

## Center for Economic Vitality Delivers Economic Impacts in Whatcom County

### Economic Impacts 1996 - 2010

The Center for Economic Vitality provides strategic business counseling and research services to businesses in Whatcom County. The services are offered at no cost to recipients thanks to the financial generosity of our funding partners.

Total clients served: 5,948

Capital investment created: \$181,504,733

Jobs created or saved: 4,945

## Contact Us

The Center for Economic Vitality is an outreach program for Western Washington University to give back to the business community.

119 Commercial St. Suite 175  
Bellingham, WA 98225-4455

(360) 733-4014

[www.cevforbusiness.com](http://www.cevforbusiness.com)

## Funding Partners

CEV counseling services are available at no-cost to businesses due to the financial generosity of:

City of Blaine

City of Ferndale

City of Lynden

City of Sumas

City of Bellingham

Western Washington University's  
College of Business and Economics

Whatcom County

Port of Bellingham

Washington Department of Commerce

Economic Development Administration



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Center  
for  
Economic  
Vitality

*Helping to shape the economic future of our region...  
one business at a time.*



Center for Economic Vitality

Western Washington University  
College of Business and Economics

# HELPING BUSINESSES STABILIZE AND GROW

## Facing a difficult business challenge?

The Center for Economic Vitality (CEV) has been guiding, advising, and serving as a sounding board for businesses in Washington since 1983. Our business strategists provide in-depth, confidential business counseling to businesses, free of charge.

## No-Cost Confidential Business Counseling

Our business strategists can help you with:

- Business plan development
- Marketing plan development
- Cost/financial analysis
- Export assistance
- Access to capital, loan information and finance packaging
- Market research and strategies
- Labor and personnel issues
- Valuing a business for sale or purchase
- Internet marketing strategies
- Strategic planning
- Succession planning
- General business problem solving

## Need help?

Call (360) 733-4014 for an appointment. We also have satellite offices in many parts of Whatcom County.

## Want to learn more?

Visit [www.cevforbusiness.com](http://www.cevforbusiness.com)



often do say that I owe much of that success to his help and the resources at the CEV."

Steve Roguski  
Owner  
Fairhaven Runners & Walkers

"The fact that this caliber of guidance was free and non-biased was incredible to me and I could not imagine anyone starting or developing a business without consulting Tom or his staff at the CEV.

Having been in business now for 11 profitable and enjoyable years, I can and



leaving each appointment - knowing that this business will continue to grow with support from my community and the Center for Economic Vitality."

Trudy Scherting  
Owner  
Moka Joe Coffee

"The CEV has helped me restructure my energy into planning for the future instead of wasting that energy on putting out fires.

I have to say that all of the support may have been given 'free of charge' but its value has been immeasurable. I feel a sense of reassurance after

## Our Team Approach

We take a team approach to supporting clients. With decades of varied business experience and knowledge, we work together to help you come up with solutions. We also tap into resources from Western Washington University, including faculty, students, interns, and databases.

Our business strategists work with our research analysts to provide customized market research to help companies plan, adjust to changes in the marketplace and identify business problem areas.

We use business intelligence and marketing research tools that are usually not accessible to small-to-medium businesses to assist with:

## Business Development

- Competitive analysis
- Identifying customers
- Locating capital

## Financial Analysis

- Wellness checks
- Business valuations
- Proforma projections
- Loan preparation

## Market/Industry Research

- Marketing plans and strategy
- Industry trends and information
- Competitive intelligence