



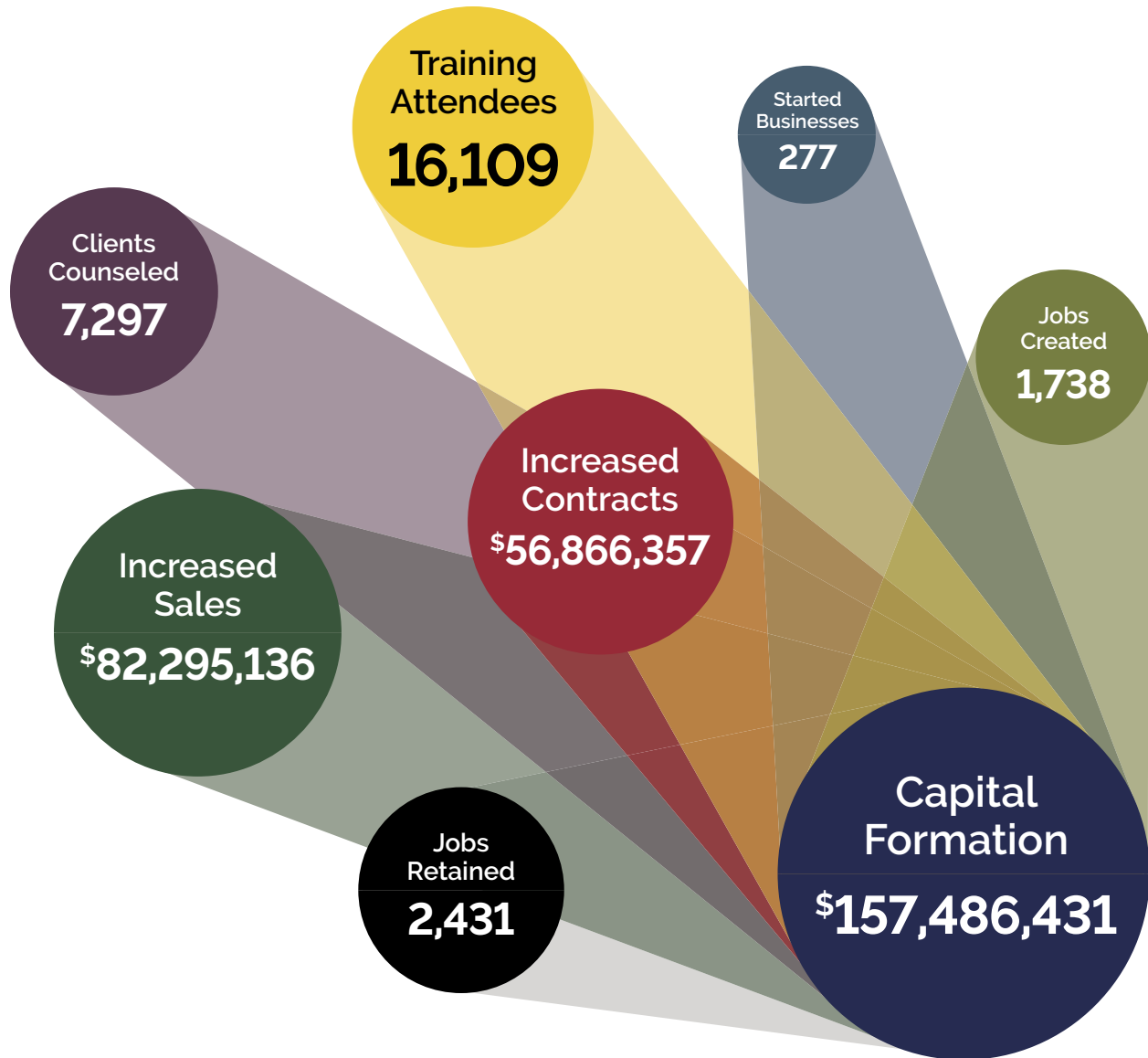
2021



annual report



2021 Colorado SBDC Network Overall Impact Numbers



CENTER IMPACT NUMBERS	AURORA-SOUTH METRO	BOULDER	CENTRAL MOUNTAIN	DENVER	EAST COLORADO
Counseled Clients	610	905	191	881	698
Training Attendees	878	1,850	880	2,561	499
Jobs Created	126	245	28	383	187
Jobs Retained	166	328	72.5	440	308
Started Businesses	14	25	11	38	26
Increased Sales	\$15,615,933	\$4,040,328	32,300	\$8,515,717	\$12,470,815
Contracts	\$2,345,146	\$7,864,000	0	\$11,766,886	\$0
Capital Formation	\$4,501,628	\$27,410,790	1,394,258	\$13,521,172	\$20,196,240

CENTER IMPACT NUMBERS	GRAND JUNCTION	LARIMER	NORTH METRO	NORTHWEST COLORADO	PIKES PEAK
Counseled Clients	438	980	678	192	694
Training Attendees	366	1,035	900	663	2,237
Jobs Created	85	206	98	27	219
Jobs Retained	100	329	86	43	432
Started Businesses	24	35	11	8	38
Increased Sales	\$6,853,077	\$17,996,789	\$1,650,022	\$2,128,950	\$10,173,535
Contracts	\$5,332,208	\$9,266,125	\$10,143,000	\$600	\$10,045,357
Capital Formation	\$5,202,220	\$12,663,013	\$39,598,322	\$3,054,200	\$15,196,897

CENTER IMPACT NUMBERS	SAN LUIS VALLEY	SOUTHEAST COLORADO	SOUTHERN COLORADO	SOUTHWEST COLORADO	WEST CENTRAL
Counseled Clients	122	82	298	321	171
Training Attendees	21	58	1,395	1,535	1,231
Jobs Created	15	1	44	33	39
Jobs Retained	25	1	24	62	13
Started Businesses	6	2	17	15	7
Increased Sales	\$17,925	\$100	\$50,525	\$2,100	\$2,747,020
Contracts	\$30,000	\$35	\$19,500	\$0	\$52,000
Capital Formation	\$99,000	\$17,836	\$9,235,080	\$4,891,787	\$490,800



What is the Colorado SBDC?

THE COLORADO SMALL BUSINESS DEVELOPMENT CENTER (SBDC) NETWORK IS DEDICATED TO HELPING EXISTING AND NEW BUSINESSES GROW AND PROSPER IN COLORADO BY PROVIDING CONFIDENTIAL CONSULTING AND NO OR LOW-COST TRAINING PROGRAMS AND WORKSHOPS. THE SBDC STRIVES TO BE THE PREMIER, TRUSTED CHOICE OF COLORADO BUSINESSES FOR CONSULTING, TRAINING AND RESOURCES.

The SBDC is dedicated to helping small businesses throughout the state achieve their goals of growth, expansion, innovation, increased productivity, management improvement and overall success. The network combines the resources of federal, state and local organizations with those of the educational system and private sector to meet the specialized and complex needs of the small business community. **A team of more than 250 SBDC staff and certified business consultants work in partnership to provide entrepreneurs with crucial information that can mean the difference between success and failure.** Those experts assist small businesses in every county throughout Colorado to create and retain jobs, increase sales, secure contracts and infuse capital into the economy.

The SBDC is dedicated to helping small and mid-size businesses throughout the state.





“This past year was full of many uncommon obstacles and challenges for small businesses across the world. The SBDC has, and will continue to be, dedicated to helping these businesses navigate and overcome these challenges.”



A few words from Joey Jenkins

STATE DIRECTOR, COLORADO SBDC NETWORK

It is with pleasure that we, the Colorado Small Business Development Center Network (SBDC), present our 2021 Annual Report, showcasing small business successes across the State and bringing to light the impact that our talented team has on thousands of individuals each year.

This past year was full of many uncommon obstacles and challenges for small businesses across the world. The SBDC has, and will continue to be, dedicated to helping these businesses navigate and overcome these challenges. In this report, you will find stories about some of the amazing individuals whom we have the pleasure of assisting this past year, and who continue to inspire and motivate us every day.

As small businesses continue to adapt to the rapidly changing world, the SBDC continues to adapt to the needs of these business owners. We strive to be equally adept and will continue to have the expertise needed for any and all industries. From retail to manufacturing to new technology ventures, we have a diverse roster of specialized consultants ensuring that all of the Colorado small business owners have continued access to the resources they need to succeed.

On behalf of our network, thank you for your support. Without our employees, consultants, host institutions, partners and stakeholders, the successes herein would not be possible.

Sincerely,

Joey Jenkins

A message from Pat Meyers

EXECUTIVE DIRECTOR, COLORADO OFFICE OF ECONOMIC DEVELOPMENT AND INTERNATIONAL TRADE & CHIEF ECONOMIC RECOVERY OFFICER, STATE OF COLORADO

We are excited to once again present the Colorado Small Business Development Center (SBDC) Network Annual Report to showcase the strides our 15 SBDC centers have made since last year. After two years of challenges throughout the pandemic, our SBDCs have stood strong as an anchor in our business community and a trustworthy resource to get through these trying times.

As our office continues to expand access to resources and opportunities, our SBDC network is an invaluable partner to help existing and new businesses grow and prosper. By providing no-cost consulting and low-cost training programs, the Colorado SBDC is making entrepreneurship and business success attainable.

We are proud to house the statewide lead center of the Colorado SBDC network within the Office of Economic Development and International Trade (OEDIT) and in turn, leverage incredible partnerships between our 15 SBDC centers and our various divisions within OEDIT. This opportunity to collaborate has forged meaningful relationships and significantly increased access to capital, technical assistance and other tools for small business owners across our state.

Small business is a pillar in our great state, with more than 674,000 small businesses throughout Colorado, comprising 99.5% of all businesses. The work ethic and resiliency of small business owners and employees are an inspiration to us all to approach work with dedication, passion and perseverance. By supporting small businesses, we create jobs, allow buying power for local workers and reinforce a stronger and more active economy.

As an initiative of Governor Polis and a high priority at OEDIT, we lean on the expertise and talent in our SBDC network to create tangible impact in our business community. Whether it is a free one-on-one consultation around certifications and marketing, a webinar on how to get started with e-commerce or a multi-week training program like Leading Edge, our SBDC network is a guiding force in our communities.

I want to express my immense gratitude for the work of our SBDC directors, administrative staff and consultants in dedicating their life's work to small business growth and success. This report is an opportunity to celebrate the hard work of small businesses as a crucial leader in our economy.

With appreciation,

Pat Meyers



“I want to express my immense gratitude for the work of our SBDC directors, administrative staff and consultants in dedicating their life’s work to small business growth and success.”



COLORADO
Office of Economic Development
& International Trade



Colorado SBDC Programs & Services

FOR COLORADO BUSINESSES TO GROW AND PROSPER

- Free and confidential one-on-one consulting for existing and new businesses on virtually any business topic
- Free or low-cost business planning workshops
- Leading Edge™: Intensive strategic business planning programs for existing and new businesses
- International trade assistance
- Assistance with loan packaging and access to capital
- Government procurement and certification assistance
- New business feasibility analysis
- Connect2DOT: Collaboration between CDOT and the SBDC helping businesses become more competitive and successful in government bidding and contracting with transportation agencies
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- Small business advocacy
- Access to business resource libraries with current business data, demographics and market analysis
- The SBDC Technology Program (SBDC TechSource): Focused on maximizing the economic potential of Colorado companies through direct assistance to technology ventures as well as assistance in using new technology available to business owners.
- SBDC Cyber CYA: Cyber-security assistance focusing on topics for all levels of business and their needs from cloud computing, securing measures using social media, to securing technology to meet compliance standards in government

Program Results



**BUSINESS
STARTS**



**INCREASED
GROWTH**



**BUSINESS & FINANCIAL
UNDERSTANDING**



The Colorado Small Business Development Center Network is a partnership between the State of Colorado, the Colorado Office of Economic Development and International Trade, the Small Business Administration (SBA), Colorado's institutions of higher education, local economic development organizations and local chambers of commerce.



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2021

Rustic Nomads

NATHAN WIERSUM, OWNER

Starting a business in 2020 — during the COVID-19 pandemic — has been a journey to say the least, but owner of Rustic Nomads, Nathan Wiersum, will have bragging rights for life. “The support received from the SBDC is why I continue to move forward.”

With a loan from DreamSpring to purchase a food truck, the rest of the business has been self-funded. Originally, the plan was to grow into a restaurant as soon as possible. With the pandemic, goals were reevaluated. The debate was between two options, a restaurant or more food trucks. Either way, there was no stopping or slowing down. Rustic Nomads actually grew exponentially in 2020. While not be able to report huge profits, the focus during the first year was on building relationships. Since COVID-19 spoiled the year for many, Wiersum thought it best to survive the year as opposed to pushing profits over people. Many favorite locations have booked Rustic Nomads, solidifying the business and helping to build a following. Profits from 2020 were invested in the business, helping the bottom line for 2021.

The Aurora-South Metro SBDC was pivotal in helping start the business and developing the idea of growth. From helping with the business plan to getting the funding needed to start, the SBDC helped every step of the way. Since it is a free service, Wiersum could not pass up on the tremendous return on investment and recommends the SBDC to anyone who wants to start their own business.

Although not veteran-owned, Rustic Nomads stems from veterans. “Growing up as military kids and moving every few years, we have had the fortune to live on different continents and experience cuisine that we would not have otherwise known.” Rustic Nomads simply means ‘freedom to make unpretentious delicious food that everyone can enjoy anywhere.’ And they do so with genuine hospitality.

While the food scene is relatively saturated, Wiersum believes that there is room in the industry IF supplying a good product. And that’s the key. Rustic Nomads sources their products locally and emphasizes using sustainable products. Delicious food has become their trademark of excellence – from pastrami to mozzarella — and experiencing sandwiches from the Route 66 burger to the Wanderlust, with delectable sides. Visit <https://rusticnomads.us/menu>.

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“The support received from the SBDC is why I continue to move forward.”
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Terracotta Plant Shop

EBEN METIVIER AND ADRIA BUONOCORE, OWNERS

Eben Metivier and Adria Buonocore first came to the Boulder SBDC in June of 2020. At the time, Eben had recently relocated to Boulder and was working on transferring his craniosacral business from San Francisco. Moving locations for businesses can be challenging and coming to a new town during the COVID pandemic made it even more difficult to introduce his practice.

Finding it challenging to secure new patients, he and Adria started selling house plants from their home. They began with a bench in their front yard by putting out twelve plants and were surprised to see how quickly they sold. The first twelve went quickly and they continued to put out more. Soon, they were out of their own plants so they acquired a business license and started buying plants wholesale. In just ten weeks, they earned \$10,000 in sales and reinvested that money to rent a pop-up space for \$4,000 for four months. The success continued and they were able to raise enough money to acquire a 3-year lease on Pearl Street and start selling plants full time.

Now, Terracotta Plant Shop has grown to over a half a million dollars in sales. They have 11 employees and are continuing to expand. Their business has come a long way in a short time, offering house plants, home goods, corporate plant sales, workshops and a café. They have even created their own brand of soil which they sell nationally along with their other plant sales. As they continue to grow, they stay innovative with new branded products and ongoing marketing efforts to help them build to a national scale.

The Boulder SBDC has been with them from the beginning, helping them by teaching them to pay attention to their finances, leveraging digital marketing and cutting costs. Eben says "they were my cheerleaders when things were uncertain."

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"The Boulder
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Shining Mountains Montessori School

LISA LAMB AND PHILLIP PUCKETT, ORGANIZERS

The Central Mountain Small Business Development Corporation (CMSBDC) is proud to feature its past, present, and ongoing support in addressing the dire need for additional licensed childcare in Chaffee County, Colorado.

Shining Mountains Montessori School (SMMS), will offer Buena Vista and surrounding communities an additional option for quality childcare and education. Twenty plus families will receive high-quality, licensed full- or half-day care and guidance.

A group of knowledgeable, passionate individuals were seeking solutions to the Chaffee County's child care crisis, worsened by the Covid-19 epidemic. Spearheaded by Lisa Lamb, a certified Montessori educator and BV resident of 9 years, the Montessori project received planning support from the Chaffee County Early Childhood Council, community leaders and business owners, as well as Lisa Lamb's prior employer, Salida Montessori Charter School.

Lisa and her team approached CMSBDC's Center Director Jamie Billesbach for guidance surrounding cash-flow analysis, financial planning, and business protocols and procedures. Most practicalities were soon in place, except for a physical site in which a childcare center could be licensed. Meanwhile, Ms. Billesbach contacted Phillip Puckett, Town Administrator of Buena Vista in June of 2021 to inquire if any town-owned buildings might be lease-ready for a Montessori preschool. Joint meetings were held between SNNS, Town of BV and CMSBDC to explore locations, feasibility and short- and long-term joint venture solutions.

In collaborative efforts both timely and resourceful, Phillip Puckett proposed and advocated the now named Shining Mountains Montessori School to lease the previous BV Chamber of Commerce location, the St. Rose of Lima Chapel at 343 US Hwy 24 S.

Also, with the assistance of the CMSBDC, SMMS received \$50,000 through Colorado's Emerging and Expanding Child Care Grant Program. These funds are being used to cover start-ups costs, including materials, furniture, interior/exterior renovations, and teacher training. A few set-backs, including a delayed "soft" opening scheduled for April 2022, only strengthen SMMS's resolve to "provide safe, nurturing, peaceful and exploratory environments designed for children's' developmental needs and successes. Place-based and outdoor education will be made accessible to children, connecting their micro-community school setting with the Arkansas River Valley".

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“SMMS will provide safe, nurturing, peaceful and exploratory environments designed for children’s’ developmental needs and successes.”

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Future Fit Foods

PALOMA LOPEZ, FOUNDER

Future Fit Foods is a woman-and-minority-owned food startup out of Boulder, Colorado, bringing people diverse plant-based foods that prioritize the well-being and happiness of people and communities. They are also the winners of the 2021 Trout Tank CPG Pitch Event.

Paloma Lopez, founder of Future Fit Foods, realized the change people were making was incremental because the business models, brands and products had not been designed with today's sustainability and nutrition needs in mind.

One thing that was clear from the start is that building a business and creating foods with a team of food developers and chefs during the COVID-19 pandemic is not what they had anticipated. Future Fit Foods had to cut their teeth quick and fast. In that sense, Paloma feels very fortunate because she created Future Fit Foods during a historic moment of great change in our lifetime, a time of new possibilities, and a time where many entrepreneurs and consumers have gained greater courage to reframe their lives to what really matters.

Paloma can say with full certainty that the last two years of her life, she has experienced exponential personal and professional growth because she had to step up to learn new skills, unlearn old behaviors, ask for support, get scrappy, get creative, and build thicker skin while doubling up on her optimism.

When asked what lessons she has learned, Paloma told the Denver Metro SBDC, "The lesson I've learned from building an ambitious business from scratch is that no matter how many years you've been in the industry, starting a new business means you must be ready to learn and unlearn fast, tackle problems head-on, and surround yourself with great people."

As is with most food businesses, one of the biggest challenges was finding the right co-manufacturing partner. Paloma engaged with at least 20 different freeze-drying co-manufacturers across the US, and even hired a consultant to help.

The Future Fit Food's team discovered the Denver Metro SBDC through the Denver Startup week events and Trout Tank CPG pitching process. Paloma told us, "Personally, I have been very impressed with the accelerated pitch training received as part of the Trout Tank cohort of companies, in particular the quality of the people involved in the training and the valuable follow ups I've had with three of the experts I met during the training panels in just two weeks and how they've also referred me to a few other people so the learning that started with Trout Tank continues to grow."

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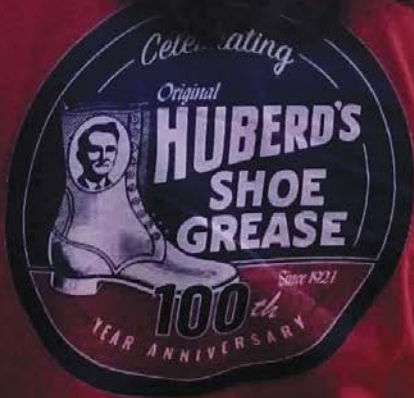
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Huberd Shoe Grease Company

MICHAEL AND STACEY CRANWILL, OWNERS

After decades of supplying products to loyal customers, the early 2000's presented new challenges for Huberd Shoe Grease Company. Old established distribution channels shifted direction and retail outlets began to give way to online sales. This required a shift in manufacturing and marketing strategies that eventually led to a change in ownership. After decades as a family business in Oregon, Huberds was sold and quietly languished for over a decade. In 2017, Michael and Stacey Cranwill purchased Huberd Shoe Grease Company and relocated it to their home state of Colorado.

After moving the company to Colorado, the Huberds needed some help. Michael was introduced to the Colorado Small Business Development Center (SBDC). This relationship proved to be a turning point in establishing Huberds in Colorado. Through the SBDC, Huberds worked with the University of Northern Colorado Business School to develop a business plan, met with business leaders for guidance, and secured a much needed Colorado Enterprise Fund loan to purchase the materials needed to grow sales.

Huberd Shoe Grease Company is now located in Bennett, CO. Using the original recipes handed down with the company, every can of Huberd's is still poured by hand in small batches using dependable equipment from the 1940's. The first order of cans, made possible by the SBDC loan, was for 25K cans. The next order was for 50K cans, and the latest order was for 100K cans. This has led to increasing needs for manufacturing space as well. Huberds started shipping in Colorado out of a 12x20 Tuff Shed, then moved to a 1500 ft2 quonset shed, and then to a 5000 ft2 shop building. Huberds is working with the East Colorado SBDC and the Colorado Enterprise Fund again to purchase land and build a new manufacturing facility for continued growth.

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“Michael was introduced to the Colorado SBDC. This relationship proved to be a turning point in establishing Huberds in Colorado.”

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Kosi Events

APRIL ARNOLD, OWNER

April Arnold started a wedding and event planning business five years ago, working from her kitchen table. "I thought it would be something to do for a while until I found my 'real' job or started my 'real' business. However, here we are, celebrating our 5-year anniversary and having come through arguably one of the toughest years on record for the event industry," said April.

Kosi Events, formally April Marie Events, felt the pains that the 2020 pandemic brought on for many businesses. With weddings and other events being canceled or moving to virtual venues across the country, the event planning industry took a major hit. However, April realized there would be a surge in business right around the corner.

April came to the Grand Junction SBDC to find ways to manage the growth that she knew was coming to her company. She has rebranded her event planning business, renaming it to Kosi Events, and has moved from her kitchen table to an office in downtown Grand Junction, where she works alongside her team of four employees planning weddings and events throughout Colorado and Utah.

April said, "My time with SBDC has changed so much about my business — from it's literal name suggestion down to how I operate daily as the owner."

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2021



2021

MULNIXANIMALCLINIC.COM • LARIMER SBDC

Mulnix Veterinary Clinic

DR. MICHELLE THOMAS, OWNER

When Dr. Michelle Thomas moved to Fort Collins in 1996, as a newly-minted veterinarian from Washington State University, she landed a job as an associate with Mulnix Animal Clinic. Little did she know she would one day own and operate that business.

Dr. Thomas and a couple of partners bought Mulnix Animal Clinic from the retiring founder in April of 2015. Mulnix had about 7-8 employees. She says "I found myself with a business. There was so much I didn't know. I researched the SBDC's website, and signed up for its business consulting".

The Larimer SBDC had the perfect resource for her. The SBDC consultant she worked with is also a veterinarian with strong financial skills, and the previous co-owner of a vet practice. Dr. Thomas had this to say about his consistent support and help, "The SBDC Consultant has been an invaluable resource. I am sure he shuddered when we first met at my inexperience. He helped me understand how to read financials and financial ratios. He helped me use that data to improve the business, and make sure it was profitable. We would meet monthly to make decisions. He helped with various human resource and pricing issues. I am so thankful for his experience, mentorship, and friendship."

In 2017, Dr. Thomas bought out her partners, and became the sole owner of Mulnix. She also received human resources and marketing consulting from the SBDC. In 2020, her business surpassed \$1M in annual revenue.

In November 2020, Dr. Thomas elected to sell her business to Carevet LLC, who operates about 60 veterinary practices nationally. She says "my staff, now at 13, is very excited about the change and so am I. It's nice to have a larger team behind me, so I can focus on veterinary medicine. We're also expanding into a 5,500 square foot facility, from our current 1,800 square foot one."

Dr. Michelle Thomas lives in Fort Collins with her husband and two almost-grown children. Her advice to local entrepreneurs? "Visit the SBDC!"

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“The SBDC Consultant has been an invaluable resource! I am so grateful for their experience, mentorship and friendship.”

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Melaxation Boxes

MAKALAH EMANUEL, CEO AND FOUNDER

After a record year for stress and anxiety we could all use some relaxation. A silver lining of the collective trauma experienced throughout the pandemic is the importance of self-care that has been illuminated. Makalah Emanuel, CEO and Founder of Melaxation Boxes, is on a mission to continue amplifying the message of self-care through her business which sells boxes filled with hand-made gifts, thoughtful activities, and products from Black-Indigenous-People of Color-(BIPOC) owned businesses.

The business has continued to see growth in just its first year, which Makalah attributes to the support she has received. In addition to her family and friends, Makalah sought assistance from the SBDC and has been meeting with North Metro Consultant throughout her inaugural year. Makalah describes her time with the SBDC saying, "I walked into the experience not knowing what to expect. After several calls I realized it was something that I can't imagine Melax getting to where it is without that experience. The SBDC Consultant helped me with my business, strategy, marketing, and brainstorming and gave me a sense of relief and guidance. If you are walking into unknown territory, use the SBDC as a way to stabilize yourself."

This last year has also been a time in which the racial inequalities minority business owners face has been front and center. Being a minority business owner herself, Makalah says, "There is so much that goes into wanting to bring who I am, my identity, and my culture into my company and wanting it to appeal to my culture but also to everyone's self-care. For Melax to include BIPOC owned business's products in the boxes has been the perfect fit."

"It can be a challenge for people of color to feel like they have to catch up or that they have extra layers of hurdles they have to balance," Makalah says. One of the ways she balances these hurdles is by doing all she can to support others who are balancing those hurdles as well. She is a part of several networking groups to stay connected to others through communities like a Moms Business Group, a Denver Business Group, and a Black-Owned Business Group.

Makalah has inspiring advice to give other minority business owners, saying, "You are so special, you are seen and valued, and there is space for you and all your dreams. If you are waiting for validation, let this be it, you've got this."

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2021



2021

Fill & Refill

ALLISON BURGUND, OWNER

Fill & Refill is a refillery and sustainable goods store that provides bath, body and home products in bulk in order to avoid purchasing single-use plastics. Customers can bring in their own containers or purchase reusable containers at Fill & Refill.

Allison Burgund opened Fill & Refill in 2019 in a small space in the Edwards Commercial Park. Within a short period of time, she moved her business into a larger space and most recently expanded again into a retail location on Main Street in Riverwalk at Edwards. As with many small business owners, Allison was the sole employee when she launched her business and now employs three people.

The idea for the business started when Allison went on a field trip to the local recycling center with her second-grade daughter. She noticed how un-purchased bales of plastic recycling were stacking up. That was when Allison decided that she couldn't throw away any more perfectly good containers. Fill & Refill is dedicated to reducing single-use plastic by selling household items that are unpackaged. In 2021, Fill & Refill saved 12,018 plastic bottles with refills, shampoo and conditioner bars, dish soap blocks and floss refills.

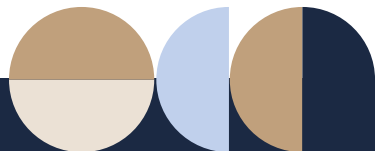
Allison credits the Small Business Development Center for helping her to get her business off the ground and growing it into the thriving sustainable goods store that it is today. "The Small Business Development Center network has helped me since I opened my doors," Allison said. "Initially they helped me find all kinds of market research on competitive companies in Colorado and they've helped me all the way through."

In October, Governor Jared Polis visited Fill & Refill during Small Business Week as a part of his Powering the Comeback Tour. After a tour of the shop and refilling one of his own containers, Governor Polis said "It's exciting to see a small business that can not only cut down on plastic waste and packaging that is unnecessary but also help save people money."

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“Initially the SBDC helped me find all kinds of market research on competitive companies in Colorado and they’ve helped me all the way through.”

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Poor Richards

RICHARD SKORMAN & PATRICIA SEATOR, CO-OWNERS

"SBDC was invaluable for our Poor Richards businesses during COVID. An incredible resource not only for Patricia and I as small businesses owners, but for many other small businesses in our city that were going through this crisis. I know, because I am the City Council representative for the most small businesses in our city (downtown and the Westside). I heard SBDC referred to and complimented literally dozens of times. Many of us would not have survived without them." - Richard Skorman

Richard Skorman, co-owner with his wife Patricia Seator of Poor Richard's Restaurant, Little Richard's Toy Store, Rico's Cafe and Wine Bar and Poor Richard's Books and Gifts in Downtown Colorado Springs, is a former two-term City Councilmember from 1999 - 2006, former Vice Mayor from 2003 - 2005, two time Board Chair of PPACG, former CS Park Board Member and Pikes Peak Regional Director for U.S. Senator Ken Salazar.

2020 proved to be disheartening and stressful for many small businesses, especially those in a customer facing industry. With PPP loans and grants beginning to surface, Skorman knew the SBDC would have answers to questions regarding best practices and how to apply for funds.

"As with many other small businesses during COVID, we had to go through tremendous upheaval, laying off most of our 55 employees (many of whom had worked for us for decades), closing our Restaurant/Cafe for over a year and limiting our Retail operations significantly to keep our employees and customers safe. SBDC was invaluable. There were weeks when I would call or email with urgent questions about rules and protocols a dozen times. We were lucky to get a PPP loan, and SBDC was invaluable answering our many questions in order to get that loan forgiven."

As for advice he would give to business owners starting out or in maturity, "You aren't alone out there. Use SBDC for anything that you need. They are up on everything and they give prompt advice that you can count on trusting."

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2021



2021

Camel BnB, The Camel Chick, and Camel Milk Fudge

MEGHAN STALZER, OWNER AND FOUNDER

Meghan Stalzer lives just outside of Capulin, CO with her husband and son on their 35 acre farm, Mudita Camels. They share their farm with camels, donkeys, and many other farm critters in addition to working towards creating a self sustainable homestead with an acre garden. Meghan and her husband offer a HipCamp/AirBnB experience for people to stay and interact with the farm and camels. You can find them as Camels and a Yurt.

She came to the San Luis Valley SBDC to take their Business Idea Lab and Business Launch Boot Camp courses. Through these classes the SBDC Advisor walked her through how to register your business and assisted in finding her video resources to help in the launch. She said, "Before working with SLV SBDC I severely lacked the knowledge and confidence I needed for building and growing my businesses. Since working with them I now feel knowledgeable, supported, and confident that I can go forth and make my businesses succeed. As I grow my business, knowing that the SLV SBDC is there to help, is a life line that I am forever grateful for. I can't say enough about how much these programs and you guys have helped me and how grateful for them I am. I feel as though mine and my family's dreams can truly become a reality now since working with the SBDC."

Meghan is also the owner and founder of the woman run businesses, The Camel Chick and Camel Milk Fudge. The Camel Chick offers camel milk soaps, weavings, and hand spun yarns that are spun by Meghan herself. Camel Milk Fudge is a delicious and super nutritious soft fudge made with camel's milk. It is a simple, four ingredient treat that comes in three butter bases: hemp seed butter, cashew butter, and pumpkin seed butter, and is made with Cacao and local San Luis Valley Honey. In all the endeavors that Meghan and her family partake in, it is with the goal to support local businesses, offer local healthy foods, and allow others to get back to nature.

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"I feel as though mine and my family's dreams can truly become a reality now since working with the SBDC."

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Clean Valley Recycling

DEE HOFSTETLER, OWNER

In 2012, Dee Hofstetler had a dream to create cleaner living in SE Colorado and the Arkansas Valley. By 2014, she was a Southeast Colorado (SECO) SBDC client working towards nonprofit status and a larger location. She had outgrown her space and was moving to the Sugar Mill in Sugar City, Colorado, where she continued to grow slowly over the next few years. She always returned to SBDC for guidance and support of her ideas for increasing capacity.

The pandemic was tough enough for the for-profit businesses and many of the region's nonprofits found it completely devastating. Once again, she reached out to the SECO SBDC team for guidance. The big question was "how do you make the public care about recycling in the wake of a pandemic?" Sometimes it's simply about telling the story. During a time when most businesses have felt isolated and invisible, a story can reconnect us again offering simplicity with the pursuit of a dream. Not all businesses make millions of dollars; some simply make the world a better place. They represent responsibility, accountability and doing something because it feels good.

Dee's team is completely volunteer that works in the heat, the cold and all the in between to keep Arkansas Valley clean and to offer responsible disposal of items. Her products become plastic tubs, clothing, shoes and everything in between. It's because of Dee's small business that SE Colorado has a place to recycle. In turn, it's because of SBDC that Dee can effectively spread the word that they survived the pandemic and are stepping up to tell their story.

SECO SBDC is delighted to be a part of Dee's success and honored to help her share her story. To learn more about Dee and the Clean Valley Recycling story, and see a small movie on Clean Valley Recycling, visit <https://conta.cc/3gtAaU1>.

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“How do you make the public care about recycling in the wake of a pandemic?”

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2021



2021

Fuel & Iron Development

NATHAN STERN AND ZACH CYTRYN, PRINCIPALS

For decades, the vacant Holmes Hardware Building at the south end of Union Avenue has resisted revitalization efforts. This will soon change thanks to the vision of a “dream team” working in collaboration with the Southern Colorado SBDC and its partners.

Nathan Stern and Zach Cytryn, principals in Fuel & Iron Development, along with a team of architects and planners, aim to transform the historic building into the Fuel & Iron Food Hall, a restaurant incubator. This new attraction will end the building’s decades-old vacancy, bring more people and activity to the area, and invigorate Pueblo’s restaurant scene.

After developing the criteria for their project, Stern and Cytryn searched the Front Range for a suitable site. Pueblo’s Holmes Hardware Building topped the list. Location, architecture, and financing were all considerations.

“It took the imagination, expertise and work of a dream team to recognize and develop this opportunity,” Stern said. “The SBDC became part of that team early on and helped us connect with other community resources.”

“The big challenge for us was how to get to know and connect with the stakeholders we needed to work with,” Stern noted. “Fortunately, the Southern Colorado SBDC was a big help with this.”

That early meeting with Southern Colorado SBDC began a collaboration that will continue as SBDC offers classes, business planning, counseling and connections to the food hall tenants.

“As the planning progressed SBDC and SCIL (Southern Colorado Innovation Link) were able to help us generate community enthusiasm and ultimately connect us with resources that provided approximately \$8.5 million. Pueblo Community College in general has been extraordinarily helpful,” Stern said.

The Fuel & Iron Food Hall will open in the summer of 2022. The five restaurant spaces and coffee/ice cream shop within the food hall will be occupied by independent local chefs and restaurateurs. In addition to the Fuel & Iron Food Hall, the upper two floors of the building will simultaneously be revamped to provide 28 units of workforce housing, geared towards food hall employees and other downtown workers.

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Desert Sun

ZACHARY RAY, NEW OWNER

Durango has seen its fair share of coffee shops and roasteries. So, what makes Desert Sun Coffee Roasters any different from the others?

New owner Zachary Ray says it best, "At Desert Sun, we're committed to relationships with our small-scale farmer partners. We work directly with them on environmental initiatives, supporting: regenerative-organic practices, reforestation projects, and tracking and rewarding carbon sequestration in their fields. This relationship-focused model guarantees the highest quality sustainable coffee on the market. We're setting the bar higher for carbon responsibility and transparency in trade."

The company is so committed to this mission that it is pursuing B Corporation status, which will give it a legal obligation to uphold its values for its stakeholders.

So, what does this have to do with the SBDC? Actually, it's twofold. Over the years, Desert Sun founder Glen Lathrop has relied on SBDC consultants to guide him as he started and grew his business. When it came time to transition ownership, SBDC was there to help again.

Zach has been working at Desert Sun for twelve years. As a first-generation college graduate, he took a job as a bean bagger shortly after he graduated. Through the years, he worked his way up. After a brief hiatus to work with the Shanta Foundation in Southeast Asia, Zach returned and took the position of general manager at the company. Soon he became part owner, and as of one month ago, he is now the full owner of Desert Sun Coffee Roasters. Zach credits SBDC consulting and workshops with assisting in making this possibility a reality.

"The SBDC's Buying and Selling a Business Workshop was EXTREMELY helpful throughout the process. It taught me how to look at the business and showed me what pieces needed to be put together. They put me directly in touch with a consultant who helped review my business plan. In the end, the bank was enthusiastic about what was put together, which made all the difference," Zach says.

Zach's door is always open if you want to chat. He believes that having people join the conversation pushes the industry higher.

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“The SBDC put me directly in touch with a consultant who helped review my business plan. In the end, the bank was enthusiastic about what was put together, which made all the difference.”

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TODD MACON PHOTOGRAPHY ▶



2021



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Amazing Glaze and ArtVanGo

CHERIE ADELE, OWNER

For more than 15 years, Amazing Glaze has been providing Montrose residents with a way to explore hidden talents or hone existing creative pursuits through ceramic painting, canvas painting, and many different creative DIY workshops.

Owner Cherie Adele worked at Amazing Glaze as an employee for two years before purchasing the business in 2010. Since that time, not only has she created a lively environment for family and friends to gather and unleash their creativity, but has also taken the business to new heights.

Her creative spirit is always at work innovating and trying new things in her business. In 2020, in response to the impact of the COVID pandemic, she launched ArtVanGo. ArtVanGo is just that — art to go. Amazing Glaze provides the needed directions, supplies, and canvas or ceramic to complete the desired activity in the comfort of one's own home. The project has expanded her customer base by providing at-home activities and engaging a bit of fun and a heaping dose of creativity that proved to be a much needed remedy during trying times.

With her ever present and engaging smile, she exclaims "I love Region 10 and the West Central SBDC. They are fabulous!" (Region 10 serves as the host organization for the West Central SBDC.) Cherie initially approached Region 10 when she needed to borrow money to expand her business. She found help not only in getting a loan through Region 10's business loan fund but also in understanding her business numbers and guidance with drafting her business plan with assistance from West Central SBDC. "The two areas work together seamlessly," said Cherie.

Cherie proudly states that she has taken almost every class offered by West Central SBDC. Then she laughs about how many times she has taken Leading Edge. "Each time I have a new business idea, I take Leading Edge to help me think through the concept and develop a plan for it," says Cherie. She adds that the assistance has contributed to the success of her business.

Cherie readily shares her positive experiences with the Region 10 loan fund and SBDC with other local businesses and friends. Her son just opened his own electrical business and she recruited him for Leading Edge last year. She tells him to not be too proud to reach out for assistance.

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“Each time I have a new business idea, I take Leading Edge to help me think through the concept and develop a plan for it.”

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Thank you to our Host Organizations

The Colorado Small Business Development Center would like to sincerely thank each of our host organizations throughout the state. Given your effort, support, and community dedication, Colorado's economic development continues to thrive. We are looking forward to an amazing 2021 together!

Statewide	Colorado Office of Economic Development and International Trade	
Aurora-South Metro	City of Aurora	
Boulder	City of Boulder	
Central Mountain	Chaffee County	
Denver	Denver Metro Chamber of Commerce	
East Colorado	Monfort College of Business	
Grand Junction	Western Colorado Business Development Corporation	

Larimer	Front Range Community College	
North Metro	Front Range Community College	
Northwest	Eagle County	
Pikes Peak	El Paso County	
San Luis Valley	Alamosa Community Development Corporation	
Southern	Pueblo Community College	
Southwest Colorado	Fort Lewis College	
West Central	Region 10	

The Colorado SBDC Network consists of 15 full-time centers and more than 70 part-time satellite centers. Please note that most centers require prescheduled appointments for consulting sessions, as well as preregistration for events and trainings. Use the map on the back of this report to find the SBDC location(s) nearest you. You may also use our interactive map on the Colorado SBDC website found here: <https://www.coloradosbdc.org/who-we-are/locations/>

A note from the Minority Business Office of Colorado

Throughout 2021, we were excited to establish a partnership with the SBDC network and continue to build relationships with the directors, the center staff and the consultants. As we serve minority, women, and veteran-owned businesses, it is essential to have close ties with talented technical assistance providers. In building this partnership, we are hopeful and confident that we will be able to reach more minority, women, and veteran business owners in every region of the state.

One aspect of this partnership is to identify clients of our office that could benefit greatly from the unique offerings of the SBDC network. Whether it is virtual webinars, consulting hours, or other technical assistance, we have had greater reach and impact by referring clients to the SBDC when needed. In turn, we are able to raise more awareness about SBDC network clients about unique offerings of the Minority Business Office including our annual Advance Colorado Procurement Expo and Business Foundations Technical Assistance program. The Minority Business Office and SBDC network are also collaborating to prepare clients to apply for grants and loans including the Colorado Loans to Increase Mainstreet Business Economic Recovery (CLIMBER) loan fund.

As we wrap up 2021, we are looking forward to seeing the great strides we can make with the SBDC network in 2022.

To learn more about the Minority Business Office, visit: oedit.colorado.gov/mbo.



A note from the Colorado Employee Ownership Office

In 2021, we embarked on a new partnership with the SBDC network. At our office, we are tasked with identifying the needs of businesses across Colorado in regards to succession planning and developing ways to reduce barriers so businesses are able to use employee ownership as a key to success. Since launching in 2020, we have already made contacts with countless partners, employee-owned companies, and businesses exploring employee ownership. We've also established a grant and tax credit program to provide access to capital to businesses converting.

We made the strategic decision to collaborate with the Colorado SBDC because we know these centers have incredible relationships with their local communities and we can connect those clients with employee ownership options. To start, we will be launching technical assistance and education programming around employee ownership for clients across the network. In doing so, we are hopeful that business owners will learn of this tool to increase employee attraction and retention, establish a guaranteed succession plan, increase economic resilience in communities, and have a more engaged workforce.

To learn more about the Employee Ownership Office, visit: oedit.colorado.gov/eo



Colorado SBDC Network Locations & Websites

AURORA-SOUTH METRO	 <p>15151 E. Alameda Pkwy. #2300 Aurora, CO 80012 aurora-southmetrosbdc.com</p>
BOULDER	 <p>1001 Arapahoe Avenue Boulder, CO 80302 bouldersbdc.com</p>
CENTRAL MOUNTAIN	 <p>339 East Highway 50 (Rainbow Blvd), Suite 104 Salida, CO 81201 centralsbdc.org</p>
DENVER	 <p>1445 Market St. Denver, CO 80202 denversbdc.org</p>
EAST COLORADO	 <p>800 17th St, Kepner Hall #0025 Greeley, CO 80631 eastcoloradosbdc.com</p>
GRAND JUNCTION	 <p>2591 Legacy Way Grand Junction, CO 81503 grandjunctionsbdc.org</p>
LARIMER	 <p>4616 South Shields St, Blanca Peak 151 Fort Collins, CO 80526 larimersbdc.org</p>

**NORTH
METRO**



3645 W. 112th Ave.
Westminster, CO 80031
northmetrosbdc.com

**NORTHWEST
COLORADO**



500 Broadway
Eagle, CO 81631
northwestsbdc.org

PIKES PEAK



559 E. Pikes Peak Ave, Ste #101
Colorado Springs, CO 80903
pikespeaksbdc.org

**SAN LUIS
VALLEY**



610 State Ave. #120
Alamosa, CO 81101
slv-sbdc.com

**SOUTHEAST
COLORADO**



southeastcosbdc.org

**SOUTHERN
COLORADO**



121 W City Center Drive, Suite 150
Pueblo, CO 81003
southerncoloradosbdc.org

**SOUTHWEST
COLORADO**



1000 Rim Dr, 140 EBH
Durango, CO 81301
sbdcfortlewis.org

**WEST
CENTRAL**



145 S Cascade Avenue
Montrose, CO 81401
r10sbdc.org

About this Report

HIGHLIGHTING COMMUNITY COOPERATION

The Colorado Small Business Development Center Network's 2021 annual report highlights the cooperation among community organizations that support small businesses. Academic institutions, economic development organizations and local governments, as well as corporate partners, all play a part in the success of the SBDC. The participation of these entities is crucial to the support given to businesses around the state.

“Academic institutions, economic development organizations and local governments, as well as corporate partners, all play a part in the success of the SBDC.”

This report contains success stories of SBDC clients from across the state, as well as financial impact numbers, all organized by center and congressional district.

If you have, or know of, a business that needs assistance, contact your local SBDC to make a free consulting appointment. If you are a public or private community organization that is looking to impact the success of small businesses in Colorado, please contact the Colorado SBDC at:

Website: coloradosbdc.org

Phone: (303) 892-3840

Email: info@coloradosbdc.org



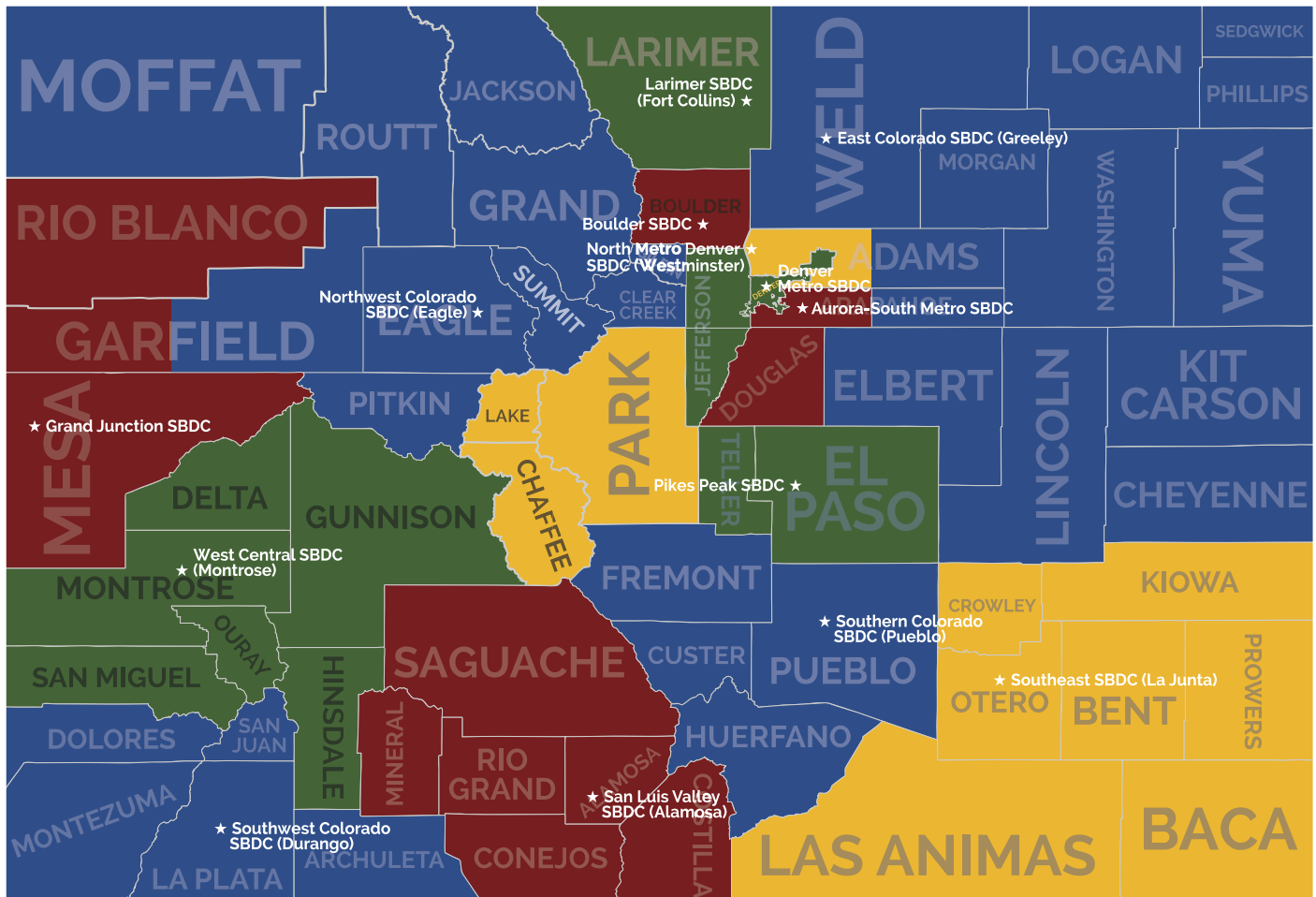


Small Business Development Center Network

Colorado Small Business Development Center Locations

WWW.COLORADOSBDC.ORG

303-892-3840 | info@coloradosbdc.org



★ Full-Time SBDC Center (consulting and training)