



WISCONSIN SMALL BUSINESS DEVELOPMENT CENTER

UNIVERSITY OF WISCONSIN-EXTENSION

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SOUTHWEST WISCONSIN – SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

2016 Stakeholder Report

Metrics, Center Information, and Partnerships

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This stakeholder report reviews 2016 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 2016 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.

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. Stakeholder coordination and referrals are what allow success in communities and in 2017 we are looking to focus on how to improve collaboration to achieve even better results. SBDC success is mutually beneficial for the businesses and people in our stakeholder's communities.

Main Metrics*	Other Metrics
1. Provide 30 to 50 clients with five or more hours of consultation annually a. 51 long-term clients (Exceeded)	1. Provide no cost, SBDC consultation to 90 to 120 total small business clients annually. a. 127 leads and 104 clients consulted (Met)
2. Help clients, in total, realize \$2,050,000 in capital annually to expand, improve, or start businesses. a. \$1,602,504 (Miss)	2. Provide 800 to 1,200 total hours of consultation annually. a. Provided 728 hours of consulting (Miss)#
3. Assist clients to start 7 to 12 new businesses annually. a. 9 business starts (Met)	# Spent high amount of time making connections with stakeholders in 2016 (see list later in document), plan to continue this in 2017 to expand network.
*All metrics are higher in 2016 than any of past 3 calendar years.	

Metric - Business Starts, Capital Infusion and Long Term Client by County			
County	Business Starts	Capital Infusion	Long-Term-Clients
Crawford	0	\$0	2
Grant	6	\$830,815.00	22
Green	0	\$200.00	13
Iowa	1	\$453,000.00	6
Lafayette	1	\$289,489.00	5
Other	1	\$29,000.00	2
Richland	0	\$0	1
<i>Total</i>	9	\$1,602,504.00	51

Center Information:

Southwest Wisconsin – SBDC information collected about leads, clients, business status, and contact amount in 2016.

Total Client Leads		Clients Consulted		Business Status		Contact Amount	
County	Count	County	Count	Business Type	Count	Description	Count
Grant	54	Grant	43	Existing	62	Less than 2 hours	57
Green	25	Green	23	New	51	2 to 5 hours	19
Iowa	12	Lafayette	11	Purchase	8	5 to 10 hours	26
Other	11	Iowa	11	Sale	3	Over 10 hours	25
Lafayette	11	Other	7	Inventor	3		
Crawford	10	Crawford	7	<i>Total</i>	127		
Richland	4	Richland	2				
<i>Total</i>	127	<i>Total</i>	104				

Partnerships:

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

Crawford County		
Crawford County Economic Development	Kickapoo Culinary Center	Prairie du Chien Economic Development
Grant County		
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		
Green County		
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		
Iowa County		
Dodgeville Economic Development	Innovation Kitchen	Iowa County Administration
Iowa County Economic Development		
Lafayette County		
City of Darlington	Darlington Chamber/Main Street	Lafayette County Economic Development
Richland County		
City of Richland Center		
Regional Partners		
Dubuque SBDC / SCORE	Impact Seven	Madison Region Economic Partnership
Other SBDC Centers in Wisconsin / Iowa	Rural Development Partners	SBDC Business AnswerLine
Small Business Administration (Wisconsin)	Southwest Wisconsin Prosperity	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 Economic Development Corporation	Wisconsin Housing & Economic Development Authority
Wisconsin Department of Revenue	Wisconsin Farmers Market Association	Wisconsin Manufacturing Extension Partnership
Wisconsin Women's Business Initiative Corporation	WiSys Technology Foundation	
Lenders		
American Bank	Community First Bank	Dupaco Community Credit Union
First Merit Bank	First National Bank	Mound City Bank

Livingston State Bank	People's State Bank	Richland County Bank
Ridgestone Bank	State Bank of Cross Plains	The Bank of New Glarus
US Bank	Wisconsin Bank & Trust	Woodford State Bank

More Information:

Southwest Wisconsin - SBDC information collected about referral types, leads by city, and business types in 2016.

Referrals	
Type	Count
SBDC	34
Brock Personal Network	23
County ED	15
Lender	13
Local ED	7
Chamber	6
Current Client	4
SBA	4
UW-Platteville	3
WEDC	3
WWBIC	2
SWTC	2
Accountant	2
Main Street	2
SCORE	1
SWWRPC	1
Educational Institution	1
Discovery Center (SBDC)	1
Commercial Property Owner	1
Wisconsin Department of Tourism	1
Wisconsin Rural Partners	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	17
Monroe	12
Lancaster	9
Dodgeville	8
Fennimore	8
Boscobel	7
Prairie du Chien	6
Blanchardville	3
Brodhead	3
Cuba City	3
Darlington	3
Shullsburg	3
Argyle	2
Belmont	2
Dubuque	2
Ferryville	2
Lone Rock	2
Mineral Point	2
Monticello	2
Muscoda	2
New Glarus	2
Richland Center	2
*Cities with 1	25
<i>Total</i>	127

*Albany, Avoca, Belleville, Bloomington, Browntown, Cassville, Dickeyville, Hazel Green, Hollandale, Juda, Livingston, Mauston, Milwaukee, Monfort, Mount Hope, Mount Horeb, Plymouth, Potosi, Soldiers Grove, Spring Green, Unknown or out of state (3), Wauzeka, Whitewater

Business Type	
Industry	Count
Restaurant	13
Product - Creation	7
Accommodations - Hotel	6
Online Service or App	6
Unsure	6
Farm	4
Fitness & Health	3
Accommodations - Assisted Living	3
Grocery or Specialty Food Store	3
Retail - Clothing Store	3
Retail - Other	3
Retail - Sporting Goods	3
Custom Welding	3
Consulting - Business	3
Manufacturing	2
Processing - Grain	2
Greenhouse and Aquaponics	2
Excavation and Mining	2
Landscaping	2
Coffee - Roasting and Selling	2
Non-Profit	2
Childcare	2
Carpentry	2
Food Item	2
Transport - Materials	2
Product - Reseller	2
Repair Service	2
*Many at other types at 1 each	
<i>Total</i>	127