

SMALL BUSINESS DEVELOPMENT CENTER SUCCESS STORY

ABC LEARNING PRESCHOOL AND CHILD CARE

333 W. Harvard Blvd.
Santa Paula, CA 93060
805-933-3333
www.abclearningpreschool.com

BEFORE:

After seeing her sister, Alma Ferrel, launch a successful child care facility in Fillmore with the help of EDC-VC's Community Investment Loan Fund, Ana Coyle knew her dream of operating a center in her hometown of Santa Paula could come true. (Ferrel was one of the first recipients of the Community Investment Loan Fund, which is in partnership with First 5 Ventura County.)

So Coyle approached the EDC-VC to help her open ABC Learning Preschool and Child Care in Santa Paula.

BEST ADVICE:

SBDC consultants spent a significant amount of time with Coyle, helping her flesh out a sustainable business plan. EDC-VC's Loan Officer Marvin Boateng worked with her to secure a \$400,000 loan that was used to renovate the facility and purchase equipment.

The code regulations for the child care business are stringent, and the building needed a lot of renovation. Coyle had to upgrade the bathrooms and expand the walls to meet licensing standards for infant and toddler care. She also purchased a security system to ensure the children's safety.

"Without the brainstorming sessions and the cash flow projections we formulated with SBDC advisors, we would've had issues operating this business," said Coyle.

AFTER:

The school has an enrollment of 55 children, ranging from 2 months old to 5 years, and 10 employees. Coyle's goal is to reach capacity and make the business as successful as possible.



Ana Coyle and Ventura County Supervisor Kathy Long

LESSONS LEARNED:

- **Hometown Help**
City of Santa Paula staff partnered with the SBDC to help Coyle navigate the code compliance process. "The city of Santa Paula went well above and beyond what they had to do to accommodate our needs," said Coyle. "Now I can give back to the community that raised me."
- **Time Well Spent**
Coyle spent a year and a half working with the SBDC on the business plan and formulating projections. "Our business is operating as expected, thanks to the hard work of their team. The EDC-VC and its SBDC are extremely helpful to get someone started with their business idea."
- **Rewards**
For Coyle, it's rewarding to see the children's faces light up when they come to the center every day. "As a mother, that makes me very happy," she said.



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