

## Coatesville Entrepreneurs Begin Eighth Program

Coatesville, PA – It started in 2001 with 14 budding entrepreneurs dreaming of owning their own businesses. Now, four years and 82 graduates later, the Coatesville Regional Entrepreneur and Training Endeavor (CREATE) is beginning its eighth series of classes with 16 new potential business owners.

The educational portion of the CREATE program put on by the Kutztown SBDC consists of 17 evenings of classroom sessions on what to expect when starting a business, including developing a unique market position, setting reasonable pricing policies, and building a resource team. Guest speakers on topics such as credit repair, market research, business ethics, small business marketing and advertising share their professional expertise with the classmates.

Once the attendees complete their individual business plans, they may apply for a seed-capital loan of up to \$10,000. A unique feature of the CREATE program is that this start-up loan may become a grant if payments are regular and the business survives for five years. The Coatesville City Council provides the loan pool in part from funds from the sale of its water authority in the

recent past and the Chester County Economic Development Council administers the loans.

Forty percent of all the CREATE graduates have started or are pursuing their businesses at this time. Enterprises have blossomed in a wide variety of industries: food caterers, hair and nail salons, restaurants, construction companies, web site developers, desktop publishing, graphic designers, seamstresses, retail clothing, videographers, daycare sites, among a host of others.

Coatesville City Council and the Chester County Economic Development Council started the CREATE program to help revitalize the downtown city area with small businesses. After four years the vision is clearer still—entrepreneurial success leads to regional economic vitality. Coatesville recently announced over \$600 million of new development projects over the next five years. Kutztown SBDC is proud to be a part of this innovative program.

For more information or to apply for future classes, contact the Coatesville Main Street Manager at 610-380-7045.