

# GDOT Newsletter

November 2023  
Volume 89



## SUPPORTIVE SERVICES

- Estimating Training
- Building Capacity
- Mobilization Financing
- Bonding Assistance
- Marketing Plan Development
- Creating a Business Plan
- Building a Website
- Plan Reading



## Transportation Funding, Projects And Future To Be Highlighted At Transportation Summit On Oct. 31

The Forsyth County Transportation Summit will be held at 7:30 a.m. on Tuesday, Oct. 31, at Astro Celebrations (3835 Windermere Parkway). The Summit gives residents, stakeholders and business leaders the opportunity to hear directly from leaders and decision makers about the future of transportation in Forsyth County.

Register here to attend the Summit that will feature multiple panel conversations with local, regional and state transportation leaders. "Forsyth County continues to plan for population growth in our communities with improvements to infrastructure that keep us moving forward," said County Manager David McKee. "The Summit is a valuable opportunity for Forsyth County residents and businesses to hear directly from those who are making the decisions on how we improve mobility and plan ahead."

The Summit, jointly hosted by the Forsyth County Chamber of Commerce and the Lanier Forsyth Rotary Club, will feature multiple panel discussions and conversations with State and local leaders, including:

- **Russell McMurry**, Georgia Department of Transportation (GDOT) Commissioner
- **Sen. Greg Dolezal**, Georgia State Senator, District 27
- **Rep. Rick Jasperse**, Georgia House of Representatives, District 11
- **David McKee**, Forsyth County Manager
- **Alfred John**, Forsyth County Chairman and District 2 Commissioner
- **Other transportation and County leaders**

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## How to Predict Cash Flow as a Small Construction Business Owner

The world is a volatile place. What can small businesses that form the deep foundation of the construction industry do about it? While they can't necessarily control the macro forces that buffet the economy, they can monitor their cash flow, which in turn builds their confidence and bolsters their capacity to weather any storms.

That's why Brett Sussman, a vice president with American Express, helped the financial-services company create Business Blueprint, a platform specifically designed to help small businesses manage their cash flow, business products and accounts. Business Blueprint works in tandem with the company's new "Small Business Financial Confidence Report," which debuted in May. Surveying a range of industries—with 10% of participating businesses falling in the construction sector—the report found, unsurprisingly, that small businesses, especially those in construction, face more challenges when they lack not necessarily cash flow but an understanding of their cash flow.

While the Business Blueprint is not an all-encompassing solution to these challenges, it can level the playing field by helping small businesses understand the game they're playing. Construction Executive recently talked to Sussman about the current climate for small construction businesses—including how to navigate the collapsing banks, inflation, supply-chain issues, legislative and regulatory hurdles and lingering after-effects of a global pandemic that have plagued the industry for the last three years.

### **WHEN AN ECONOMY LOOKS LIKE IT DOES TODAY, HOW LONG DO YOU EXPECT RAMIFICATIONS TO BE FELT?**

Over the past few surveys, we've asked small businesses how long they think inflationary pressures will remain. They never have a certain answer in terms of when the end is in sight; we are often looking at a six- to 12-month continuation for that sort of period. That is where small businesses have to scenario-plan how to get through those next six months.

### **HOW CAN SMALL BUSINESS OWNERS PREPARE BEFORE AN EVENT LIKE A GLOBAL PANDEMIC, INFLATION OR EVEN A RECESSION?**

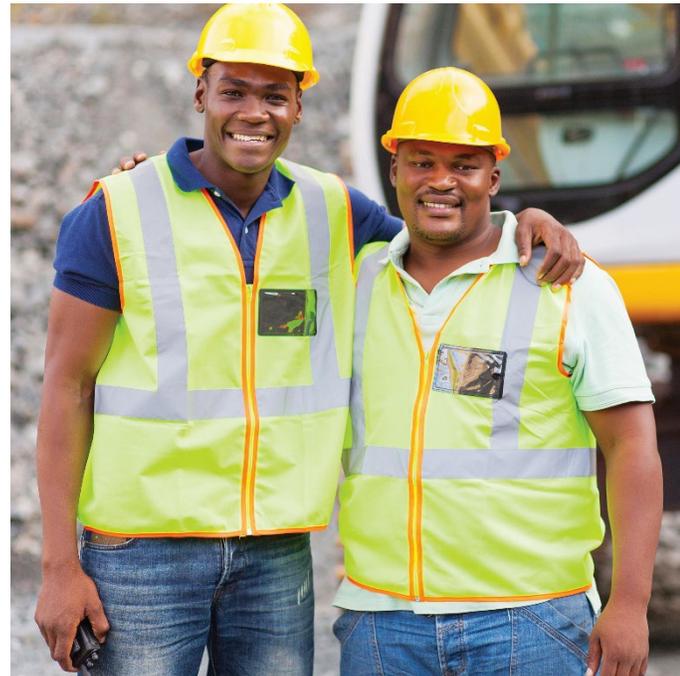
The resilience of small business owners through this process, through the pandemic, has been the mother of reinvention for a lot of small businesses. They had to change their business model and find ways to more cheaply acquire customers.

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## About The GDOT

The goal of the DBE Supportive Services Program is to increase the number of DBEs participating on GDOT contracts and facilitate the opportunity for DBEs to obtain contracts. The services are designed to:

- Assist established construction firms to move them from bidding as a subcontractor to bidding as a Prime Contractor to produce sound bids.
- Provide access to training increases DBE expertise in handling of daily business operations.



**CEI DBE Supportive Services**

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