



Providing resources for small businesses

What the SBDC can do

The Wisconsin Small Business Development Center is a statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and business education for:



Did you know?


The SBDC is part of the UW System Institute for Business & Entrepreneurship, which offers other programs that can supplement and complement:

- » Center for Technology Commercialization
- » Food Finance Institute
- » Center for Business Intelligence
- » Business Dynamics Research Consortium


Learn more at business.wisconsin.edu.

SBDC at UW-Stevens Point

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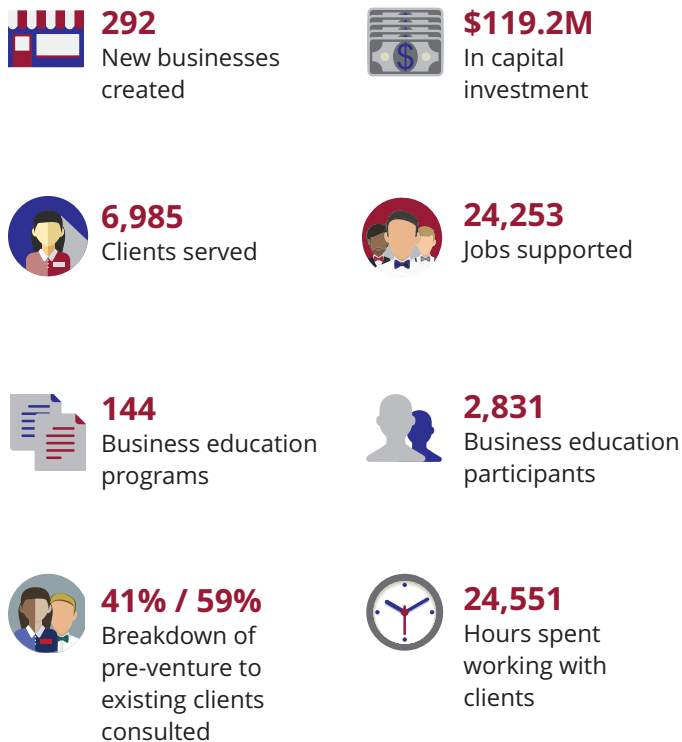
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Getting results for small businesses

In our state: Wisconsin

In 2021, the Wisconsin SBDC Network helped businesses start, manage and grow. By the numbers:



In our center: UW-Stevens Point

Our center serving Adams, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, Waupaca and Wood counties contributed to the following in 2021:



Regional highlights

1. Converted program offerings to all virtual, increasing reach and registrations per event.
2. Assisted businesses with current and updated resources for workforce and supply chain issues brought on by the pandemic and other global issues.

Success, in the words of our client

"Mark has remarkable insight on the structure of financials, and he really made the concepts easier for me to understand and apply to my specific industry."

Heather Gayton, ZanBria Artisan Farms, Friendship

In every state: Success you can trust

The Wisconsin SBDC Network is a nationally accredited member of the largest business support network in the country. SBDC clients experience:

- » **Sales growth and employment higher than the national average, even through the first year of the pandemic.**



Responding to COVID-19: Special Report

In our state: Wisconsin

In 2021, the Wisconsin SBDC Network helped businesses during an extraordinary year, not only connecting them with pandemic relief but also guiding them through recovery.



1,312
Clients served



\$20.8M
In federal aid
(PPP, EIDL and EIDL
Advance)



\$2M
In state aid
(WEDC We're All In
and 20/20 Grants)



144,410
COVID-19 relief
website pageviews

In our center: UW-Stevens Point

Our center serving Adams, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, Waupaca and Wood counties contributed to, at least, the following in 2021:

142 Clients served

\$2.4M In federal aid (PPP, EIDL and EIDL Advance)

\$143K In state aid (WEDC We're All In and 20/20 Grants)

Regional efforts

1. Served as panel experts on SBA Covid relief education programs for regional governments and Chambers of Commerce.
2. Assisted clients and regional partners in answering questions, giving guidance, and completing correct forms on SBA EIDL loan program and CARES Act Paycheck Protection Program (PPP) and SBA forgiveness and grant applications.



Client Success: ZanBria Artisan Farms, Friendship

This educational and developmental regenerative agriculture farm wants participants and customers to feel connected. COVID allowed for more personalized experiences.

How owner Heather Gayton adjusted:

- » Shifted to one-on-one appointments to allow customers and Gayton to stay safe while connecting on a deeper level.
- » Expanded to a permanent location in 2021.