. These new businesses provide jobs, pay taxes, and form the backbone of a thriving business community in our region. Thank you for your support.

Sincerely,

A handwritten signature in black ink, appearing to read "Mary McQueen". The signature is fluid and cursive, with the first name "Mary" and last name "McQueen" clearly distinguishable.

Mary McQueen, CFRE