



FOR IMMEDIATE RELEASE

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**NORTH DAKOTA SBDC LAUNCHES 4R PROJECT TO HELP
ND SMALL BUSINESSES RECOVER FROM COVID DISASTER**
Assistance will focus on survival, recovery, re-opening and long-term resiliency and growth

GRAND FORKS, North Dakota – ND Small Business Development Centers (SBDC) have launched the 4R Project – Recover, Re-open, Re-invent, (be) Resilient, to help North Dakota’s small businesses get “back to business.” This is a state-wide, collaborative effort spearheaded by the ND SBDC, to help all of the state’s small businesses, regardless of industry, in weathering the hardships caused by the COVID-19 pandemic.

The 4R Project is a focused effort of the ND SBDC, providing business advising, training and education resources to small businesses that have experienced any impact or change in their normal operations due to COVID-19. Any small business in the state of North Dakota is eligible to take advantage of these no-cost services offered by the program’s team of professional, certified business advisors.

“Small businesses really are the heart of each of our communities, they make up the majority of business entities in our state, and they are the foundation of our state’s economy,” says Interim State Director Tiffany Ford. “Our communities will not survive and thrive if we do not support the small businesses that have built our main streets and continue to offer necessary products, services and employment to the citizens of North Dakota. Our mission is to serve, and we are happy to be able to provide a vast array of offerings and expertise to small businesses, in order for them to re-open, to rebuild or pivot operations, and to ensure that the business owner has the support they need to be resilient and continue to grow. We encourage our small businesses to reach out and lean on us during this challenging time.”

ND SBDC’s 4R Project is a one-stop shop for small business owners to find a wide range of comprehensive disaster assistance and relief services, including planning and applying for financial assistance and debt relief options, including Paycheck Protection Program (PPP) loans, SBA Economic Injury Disaster Loans (EIDL), and other programs; addressing impacts on small business supply chains, operations, finances, payroll, distribution channels, and sale of products; developing web integration, e-commerce, online sales/distribution and digital marketing; creating and implementing disaster plans and Continuity of Operations plans for the small business to sustain business activities during interruptions; and increasing awareness of cybersecurity issues, and mitigating the risks of cyber threats.

Additional funding has been provided to the ND SBDC for increased service capacity and expansion efforts through a cooperative agreement with the U.S. Small Business Administration with CARES Act appropriations. “SBA is pleased to support additional funding to help the ND SBDC increase their efforts to help small businesses come back from the COVID-19 pandemic. The SBDC network is made up of very talented, devoted business advisors that can directly help businesses with strategies to get back to business.” says Al Haut, ND District Director for SBA.

ND SBDC has a COVID-19 resource page that is being updated regularly at https://ndsfdc.org/business_continuity.html. The website will soon offer a live chat option for quick information, and a toll-free hotline will be set up, improving access to the network’s resources. All nine ND SBDC regional service centers are fully staffed and trained to assist small business owners with their questions and concerns.

ND SBDC is a statewide outreach program of the Center for Business Engagement & Development within the Nistler College of Business & Public Administration at the University of North Dakota. Since its inception in 1986, the ND SBDC network has helped business owners and entrepreneurs start, manage and grow their small businesses through confidential, individualized, professional business advising and training workshops. Services are provided at no-cost to clients thanks to funding from SBA, ND Department of Commerce, and local supporters across the state.

For more information on the ND SBDC programs or services, call (701) 777-3700, email leadcenter@ndsbdc.org, visit <https://ndsbdc.org/> or find us on social media.

Facebook: <https://www.facebook.com/ndsbdc/>

Twitter: https://twitter.com/ND_SBDC

LinkedIn: <https://www.linkedin.com/company/nd-small-business-development-centers/>

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