



# ECONOMIC IMPACT



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# **Economic Impact Analysis for the UT Tyler - Longview Small Business Development Center**

Prepared for:

THE UNIVERSITY OF TEXAS AT TYLER

Prepared by:

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**UTTyler**  
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# EXECUTIVE SUMMARY

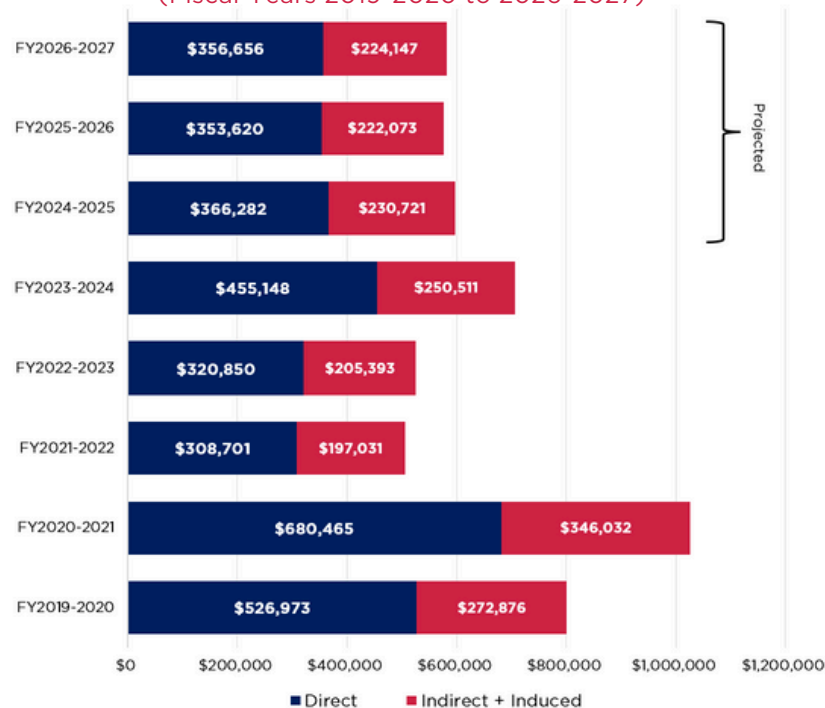
This report analyzes the economic impact of the UT Tyler - Longview Small Business Development Center in East Texas, structured around two main sections: (1) the economic contribution of the center's annual operations and (2) the economic gains resulting from the technical assistance and services provided to local businesses. The analysis covers fiscal years 2019-2020 through 2024-2025 and includes projections through 2027. It also accounts for capital improvements to the UT Tyler-Longview SBDC facility completed in 2020 and staffing expansions funded by the CARES Act during the pandemic years (2020-2022).

The assessment captures both direct and indirect economic effects, illustrating how operational expenditures—such as employee compensation and infrastructure investments—stimulate broader economic activity in the local community. The Hibbs Institute's findings underscore the critical role the UT Tyler-Longview SBDC plays in advancing regional economic development throughout East Texas.

- Annual Operational Economic Impact**

This section examines the economic impact of the UT Tyler-Longview SBDC's operational expenditures—including salaries, utilities, rent, and office supplies—as reported by The University of Texas at Tyler. Based on these data, the Hibbs Institute projected operational expenses through fiscal year 2026- 2027. The analysis estimates that UT Tyler-Longview SBDC operations generated a total economic output of about **\$3.5 million** over five fiscal years (FY2019-2020 through FY2023-2024). The projected economic impact for the next three fiscal years (FY2024-2025 through FY2026-2027) is expected to reach **\$2.6 million** in output. **Figure 1** illustrates the direct, indirect, and induced economic impacts of the center's operations by fiscal year.

**Figure 1. Annual Operational Economic Impact**  
(Fiscal Years 2019-2020 to 2026-2027)



Notes: Dollar figures in 2025 current dollars.

Source: The Hibbs Institute for Business & Economic Research.

The Hibbs Institute for Business and Economic Research is committed to supporting businesses, regional economic development organizations, and local governments in promoting economic growth across greater East Texas. The Institute delivers research-based insights and offers both complimentary and contracted services. For more information, visit [uttyler.edu/hibbs-institute](http://uttyler.edu/hibbs-institute).

# EXECUTIVE SUMMARY

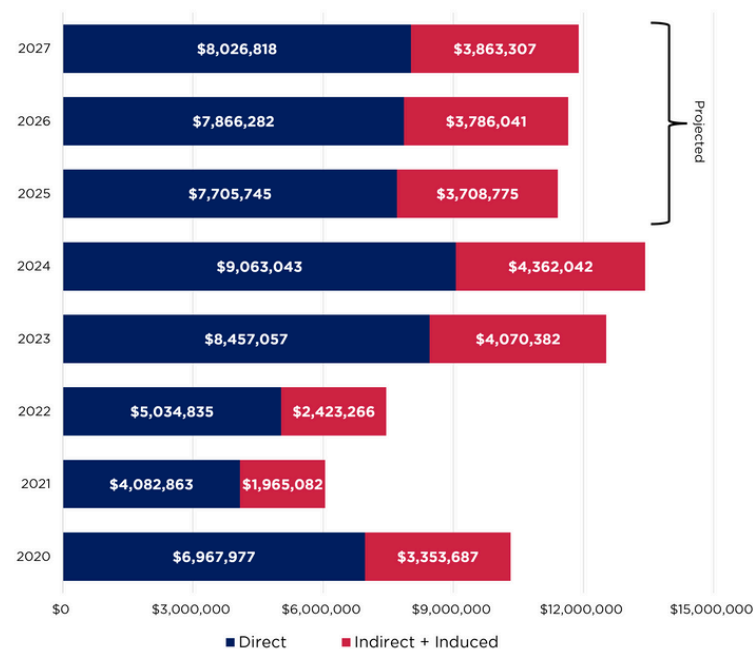
- Annual Economic Impact of Technical Assistance and Services Provided to Local Businesses**

The second section examines the UT Tyler-Longview SBDC's role in supporting small businesses across the six-county region it serves. Data from the North Texas SBDC (NTSBDC) detail the UT Tyler-Longview SBDC's interactions with individuals and businesses seeking technical assistance, which has been instrumental in launching and expanding local enterprises. The study focuses on businesses assisted between 2020 and 2024 and includes projections through 2027, allowing for an eight-year evaluation of the center's regional economic contributions.

National small business statistics were utilized to estimate the revenue generated by new businesses supported by the UT Tyler-Longview SBDC. This economic contribution was calculated for each one of these start-ups during their first year of operation.

The analysis estimates that the UT Tyler-Longview SBDC's technical assistance generated a total economic impact of **\$49.8 million** over five years (2020 to 2024). Projections for the subsequent three years (2025 to 2027) indicate an additional **\$34.9 million** in economic output. **Figure 2** provides a detailed breakdown of the annual economic impact associated with the technical assistance and services provided by the UT Tyler - Longview SBDC during eight years in East Texas.

**Figure 2. Annual Economic Impact of Technical Assistance and Services Provided to Local Businesses (2020 to 2027)**



Notes: Dollar figures in 2025 current dollars.

Source: The Hibbs Institute for Business and Economic Research.





# SMALL BUSINESS DEVELOPMENT CENTER



The Small Business Development Center (SBDC) program is a nationwide network that provides no-cost consulting, training, and resources to help small businesses launch, grow, and thrive. Funded by the U.S. Small Business Administration (SBA) and hosted by universities and economic organizations, SBDCs offer expert guidance on business planning, financing, marketing, operations, and expansion strategies. With centers located across the country, SBDCs play a vital role in fostering economic growth and innovation by tailoring support to meet local market needs.

SBDCs offer personalized advising and technical assistance to both aspiring entrepreneurs and established small businesses. They assist clients in securing funding, refining business strategies, improving operations, and navigating challenges in areas, such as financial management, human resources, marketing, and international trade. Through one-on-one counseling and hands-on workshops, SBDCs equip small businesses with the practical tools and knowledge needed for long-term success.



UT Tyler-Longview SBDC Offices, located at  
911 W Loop 281 Suite 319, Longview, TX 75604

## UT TYLER – LONGVIEW SBDC

The UT Tyler-Longview SBDC is part of a national network of 1,000 centers committed to supporting small business succeed. With over 50 locations across Texas, SBDCs receive funding from the U.S. SBA, the State of Texas, and host institutions, such as The University of Texas at Tyler.

UT Tyler was awarded the hosting responsibilities for the UT Tyler-Longview SBDC on October 1, 2018, thereby strengthening the collaboration among UT Tyler, Dallas College, and the North Texas SBDC. Serving six East Texas counties—Gregg, Harrison, Marion, Rusk, Panola, and Upshur—the center provides free business consulting and advisory services to entrepreneurs. With a team of experienced professionals who have owned and managed their own businesses, the UT Tyler-Longview SBDC fosters local economic growth by supporting business development, job creation, and access to capital.





During the COVID-19 pandemic, the UT Tyler-Longview SBDC played a crucial role in supporting the East Texas region by providing much-needed assistance to struggling small businesses. Through the CARES Act grant<sup>1</sup>, the UT Tyler-Longview SBDC received additional funding that allowed them to expand their services and resources, ensuring that local businesses could navigate the financial and operational challenges brought on by the crisis. These funds enabled the center to offer specialized consulting, access to emergency relief programs, and guidance on loan applications such as the Paycheck Protection Program (PPP) and Economic Injury Disaster Loans (EIDL). By helping business owners understand and secure these financial lifelines, the UT Tyler-Longview SBDC helped prevent closures, preserve jobs, and stabilize the local economy during an uncertain time.

Beyond financial assistance, UT Tyler-Longview SBDC provided strategic support to businesses adapting to pandemic-related challenges. They assisted with digital transformation efforts, such as helping businesses shift to online sales, implement remote work solutions, and adjust marketing strategies to reach customers in new ways. The center also conducted virtual workshops and one-on-one coaching to help business owners refine their operations, manage supply chain disruptions, and develop resilience strategies for future uncertainties. Thanks to the additional CARES Act funding, the UT Tyler-Longview SBDC became a key resource in sustaining small businesses in East Texas, ensuring that they could survive the pandemic and emerge stronger in the recovery phase.

## COMMUNITY COMMITMENT



Best SBDC Award of the Year 2024, Dr. Krist Swimberghe (Dean of the Soules College of Business), Day Shelmire (UT Tyler-Longview SBDC Director, and SBDC Advisors and Staff.

## NATIONALLY RECOGNIZED

In 2024, the UT Tyler-Longview SBDC was named SBDC of the Year by the North Texas SBDC Network—a prestigious honor recognizing excellence in service, advocacy, and measurable performance. This North Texas SBDC award highlights top-performing SBDCs that have demonstrated exceptional success in supporting small businesses and fostering economic growth in their communities.

The UT Tyler-Longview SBDC earned this distinction for its significant impact in launching new businesses, securing capital investment, and providing high-quality consulting services. Evaluation criteria included the number of businesses assisted, financial support facilitated, and the overall economic contributions made by the center. This recognition places the UT Tyler-Longview SBDC among the leading centers in the region and highlights its vital role in strengthening East Texas's entrepreneurial ecosystem.

The award was formally presented in May 2024 during the SBA Small Business Awards ceremony in Hurst, where the UT Tyler-Longview SBDC team was recognized for their dedication to empowering local entrepreneurs. This honor reaffirms the essential role of UT Tyler-Longview SBDCs in delivering resources, mentorship, and financial guidance that contribute to the long-term success and sustainability of small businesses.



# ECONOMIC IMPACT

## THE ANALYSIS

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# THE ANALYSIS

The Hibbs Institute for Business and Economic Research at The University of Texas at Tyler has conducted an economic impact analysis of the UT Tyler-Longview SBDC. This study evaluates the UT Tyler-Longview SBDC's contributions to the regional economy using two distinct approaches: 1) estimates the economic impact of the center's regular operations and staff salaries from fiscal years 2019-2020 through 2024-2025, 2) measures the regional ripple effects generated by the businesses supported by the UT Tyler-Longview SBDC over the past five years.

Additionally, the study includes the UT Tyler-Longview SBDC's economic impact estimates for the next three years (FY2025-2026 to FY2027-2028). The Hibbs Institute used past data to forecast trends over the next three years, which were then applied to estimate the anticipated economic contributions for Gregg County and the surrounding counties. These projections provide valuable insight into the UT Tyler-Longview SBDC's continued role in fostering economic growth and supporting small businesses in East Texas.

## METHODOLOGY

To assess the economic impact of the UT Tyler-Longview SBDC, the Hibbs Institute employs Input-Output (I-O) analysis, a modeling technique that illustrates the interconnectedness of industries through the intermediate goods and services they exchange to generate final products. An I-O model captures the intricate web of inter-industry relationships that drive production processes within a specific economy. This approach enables researchers to estimate the regional effects of economic changes—commonly referred to as "shocks"—such as new policies, capital investments, or local expenditures by businesses and organizations.

The economic relationships between industries within a region are quantified using multipliers, which measure the ripple effects of changes, such as variations in employment or income, on the local economy. For instance, an employment multiplier of two indicates that for every job directly created, an additional job is generated elsewhere in the economy. Industries with extensive interconnections, such as manufacturing or construction, tend to have higher multipliers and serve as stronger economic drivers compared to sectors with fewer linkages, like retail or wholesale.



# THE ANALYSIS

Among the various I-O software tools available, the Hibbs Institute relies on IMPLAN model for its analyses. IMPLAN is a widely respected platform used by numerous public and private organizations, including universities, to conduct economic impact studies. Utilizing a hierarchical, top-down approach, IMPLAN integrates national datasets—such as those from the U.S. Census Bureau, the Bureau of Economic Analysis, and the Bureau of Labor Statistics—to generate localized estimates for employment, wages, and business output.

IMPLAN categorizes economic impacts into three distinct effects:

- **Direct effects:** These represent the immediate impacts resulting from new or ongoing expenditures or employment. They serve as the initial input into the I-O model.
- **Indirect effects:** These capture subsequent rounds of business activity generated as firms respond to increased demand. Indirect effects include higher production and employment within the supply chain of affected industries.
- **Induced effects:** These reflect household spending driven by income gains from both direct and indirect impacts. Expenditure on goods and services—ranging from retail purchases to housing costs—fall within this category.

The total economic impact of a change is the sum of these three effects, typically expressed through key metrics relevant to stakeholders:

- **Output (Business Volume):** The total increase in business activity resulting from direct investments, supply chain expenditures, and household spending.
- **Labor Income:** The total earnings generated across industries, including wages and proprietor income. Since labor income is a subset of total output, it should not be counted separately in aggregated impact calculations.
- **Employment:** The number of full-time and part-time jobs created or sustained annually due to economic activity.

By using these metrics, the analysis provides a comprehensive understanding of the UT Tyler-Longview SBDC's contribution to the regional economy, offering valuable insights for policymakers, community leaders, and stakeholders.

# THE ANALYSIS

## ECONOMIC IMPACT

This analysis is divided into two sections: (1) the economic impact of the center's annual operations, and (2) the economic contributions resulting from the technical assistance and services the center provides to local businesses throughout East Texas. The timeframe for both sections spans from fiscal year 2019-2020 through 2024-2025, with projections for the following three years.

In the first section, data on the UT Tyler-Longview SBDC's expenditures over the five-year period were provided by UT Tyler. These expenses include staff salaries and routine operational costs such as utilities, rent, and office supplies.

Additionally, the analysis includes remodeling expenses for the UT Tyler-Longview SBDC premises completed in 2020. During the pandemic years (2020-2022), funding from the CARES Act supported the hiring of two additional professionals to meet the heightened demand for business advising and technical assistance. Using five years of historical data, the Hibbs Institute projected operational expenses for the subsequent three years. **Table 1** provides a summary of these figures by fiscal year.

**Table 1. The UT Tyler-Longview SBDC Operations Summary Data**  
(Fiscal Years 2019-2020 to 2026-2027)

	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025*	2025-2026*	2026-2027*
<b>Operational Expenses</b>	\$446,049	\$639,490	\$304,386	\$317,854	\$453,017	\$366,282	\$353,620	\$356,656
<b>Total Salaries</b>	\$259,529	\$352,390	\$269,386	\$282,854	\$298,464	\$316,282	\$303,620	\$306,656
<b>Remodeling</b>	\$35,862							
<b>Employees</b>	5	6	6	4	5	5	4	4

Notes: \*Are projected numbers. Dollar figures in 2025 current dollars.  
Source: University of Texas at Tyler.

# THE ANALYSIS

Data presented in **Table 1** were used as inputs for the IMPLAN model to estimate direct, indirect, and induced economic impacts in Gregg County. The results—presented in terms of output, employment, and labor income—are shown in **Table 2**.

Although the UT Tyler-Longview SBDC is a small office, employing between four and six staff members over the past five years and maintaining moderate annual expenditures, its operational economic impact has been notable. Estimates indicate that the UT Tyler-Longview SBDC generated about **\$3.5 million** in total economic output during this period.

**Table 2. Economic Impact of the UT Tyler-Longview SBDC Operations and Remodeling in Gregg County**  
(Fiscal Years 2019-2020 to 2023-2024)

	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
<b>Operations:</b>					
<b>Business Volume</b>					
Direct Effect	\$482,363	\$680,465	\$308,701	\$320,850	\$455,148
Indirect Effect	\$125,754	\$177,400	\$80,479	\$83,647	\$118,659
Induced Effect	\$125,309	\$168,633	\$116,552	\$121,746	\$131,853
<b>Total Effect</b>	<b>\$733,425</b>	<b>\$1,026,497</b>	<b>\$505,732</b>	<b>\$526,243</b>	<b>\$705,659</b>
<b>Total Added Business Volume for Longview SBDC's Operations, 5-Year Period</b>					<b>\$3,497,557</b>
<b>Labor Income</b>					
Direct Effect	\$280,658	\$374,969	\$273,205	\$285,520	\$299,868
Indirect Effect	\$39,154	\$55,234	\$25,058	\$26,044	\$36,945
Induced Effect	\$36,697	\$49,385	\$34,133	\$35,654	\$38,614
<b>Total Effect</b>	<b>\$356,509</b>	<b>\$479,588</b>	<b>\$332,395</b>	<b>\$347,218</b>	<b>\$375,427</b>
<b>Total Added Labor Income for Longview SBDC's Operations, 5-Year Period</b>					<b>\$1,891,137</b>
<b>Employment</b>					
Direct Effect	5	6	5	4	5
Indirect Effect	1	1	1	1	1
Induced Effect	1	1	1	1	1
<b>Total Effect</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>7</b>
<b>Remodeling 2019-2020</b>					
<b>Business Volume</b>			<b>Labor Income</b>		
Direct Effect	\$44,610		Direct Effect	\$13,190	
Indirect Effect	\$14,578		Indirect Effect	\$4,066	
Induced Effect	\$7,236		Induced Effect	\$2,119	
<b>Total Effect</b>	<b>\$66,424</b>		<b>Total Effect</b>	<b>\$19,375</b>	

Notes: Dollar figures in 2025 current dollars.  
Source: The Hibbs Institute for Business & Economic Research.

# THE ANALYSIS

Similarly, **Table 3** presents direct, indirect, and induced economic impacts of the UT Tyler-Longview SBDC's forecasted operations in Gregg County over the next three years.

Based on projected expenditures, the UT Tyler-Longview SBDC is expected to generate **\$1.7 million** in total economic output, including **\$1.1 million** of labor income, during the next three years in Gregg County. It is important to note that labor income is a component of overall output and should not be added separately.

**Table 3. Economic Impacts on Projected Annual Operations of the UT Tyler-Longview SBDC Center in Gregg County**  
(Fiscal Years 2024-2025 to 2026-2027)

	2024-2025	2025-2026	2026-2027
<b>Business Volume</b>			
Direct Effect	\$366,282	\$353,620	\$356,656
Indirect Effect	\$95,491	\$92,190	\$92,982
Induced Effect	\$135,230	\$129,883	\$131,165
<b>Total Effect</b>	<b>\$597,003</b>	<b>\$575,694</b>	<b>\$580,803</b>
<b>Total Added Business Volume for Longview SBDC's Operations, 3-Year Period</b>			<b>\$1,753,500</b>
<b>Labor Income</b>			
Direct Effect	\$316,282	\$303,620	\$306,656
Indirect Effect	\$29,732	\$28,704	\$28,950
Induced Effect	\$39,603	\$38,037	\$38,413
<b>Total Effect</b>	<b>\$385,617</b>	<b>\$370,361</b>	<b>\$374,019</b>
<b>Total Added Labor Income for Longview SBDC's Operations, 3-Year Period</b>			<b>\$1,129,997</b>
<b>Employment</b>			
Direct Effect	5	4	4
Indirect Effect	1	1	1
Induced Effect	1	1	1
<b>Total Effect</b>	<b>7</b>	<b>6</b>	<b>6</b>

Notes: Dollar figures in 2025 current dollars.

Source: The Hibbs Institute for Business & Economic Research.



# THE ANALYSIS

The second section of this analysis investigates the UT Tyler-Longview SBDC's collaboration with small businesses across the region. The North Texas SBDC tracks and documents all the UT Tyler-Longview SBDC interactions with individuals and businesses seeking advice and technical assistance. This support is vital for launching new startups and enhancing or expanding existing businesses.

Over the past five years, the UT Tyler-Longview SBDC has played an active role in the East Texas business community, counseling thousands of clients. **Table 4** summarizes key performance indicators and statistics compiled by the North Texas SBDC related to the UT Tyler-Longview SBDC's assistance in its six-county service area from 2019 to 2024.

The Hibbs Institute used these figures to project outcomes for 2025 through 2027, creating an eight-year dataset to estimate the regional economic impact of businesses supported by the UT Tyler-Longview SBDC. This complete series served as the foundation for analyzing the economic contribution of those businesses that benefited from the center's support and technical assistance.

National small business statistics were applied to estimate local sales (revenue) generated by the UT Tyler-Longview SBDC-assisted startups—classified as “New Business Started”—from 2020 to 2024, as well as for the forecasted years 2025, 2026, and 2027. These economic impacts were calculated based on average small business sales by number of employees.<sup>2</sup> A key assumption in this analysis is that only the first year of operation is considered when estimating the economic impacts of the UT Tyler-Longview SBDC-supported startups. In other words, businesses were considered “New Business Started” solely during their initial year.

**Table 4. Statistics and Key Indicators Regarding UT Tyler-Longview SBDC Assistance and Technical Support in the Region (2019-2024)**

	2019	2020	2021	2022	2023	2024
<b>New Business Started</b>	7	36	22	29	50	55
<b>Jobs Created (Full and part-time)</b>	44	258	82	139	168	206
<b>Jobs Retained</b>	183	1,322	1,660	863	1,213	1,252
<b>Dollar Amount of Loans (in millions)</b>	\$4.8	\$8.5	\$8.7	\$16.1	\$9.5	\$13.0
<b>Total Clients Counseled</b>	134	314	410	360	454	456
<b>Total Counseling Hours</b>	914.8	2362.1	2511.5	2058.5	2460.0	2645.9

*Source: The North Texas SBDC. The data presented in this table is based on calendar year activities and does not correspond to the federal fiscal year.*

# THE ANALYSIS

**Table 5** presents the estimated economic impact of local small businesses assisted by the UT Tyler-Longview SBDC from 2020 through 2024 across the six counties within its service area. The intensified support provided by the UT Tyler-Longview SBDC in 2020 in response to the pandemic—also reflected in **Table 4**—is evident in the resulting economic impact. Over the five-year period analyzed, the cumulative effect totals approximately **\$49.8 million** in business output, **\$17.4 million** in labor income, and employment ranging from 38 to 96 jobs annually.

Employment effects are expressed as full-time equivalent positions sustained for one year. Therefore, job figures should not be summed across years to avoid double counting. Similarly, labor income estimates should not be added to business output totals, as it is a component of overall output.

**Table 5. Economic Impacts of New Small Businesses Assisted by the UT Tyler-Longview SBDC in Selected Counties (2020-2024)**

	2020	2021	2022	2023	2024
<b>Business Volume</b>					
Direct Effect	\$6,967,977	\$4,082,863	\$5,034,835	\$8,457,057	\$9,063,043
Indirect Effect	\$1,180,375	\$691,637	\$852,901	\$1,432,626	\$1,535,279
Induced Effect	\$2,173,312	\$1,273,445	\$1,570,365	\$2,637,756	\$2,826,763
<b>Total Effect</b>	<b>\$10,321,664</b>	<b>\$6,047,944</b>	<b>\$7,458,101</b>	<b>\$12,527,439</b>	<b>\$13,425,085</b>
<b>Total Added Business Volume for Assisted New Small Businesses, 5-Year Period</b>					<b>\$49,780,234</b>
<b>Labor Income</b>					
Direct Effect	\$2,464,575	\$1,444,109	\$1,780,822	\$2,991,263	\$3,205,600
Indirect Effect	\$459,150	\$269,038	\$331,767	\$557,272	\$597,203
Induced Effect	\$696,242	\$407,961	\$503,082	\$845,032	\$905,582
<b>Total Effect</b>	<b>\$3,619,967</b>	<b>\$2,121,108</b>	<b>\$2,615,671</b>	<b>\$4,393,567</b>	<b>\$4,708,385</b>
<b>Total Added Labor Income for Assisted New Small Businesses, 5-Year Period</b>					<b>\$17,458,698</b>
<b>Employment</b>					
Direct Effect	40	24	32	56	61
Indirect Effect	9	5	7	12	13
Induced Effect	14	9	11	19	21
<b>Total Effect</b>	<b>63</b>	<b>38</b>	<b>50</b>	<b>87</b>	<b>96</b>

Notes: Dollar figures in 2025 current dollars.  
Source: The Hibbs Institute for Business & Economic Research.

# THE ANALYSIS

The projected assistance to be provided by the UT Tyler-Longview SBDC in 2025, 2026, and 2027 was used to estimate the economic impacts associated with new small businesses receiving its support. **Table 6** presents the economic impact estimates for each of these years.

The combined three-year effect is expected to generate nearly **\$35 million** in business output, **\$12.2 million** in labor income, and an average of 85 jobs annually.

**Table 6. Economic Impacts of New Small Businesses' Projected Assistance Provided by the UT Tyler-Longview SBDC in Selected Counties (2025-2027)**

	2025	2026	2027
<b>Business Volume</b>			
Direct Effect	\$7,705,745	\$7,866,282	\$8,026,818
Indirect Effect	\$1,305,353	\$1,332,548	\$1,359,743
Induced Effect	\$2,403,422	\$2,453,493	\$2,503,564
<b>Total Effect</b>	<b>\$11,414,520</b>	<b>\$11,652,323</b>	<b>\$11,890,125</b>
<b>Total Added Business Volume for Assisted New Small Businesses, 3-Year Period</b>			<b>\$34,956,968</b>
<b>Labor Income</b>			
Direct Effect	\$2,725,523	\$2,782,305	\$2,839,087
Indirect Effect	\$507,765	\$518,343	\$528,922
Induced Effect	\$769,960	\$786,001	\$802,042
<b>Total Effect</b>	<b>\$4,003,249</b>	<b>\$4,086,650</b>	<b>\$4,170,051</b>
<b>Total Added Labor Income for Assisted New Small Businesses, 3-Year Period</b>			<b>\$12,259,949</b>
<b>Employment</b>			
Direct Effect	53	54	56
Indirect Effect	12	12	12
Induced Effect	19	19	19
<b>Total Effect</b>	<b>84</b>	<b>85</b>	<b>87</b>

Notes: Dollar figures in 2025 current dollars.  
Source: The Hibbs Institute for Business & Economic Research.

# CONCLUSION

The activities of the UT Tyler-Longview SBDC generate substantial economic value for both Gregg County and the broader East Texas region. Between fiscal years 2020 to 2024, the UT Tyler-Longview SBDC's ongoing operations contributed about **\$3.5 million** in total economic output and **\$1.9 million** in labor income while supporting an average of seven jobs annually in Gregg County. Projections for the 2025-2027 period indicate continued impact with an expected **\$1.7 million** in output and **\$1.1 million** in labor income, supporting approximately six jobs per year within the county.

Beyond its operational impact, the UT Tyler-Longview SBDC has played a pivotal role in advancing regional economic development by providing technical assistance and strategic guidance to small businesses and entrepreneurs. Clients who received the UT Tyler-Longview SBDC support have successfully transformed that assistance into tangible business outcomes, resulting in measurable economic gains. These impacts are not only substantial, but also point to a positive and sustained trend of growth for the years ahead.

In 2020, businesses assisted by the UT Tyler-Longview SBDC contributed **\$10.3 million** in economic output, increasing to **\$12.5 million** by 2023 and **\$13.4 million** in 2024, along with more than **\$4 million** in additional labor income. Over the five-year period, the cumulative economic impact of these supported businesses is estimated at **\$49.8 million** in output and **\$17.4 million** in labor income, with annual job creation ranging from 38 to 96 positions.

Looking ahead, the UT Tyler-Longview SBDC is expected to maintain and expand its impact on regional economic development. From 2025 to 2027, support for new small businesses is expected to generate nearly **\$35 million** in business output, **\$12.2 million** in labor income, and support approximately 85 jobs per year.





# CONCLUSION

The UT Tyler-Longview SBDC serves as a vital catalyst for regional economic growth and resilience, empowering entrepreneurs and small business owners with the tools and guidance they need to succeed. Through one-on-one advising, technical support, business planning assistance, access to capital, and market research, the UT Tyler-Longview SBDC provides a critical support system for individuals striving to bring their business ideas to life or strengthen existing enterprises. This tailored assistance has consistently helped local businesses navigate regulatory hurdles, improve operations, and make strategic decisions that lead to long-term growth and sustainability.

The economic impact of these efforts extends far beyond individual success stories. As small businesses stabilize and expand, they generate employment opportunities, increase local tax revenues, and strengthen the commercial fabric of the region. New businesses supported by the UT Tyler-Longview SBDC contribute to a more diverse and resilient local economy, while existing businesses benefit from improved competitiveness and innovation.

Over time, this cumulative effect not only stimulates business activity across multiple sectors, but also fosters community development and upward mobility for residents.

Moreover, by cultivating a culture of entrepreneurship, the UT Tyler-Longview SBDC helps ensure that economic opportunities are more broadly distributed, especially among underserved populations. Many local business owners credit the UT Tyler-Longview SBDC's support as a defining factor in their ability to survive early-stage challenges and adapt to evolving market conditions. Simply put, the UT Tyler-Longview SBDC acts as both a launching pad and a lifeline for small businesses—an indispensable partner in building a stronger, more prosperous regional economy.

## Note:

Labor Income and Business Volume figures should not be summed because Labor Income is a component of Business Volume.

Effects on employment are to be interpreted as a person employed for one year, but values in two-year periods cannot be added as they may, may not be double counted.



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## End notes

<sup>1</sup> The CARES Act, signed into law in March 2020, provided rapid economic relief to workers, families, small businesses, and industries impacted by the COVID-19 pandemic through a range of emergency support programs.

<sup>2</sup> Using the SBA proportions for newly formed businesses and the U.S. Census Bureau revenue estimates for Gregg County, the following assumptions were made: 81% of small businesses are sole proprietor firms that generate \$46,978 annually in revenue; 18.1% have 2 to 5 employees and generate \$844,399 annually; and 0.9% have between 6 and 19 employees and generate \$2.6 million annually. Additionally, it was assumed that newly established businesses perform about 75% of their average during their first year of operation.

Estimates on this section of the analysis were conducted using JobsEQ multipliers (from Chmura Economics, LLC) instead of IMPLAN multipliers due to data limitations.

### Sources:

- U.S. Census Bureau, Business Dynamics Statistics
- SBA Office of Advocacy, 2023 Small Business FAQ: <https://advocacy.sba.gov>
- Gregg County Economic Overview, 2024
- Zipia/Census, Revenue of Nonemployer Firms
- Academic literature on startup dynamics and early-stage underperformance (e.g., Haltiwanger et al., 2013)
- JobsEQ® is Copyright © 2025 by Chmura Economics & Analytics. The license was awarded to the Hibbs Institute for Business and Economic Research.
- <https://advocacy.sba.gov/wp-content/uploads/2021/12/Small-Business-FAQ-Revised-December-2021.pdf>
- [https://www.nber.org/system/files/working\\_papers/w21776/w21776.pdf](https://www.nber.org/system/files/working_papers/w21776/w21776.pdf)
- [https://www.zippia.com/advice/small-business-revenue-profit-margin/?utm\\_source=chatgpt.com](https://www.zippia.com/advice/small-business-revenue-profit-margin/?utm_source=chatgpt.com)

**Figure A1. Economic Impact Study's Selected Counties in Texas**



Source: The Hibbs Institute for Business & Economic Research.

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