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100 Beacons Job Creation Program Approved by Sanger Council

(Sanger) – The Sanger City Council has approved an innovative new program that will give 100 business owners and entrepreneurs the tools they need to increase their chance of business success and, thereby, expand the number of local jobs.

The 100 Beacons program is a Virtual Incubator that will help Sanger business owners assess their business idea, prepare a business plan, and acquire the technical expertise needed to move their idea to market.

Sanger Mayor, Joshua Mitchell, noted that, “Small business is the nation’s most powerful engine for job creation, and in this economy people need jobs. The problem is that many would be business owners open their doors without the knowledge needed to succeed, and more than half of them are out of business within the first three years.”

Sanger City Manager, Brian Haddix, acknowledged that, ...”starting a business is difficult, you have tons of questions like, ‘Where do I locate, who are my customers, how do I reach them, what is the secret to getting a loan from a bank, can I get help in drafting a business plan?’ This program is designed to hook up Sanger residents who have the dream and enthusiasm of starting their own business with experts who can assist in launching and growing a successful business.”

Haddix, who oversaw a business incubator program in Butte County when he was that county’s Chief Administrative Officer, noted that, “87% of businesses that started with an incubator were still open five years later versus only 44% of those who didn’t use an incubator. More important to Sanger, 84% of those businesses that got their start in a local business incubator program, stayed in those same communities.”

The 100 Beacons program is being provided at no charge, thanks to financial collaboration from the U.S. Department of Agriculture, Central Valley Business Incubator, Wells Fargo, the Office of Community Development, and the University of California, Merced.

Mayor Mitchell added, "When we give entrepreneurs the tools they need for success, they and their employees will have a much better shot at long term success, and will be much less likely to find themselves back on the unemployment line. That is what Sanger, and the 100 Beacons program is all about."

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