



The Focus Area will be selected in collaboration with the District Office and will support local small business needs. Focus Areas will enable SBDCs and District Offices to partner on areas specific to the state or region they serve. There are seven Focus Areas, each with multiple measures from which the SBDC can pick and choose. SBDCs should select one measure from one of the following categories:

1. Onshoring and Manufacturing
2. Rural
3. Exporting and International Trade
4. Innovation and Investment
5. Disaster Preparedness and Resilience
6. Contracting & Procurement
7. Specialty Area of Service

After selecting a category and a measure, the SBDC will propose a target for that measure and include it in its proposal in response to the 2026 SBDC Program Notice of Funding Opportunity. Any of these measures would follow the same attribution principles the SBDCs already use. Any documents collected in support of a measure are only used to assist with providing the services and are not shared.

Program Year 2027 SBDC Measures

1.0 ONSHORING and MANUFACTURING

This measure captures technical assistance to businesses in the manufacturing industry sector or any small business involved in onshoring activities.

1.1 Number and/or dollar value of federal and other capital infusion (loans, grants, equity) obtained with SBDC assistance (outcome measure)

Definition: SBDCs selecting this measure will annually report to the SBA on the number and/or dollar amount of capital infusion obtained by small manufacturers or any small business involved in onshoring activities after receiving counseling and/or training from the SBDC.

1.2 Increase in sales/revenues achieved by the small manufacturers with SBDC assistance (outcome measure)

Definition: SBDCs that select this measure will annually report to the SBA on the increase in sales/revenues for small manufacturers or any small business involved in onshoring activities that received counseling and/or training from the SBDC.

1.3 Number of small manufacturers that receive counseling and training on onshoring and manufacturing industry-specific topics. (output measure)



Definition: SBDCs selecting this measure will annually report to the SBA on the number of small businesses that received at least one or more hours of counseling and/or training on manufacturing-specific topics.

2.0 RURAL

This measure captures technical assistance to businesses in rural communities which is defined by the USDA as a town with fewer than 50,000 inhabitants that is not adjacent to a city with a population of more than 50,000 inhabitants. SBDC can also self-identify an area as rural based on local factors.

2.1 Number and/or dollar value of federal and other capital infusions (loans, grants, equity) obtained with SBDC assistance (outcome measure)

Definition: SBDCs selecting this measure will annually report to the SBA on the number and/or dollar amount of capital infusion obtained by small businesses located in rural areas after receiving counseling and/or training from the SBDC.

2.2 Increase in sales/revenues achieved by small businesses located in rural areas with SBDC assistance (outcome measure)

Definition: SBDCs that select this measure will annually report to the SBA on the increase in sales/revenues for small businesses located in rural areas that received counseling and/or training from the SBDC.

2.3 Number of rural small businesses that receive counseling and training (output measure)

Definition: SBDCs selecting this measure will annually report to the SBA on the number of rural small businesses that received at least one or more hours of counseling and/or training.



3.0 EXPORTING & INTERNATIONAL TRADE

These measures capture training, technical assistance, counseling and other SBDC services, provided in person or virtually to small businesses on a wide variety of exporting & international trade issues and topics.

3.1 Number of businesses which receive export financing (outcome measure)

Definition: SBDCs selecting this measure will annually report on the number of small businesses they have trained, counseled or assisted that then received export financing (incl. SBA Export loan).

3.2 Dollar value of export financing received (outcome measure)

Definition: SBDCs selecting this measure will annually report on the dollar value of export financing received by small businesses after they obtained training, counseling, or assistance from the SBDC.

3.3 Increased international trade revenue (outcome measure)

Definition: SBDCs selecting this measure will annually report on the amount of increased international trade revenue clients have generated with assistance from the SBDC.

3.4 Number of small businesses that receive counseling and/or training on exporting & international trade (output measure)

Definition: SBDCs selecting this measure will annually report on the number of small businesses that have received one or more hours of counseling and/or training on exporting and/or international trade.

4.0 INNOVATION & INVESTMENT

These measures capture training, technical assistance, counseling, and other SBDC services, provided in person or virtually to small businesses on a wide variety of innovation & investment issues and topics.

4.1 Number of businesses that apply for SBIR/STTR (output measure)

Definition: SBDCs selecting this measure will annually report to the SBA on the number of small businesses that applied for SBIR/STTR funding after receiving training, technical assistance, counseling, or other SBDC services. (as reported by the client with proof of submittal of an application).



4.2 Dollar value of SBIR/STTR funding received (outcome measure)

Definition: SBDCs selecting this measure will annually report to the SBA on the dollar value of SBIR/STTR funding received by small businesses after obtaining training, technical assistance, counseling, and other SBDC services (as reported by the client with proof of submittal of documentation to support the dollar value received).

4.3 Number of small businesses that receive counseling and/or training on innovation & intellectual property protection (output measure)

Definition: SBDCs selecting this measure will annually report on the number of small businesses that have received one or more hours of counseling and/or training from the SBDCs on a wide variety of innovation & investment issues and topics.

5.0 DISASTER PREPAREDNESS & RESILIENCE

These measures capture training, technical assistance, counseling, and other SBDC services, provided in person or virtually to small businesses on a wide variety of disaster preparedness & recovery issues and topics.

5.1 Number of businesses that apply for Federal & state disaster loans (outcome measure)

Definition: SBDCs selecting this measure will annually report to the SBA on the number of small businesses that apply for Federal & state disaster loans **after** receiving counseling, training, or technical assistance from the SBDC. (SBDCs will obtain documentation from small businesses that demonstrate that they applied for Federal or state disaster assistance.)

5.2 Dollar value of federal & state disaster loans received (outcome measure)

Definition: SBDCs selecting this measure will annually report to the SBA on the number of small businesses that obtain Federal & state disaster loans after receiving counseling or training from the SBDC. (SBDCs will obtain documentation from small businesses that demonstrate that they applied for federal or state disaster assistance.)

5.3 Number of businesses which develop disaster preparedness plans (outcome measure)

Definition: SBDCs selecting this measure will annually report to the SBA on the number of small businesses that develop a disaster preparedness plan after obtaining counseling or training from the SBDC. (SBDCs will obtain a copy of the disaster preparedness plan from small businesses.)

5.4 Number of small businesses that receive counseling and/or training on disaster preparedness & recovery (output measure)

Definition: SBDCs selecting this measure will annually report to the SBA on the number of small businesses that received at least one or more hours of counseling and/or training on disaster preparedness & recovery.



6.0 CONTRACTING & PROCUREMENT

This measure captures training, technical assistance, counseling and other SBDC services, provided in person or virtually to small businesses on a wide variety of contracting & procurement issues and topics.

6.1 Number of businesses that submit an application for contracting and receive a certification or bond/financing: (outcome measure)

HUBZone certification, WOSB/EDWOSB, 8 (a), VetCert or an SBA Contract Financing or Surety Guarantee

Definition: SBDCs selecting this measure will annually report to the SBA on the number of small businesses they assisted which then apply and receive a certification or receive SBA Contract Financing or SBA Surety Guarantee (The SBDC will obtain evidence of the certification or financing/guarantee).

6.2 Government contracts received – total dollar value and number (outcome measure)

Definition: SBDCs selecting this measure will annually report to the SBA on the dollar value of (Federal, State, and Local) government contracts obtained by small businesses after receiving counseling and training from the SBDC., including Prime and Subcontracts (The SBDC will obtain evidence from small businesses of the dollar value of government contracts they have received.)

6.3 Number of small businesses that receive counseling and training on contracting & procurement (output measure)

Definition: SBDCs selecting this measure will annually report to the SBA on the number of small businesses that received at least one or more hours of counseling and/or training on contracting and procurement.

This measure captures technical assistance to businesses in rural communities which is defined by the USDA as a town with fewer than 50,000 inhabitants that is not adjacent to a city with a population of more than 50,000 inhabitants. SBDC can also self-identify an area as rural based on local factors.



7.0 SPECIALTY AREA of SERVICE

Specialty services provide customized assistance in current small business challenges including but not limited to those identified below:

Child care, Cybersecurity, Job-Training, Skilled Labor, and Supply Chain Development.

7.1 Number and/or dollar value of federal and other grants obtained with SBDC assistance on area selected (outcome measure)

Definition: SBDCs selecting this measure will annually report to the SBA on the number and/or dollar amount of grants obtained by small businesses after receiving counseling and/or training from the SBDC.

7.2 Increase in sales/revenues achieved by the small business in a specialty market with SBDC assistance (outcome measure)

Definition: SBDCs which select this measure will annually report to the SBA on the increase in sales/revenues for businesses in a specialty market which received counseling and/or training from the SBDC.

7.3 Number of small businesses which receive counseling and/or training in specialty market (output measure)

Definition: SBDCs which select this measure will annually report to the SBA on the number of small businesses which received counseling and/or training from the SBDC in a specialty market.

7.4 Number of small business clients connected to apprenticeship and job-training organizations (output measure)

Definition: SBDC which selects this measure will annually report to the SBA the number of clients referred to job-training and apprenticeship programs.