



WISCONSIN SMALL BUSINESS DEVELOPMENT CENTER

UNIVERSITY OF WISCONSIN-EXTENSION

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# SOUTHWEST WISCONSIN – SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

## 2017 Stakeholder Report

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### Metrics, Center Information, and Partnerships

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This stakeholder report reviews 2017 performance, demonstrates accomplishments via highlighted information, and displays partnerships formed. This document is meant to quickly help you have a view of what was accomplished in 2017 and how the service is being accessed by the different areas and stakeholders in the region. The hope is this information will help identify new initiatives and highlight connections that need to be made. The Southwest Wisconsin – SBDC covers six counties in Wisconsin including Crawford, Grant, Green, Iowa, Lafayette, and Richland. In 2016, the UW-Platteville SBDC was re-branded and re-launched as the Southwest Wisconsin – SBDC. The SBA (Small Business Administration) funds accredited SBDC state networks throughout the United States. UW-Extension currently provides needed funding match along with other regional partners (including Prosperity Southwest Wisconsin, Platteville Area Industrial Development Corporation and Grant County).

## Metrics:

As defined by the SBDC Wisconsin State office the following are the metrics the center is judged by. All metrics are verified and attributed to the SBDC in writing by the client. 2017 is the first time this center has accomplished all three main metrics in searchable history (back to 2010), which due in large part to stakeholder referrals.

Main Metrics*	Other Metrics
1. Provide 29 to 50 clients with five or more hours of consultation annually a. 61 long-term clients (Exceeded)	1. Provide no cost, SBDC consultation to 90 to 120 total small business clients annually. a. 135 new leads; 150 consults (Exceeded)
2. Help clients, in total, realize \$2,037,203 in capital annually to expand, improve, or start businesses. a. \$2,179,650 (Exceeded)	2. Provide 800 to 1,200 total hours of consultation annually. a. Provided 980 hours of consulting (Met)#
3. Assist clients to start 7 new businesses. a. 9 business starts (Exceeded)	# Spent many hours connecting with stakeholders in 2016 and 2017; will continue to do this again in 2018

Metric - Business Starts, Capital Infusion and Long Term Client by County			
County	Business Starts	Capital Infusion	Long-Term-Clients
Crawford	0	\$0	8
Grant	4	\$996,500	23
Green	2	\$281,500	7
Iowa	1	\$681,650	11
Lafayette	0	\$170,000	4
Other	2	\$25,000	4
Richland	0	\$25,000	4
<i>Total</i>	9	\$2,179,650	61

## Success Stories:

The success of the center is based on helping clients achieve their goals. To demonstrate this success we work with the clients to publish success stories. Below are two success stories showing some of the ways we help clients.

Existing Business Success Story (Paul Saether):

<http://www.wisconsinsbdc.org/client-success/blanchard-hall-family-deep-business-roots-opens-event-facility>

New Business Success Story (Ryan Kaiser):

<http://www.wisconsinsbdc.org/client-success/kaiser-nano-tech-learning-listening>

## Center Information:

Total Client Leads	
County	Count
Grant	79
Green	27
Iowa	22
Other	18
Lafayette	14
Crawford	14
Richland	6

Business Status	
Business Type	Count
New	98
Existing	70
Purchase	11
Inventor	3

Contact Amount	
Description	Count
Less than 5 hours	123
5 to 10 hours	32
Over 10 hours	29

## Partnerships:

List of organizations collaborated with in 2016 and 2017. Listed in no set order and apologies to anyone missed. Center also worked with various accountants, tax preparers, service providers, media personnel, and more.

<b>Crawford County</b>		
Crawford County Economic Development	Kickapoo Culinary Center	Prairie du Chien Economic Development
Village of Gays Mills		
<b>Grant County</b>		
Boscobel Chamber of Commerce	Boscobel Economic Development	City of Boscobel
City of Lancaster	City of Platteville	Cuba City Economic Development
Fennimore Chamber	Grant County Economic Development	Lancaster Chamber of Commerce
Platteville Area Chamber of Commerce	Platteville Area Industrial Development Corporation	Platteville Economic Partners
Platteville Main Street Program	Southwest Wisconsin Technical College	University of Wisconsin-Platteville
UW-Extension – Grant County		
<b>Green County</b>		
Blackhawk Technical College	City of Monroe	Green County Economic Development
Monroe Chamber of Commerce	Monroe Main Street	UW – Extension – Green County
Village of New Glarus		
<b>Iowa County</b>		
Dodgeville Economic Development	Iowa County Administration	Mineral Point - Chamber of Commerce
<b>Lafayette County</b>		
City of Darlington	Darlington Chamber/Main Street	Lafayette County Economic Development
<b>Richland County</b>		
City of Richland Center	Community Prosperity Alliance	Southwest Partners
<b>Regional Partners</b>		
Alliant Energy	Community Development Alternatives	Community Foundation of Southern Wisconsin
Dubuque SBDC / SCORE	Food, Faith, and Farm	Impact Seven
Innovation Kitchen	Madison Region Economic Partnership	Other SBDC Centers in Wisconsin / Iowa
Prosperity Southwest Wisconsin	Rural Development Partners	SBDC Business AnswerLine
Small Business Administration (Wisconsin)	Southwest Wisconsin Workforce Development Board	Southwestern Wisconsin Community Action Program
Southwestern Wisconsin Regional Planning Commission	U.S. Department of Agriculture (Wisconsin)	UW-Extension
UW-Extension - Center for Technology Commercialization	UW-Extension - Food Finance Institute	UW-Stout Discovery Center
Wisconsin Business Development	Wisconsin Department of Agriculture, Trade & Consumer Protection	Wisconsin Department of Tourism
Wisconsin Department of Revenue	Wisconsin Economic Development Corporation	Wisconsin Historical Society
Wisconsin Housing & Economic Development Authority	Wisconsin Farmers Market Association	Wisconsin Manufacturing Extension Partnership
Wisconsin Women's Business Initiative Corporation	WiSys Technology Foundation	Various Wisconsin SBDC Offices
	Veterans Business Outreach Center	

Lenders		
American Bank	Byline Bank	Community First Bank
Dupaco Community Credit Union	Farmers Savings Bank	First Merit Bank
First National Bank	Greenwoods State Bank	Heartland Credit Union
Mound City Bank	Old National Mortgage	People's State Bank
Richland County Bank	Royal Bank	State Bank of Cross Plains
The Bank of New Glarus	The Peoples Community Bank	Town Bank
US Bank	Wells Fargo	Wisconsin Bank & Trust
Woodford State Bank		

## More Information:

Southwest Wisconsin - SBDC information collected about referral types, leads by city, and business types in 2017.

Referrals	
Type	Count
SBDC	53
Brock Personal Network	29
County ED	27
Lender	13
Local ED	13
Chamber	10
Regional Planning	6
Regional ED	6
Accountant	5
Federal Government Agency	5
State Government Agency	5
UW-Extension	4
Educational Institution	3
Main Street	2
Commercial Property Owner	1
City Official	1
Incubator	1

\*Please note that these numbers are a bit subjective as I track this information but depend on clients to tell me this information

Leads by City	
City	Count
Platteville	31
Dodgeville	14
Monroe	14
Fennimore	11
Lancaster	8
Boscobel	6
Mineral Point	5
Prairie du Chien	5
Richland Center	5
Blanchardville	4
Cuba City	4
Muscoda	4
Potosi	4
Soldiers Grove	4
Belmont	3
Darlington	3
Gays Mills	3
Monticello	3
New Glarus	3
Shullsburg	3
*Cities with 2 or less	36

Business Type	
Industry	Count
Specialty Service	12
Accommodations - Hotel	9
Manufacturing	8
Restaurant	8
Construction	6
Food Truck	5
Custom Welding	5
Product - Creation	5
Bar	5
Greenhouse and Aquaponics	4
Consulting - Business	4
Grocery or Specialty Food Store	4
Retail - Other	3
Clothing Services	3
Landscaping / Snow	3
Consulting - IT	3
Excavation and Mining	3
Self-Care - Mental Health	3
Self-Care - Reiki	3
Auto Repair	3
Transport - Materials	3
*Many at other at 2 or less	

## Staff highlights and achievements:

Brock Waterman was promoted to the level of Senior Business Consultant for work done to relaunch the center, build the stakeholder network, and for results achieved working with business clients. He also became only the second Certified Premier Food Finance Institute SBDC Consultant in the United States. Here is a link with the story:

<http://www.wisconsinsbdc.org/news/brock-waterman-promoted-senior-business-consultant-southwest-wisconsin>