

WEST CENTRAL MN SBDC

Helping local economies grow,
one small business at a time.

Our Story

Since moving to Minnesota State Community and Technical College in January of 2023 we've ramped up our efforts to provide technical assistance to entrepreneurs in Becker, Clay, Douglas, Grant, Otter Tail, Pope, Stevens, Traverse and Wilkin Counties in West Central MN so they can start, grow and plan the legacy of their businesses. Here's our story.

Highlights from 2023 & 2024

- Grew from 6 person consultant team to 12
- Grew number of Certified Exit Planning Advisers from 1 to 3
- 5 Consultants received training to become FastTrac Certified Facilitators
- 3 from our team became Cybersecurity Certified
- 1 consultant received training to help veterans become Veteran Small Business Certified
- Opened 2 consultant meeting spaces on Moorhead M-State Campus
- Opened 1 consultant meeting space on Fergus Falls M-State Campus
- Hosted the MN SBDC Knowledge Exchange Program in Fergus Falls to help MN SBDC consultant network receive key professional development opportunities
- Received critical grants to fund our standard operations through October of 2025

Over 30 Events/Workshops

Exit Strategy • Quarterly Planning and Issue Management • SBDC Day Road Tour 2023 • Thrive During Construction • Buying a Business • Entrepreneurship Startup Class • Otter Tail Child Care Resource Fair • Atomic Marketing • Greater MN Marketing Summit • eCommerce Essentials - Digital Marketing, Unlocking the Power of Online Advertising • MNwest CEO Forum & Entrepreneur Summit • The Seasonal Impact • eCommerce Essentials - Social Strategy • Corporate Transparency Act Info Session • eCommerce Essentials - Intro to Cybersecurity • eCommerce Essentials - Website Basics • eCommerce Essentials - Protect Your Data • SBDC Day Open House in Moorhead 2024 • SBDC Day at the Capitol in St. Paul 2024 • FastTrac with MMCDC in Becker County • FastTrac•Plan It! Entrepreneurship Course with Cultural Diversity Resources in Moorhead • Women Thrive - Sips, Skills and Solutions to Transform your Entrepreneurial Spirit • many info sessions and more!



FastTrac Plan It!
with Cultural Diversity Resources



SBDC Day at the Capitol



Women Thrive - Moorhead



SBDC Consultant/SVEDA Executive Director
Justin Neppel

OUR CLIENTS

Metrics from January 1, 2023 - July 31, 2024

- Unique Clients Served: 532
 - Hours of Assistance Provided: 4,627
 - Total Capital Accessed by Clients: \$22,700,000
 - Business Started or Bought: 66
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- Women-Owned Businesses/Entrepreneurs Served: 272
 - Veteran-Owned Businesses/Entrepreneurs Served: 29
 - BIPOC-Owned Businesses/Entrepreneurs Served: 88
 - LGBTQIA+ Owned Businesses/Entrepreneurs Served: 9
 - Business Owners with Disabilities Served: 32
 - Rural Businesses Served: 295

Our Client Stories

Aziza's Residential Care, LLC is a residential 24-hour care home in Fergus Falls, MN that provides assistance to individuals with disabilities and to elderly individuals to help with daily living.

Calvin is driven by passion to make a difference in the lives of his residents to help them to live as independently as possible.

Calvin took an entrepreneur class with Cultural Diversity Resources and worked with SBDC Consultant Bill Schalow to fine tune his business plan and financial projections.

Rolling Blue Logistics LLC is a transportation management company in Herman, MN. Brooke got into this work while earning her accounting degree.

Brooke's husband is in the trucking industry and she did much of the back-end work for him. She realized that trucking companies were hiring out for many different types of services. Brooke thought that it would be helpful to provide all of the needed services together in one.

Brooke reached out to the SBDC for marketing assistance. Deb McGregor helped Brooke tell her story so that all of the services Rolling Blue Logistics LLC provides fall under one umbrella.

Contact Us

westcentralmnsbdc.com

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2024 MN SBDC Knowledge Exchange Program



Aziza's Residential Care



Rolling Blue Logistics



FastTrac in Becker County

YOUR PART IN THE STORY

How our services are funded

Federal funds are allocated to the MN SBDC based on a statutory formula that takes state population into account. By law, these federal funds must be matched 100 percent.

This collaborative funding structure ensures that we can provide essential services to small businesses, including consulting, training, and access to critical business information.

MN Department of Employment and Economic Development provides a small portion of that match to each of the nine MN SBDCs. Our regional center is grateful to have received grants from MN DEED and the MN Women's Foundation that will cover our match requirements through October of 2025 providing funding for basic operations of our program.

The West Central MN SBDC is actively seeking reliable and repeatable sources of matching dollars by partnering with local entities to provide consulting services. Those consulting services are paid for by matching our Federal funding to their donations.

Your help is also needed to provide West Central MN small businesses with informed projections and other critical information and guidance from an SBDC consultant to help their businesses thrive.

Cost Breakdown

- \$500 pays to successfully assist one client seeking capital
- \$1,000 pays for consulting work to assist a small business start
- \$1,500 pays for consulting work to assist a small business expansion
- \$3,500 pays for a consultant to provide FastTrac cohort (30+ hours)



SBDC Consultant Ryan Tungseth



SBDC Consultant Josh Sowl



SBDC Consultant Beth Priddy

Our Donation to West Central Minnesota Small Business Development Center, hosted by M State

Business Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

We want to support the economic impact to small business in West Central Minnesota by giving

☐ \$500 ☐ \$1,000 ☐ \$1,500 ☐ \$3,500 ☐ \$ _____

to the annual M-State SBDC Matching Funds Campaign.

Checks should be made out to "SBDC at M-State Foundation" and can be sent to "M-State Foundation, SBDC at M-State" in the self-addressed envelope provided.