



# B.E.S.T.

## BUSINESS ENHANCEMENT SUPPORT TEAM

### OVERVIEW

The Workforce Development Board of Contra Costa County has formed the Business Enhancement Support Team (BESTeam) to develop and implement strategies for supporting business vitality and growth. The BESTeam consists of a group of handpicked service providers that are prepared to deliver quality services to meet the needs of the small business community. Through coordinated efforts, the team delivers regional solutions to local challenges.

The process involves the BESTeam Manager conducting an initial assessment of the businesses needs. The BESTeam Manager will perform a S.W.O.T. Analysis of the businesses in order to determine which partners to bring to the resource sharing team meeting. Included in most meetings are, at a minimum, representatives from City Economic Development, EASTBAY Works One-Stop Career Center, the State of California Employment Development Department (EDD), the Small Business Development Center (SBDC), and the Workforce Development Board of Contra Costa County.

### OUTCOMES

The BESTeam expands and enhances the relationship between the Workforce Development Board, Economic Development, and the Business Community throughout Contra Costa County.

#### Benefits include:

- Business management information
- Small Business Development Center (SBDC) training, consulting and resources
- Employer Tax Credit information
- Human Resources information and assistance
- Business analysis and management, business planning, market research, marketing , finance, selling to the government, and technology
- Job placement and recruitment assistance
- Online business-to-business referrals for recruiting qualified workers
- Access to [www.ContraCostaMeansBusiness.com](http://www.ContraCostaMeansBusiness.com) website
- Assistance identifying resources for specific business operations
- Customized training to meet current and future workforce needs
- Access to educational resources (State and Private Universities, Community College, Adult Education, ROP, Apprenticeship and K-12)
- Access to a qualified workforce

### PARTNERS

The BESTeam is designed to identify and share information about available resources. Partnering organizations include:

- EASTBAY Works One-Stop Career Center
- City Economic Development
- Employment Development Department (EDD)
- Private & Public Education and Training
- U.S. Department of Labor
- Bay Area Green Business Program
- Contra Costa Small Business Development Center (SBDC)
- U.S. Small Business Administration
- Chambers of Commerce
- Contra Costa County Redevelopment
- Contra Costa Library
- California Association of Employers