



# Facing Challenges Finding Opportunities



## Year In Review



**AS WE REFLECT ON THE PAST YEAR,** it is impossible to ignore the struggles that the pandemic brought to so many. Thousands of distressed business owners turned to the Maine SBDC for guidance during this uncertain time. We were there to help them address their concern and confusion. We were there to help them sustain and survive.

We have seen the heroic response of small businesses in navigating the pandemic. Maine's business owners stood strong in the face of adversity. They made difficult financial decisions, provided invaluable support to those who depend on them, and got creative in order to safely keep their doors open and business afloat. We have seen their resilience and determination.

Our team is dedicated to supporting Maine's courageous business owners as they continue to respond, relaunch and recover from a very difficult year.

## THE MAINE SBDC TEAM

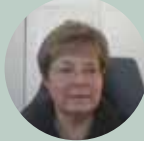
*Working remotely with our clients in 2020*



**Mark Delisle**  
State Director



**Jennifer Boutin**  
Associate State Director  
of Operations



**Carol Papciak**  
Associate State Director  
of Finance



**Shannon Byers**  
Center Director &  
Business Advisor



**Peter Harriman**  
Center Director &  
Business Advisor



**Raynor Large**  
Center Director &  
Business Advisor



**Brandon McDonald**  
Center Director &  
Business Advisor



**Lori Allen**  
Business Advisor,  
Auburn



**Christine Cole**  
Business Advisor,  
Portland



**Susan Degrosseilliers**  
Business Advisor,  
Portland



**Anne Lancaster**  
Business Advisor,  
Biddeford



**Alison Lane**  
Business Advisor,  
Bangor



**Ann McAlhany**  
Business Advisor,  
Bangor



**Grace Mo-Phillips**  
Business Advisor,  
Wiscasset



**Christina Oddleifson**  
Business Advisor,  
Portland



**Peter Piconi**  
Business Advisor,  
Waterville



**Jenn Stein**  
Business Advisor,  
Brunswick



**Bradshaw Swanson**  
Business Advisor,  
Brunswick & Augusta



**Jared Tapley**  
Business Advisor,  
Houlton



**Christine Long**  
Administrative  
Manager



**Kelsey Riordan**  
Project Coordinator



**Keenan Hendricks**  
Intern



**Nargiz Alizada**  
Intern

# 2020 Highlights



## Serving & Supporting

**Serving and supporting more entrepreneurs and small businesses than in any other year in the program's history.**

In 2020, Maine SBDC's team of business advisors helped a record number of businesses to navigate the pandemic through its advising and webinar programs.



**2,956**

Clients Advised

**10,842**

Advising Hours

**63**

Live Webinars

**2,214**

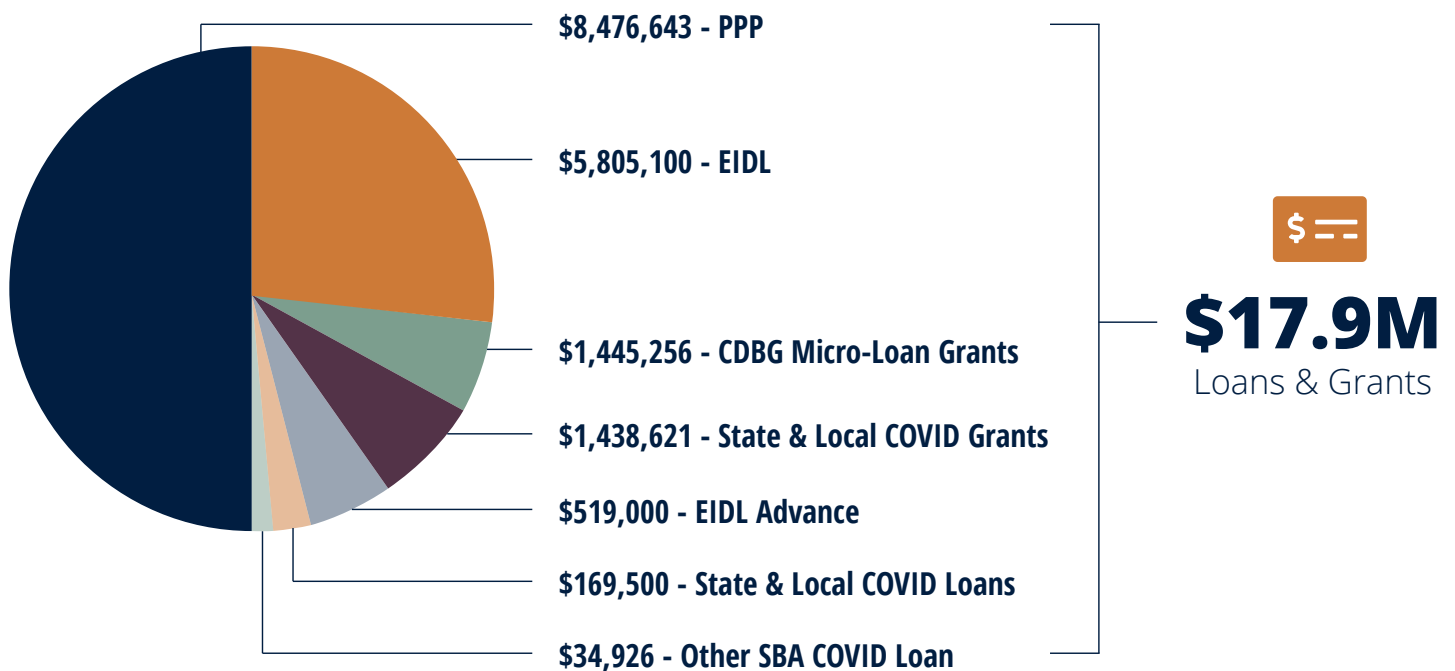
Webinar Attendees



# Pandemic Relief

## Helping 507 Small Businesses Reclaim Financial Balance.

During 2020, Maine SBDC business advisors helped 507 small businesses access a total of \$17.9 million pandemic relief loans & grants. Popular programs offered by the US Small Business Administration and Maine's Department of Economic & Community Development include the Paycheck Protection Program, Economic Injury Disaster Loan, Maine's Economic Recovery Grant, and the Micro-grant program through the Community Development Block Grant program.





# Making An Impact

In 2020, Maine SBDC made a significant impact in local communities all across the State of Maine.



**514**

Jobs Created/Saved



**93**

New Businesses Started



**\$38M**

Capital Generated



## Women In Business

**1,549 women turned to the Maine SBDC for assistance in 2020.** Business advisors across the state helped to support Maine's women-owned small businesses.

“

*You listened, you heard me, you supported and encouraged, you reminded, you inspired, you educated, and you guided.*

**– Sally Jaskold, The Only Donut in Belfast**



# Recovery & Relaunch

**Equipping small businesses with the tools they need to navigate the pandemic.** Maine SBDC's new Recovery & Relaunch Resource Center provides business owners with enhanced resources that will help them more confidently navigate the challenges and next steps as they respond, relaunch and recover from the pandemic. Enhanced services include access to no-cost market research and financial benchmarking tools, in-depth expertise, online educational content, and a comprehensive website.



*Our mission is simple: To guide and support Maine entrepreneurs in the success of their small businesses. We are dedicated to helping as many Maine businesses as possible through this trying time. We want entrepreneurs and business owners to know they are not alone. We are here and we can help them navigate the right next steps for their businesses.*

**– Mark Delisle, Maine SBDC Director**

# By The Numbers

## Return On Investment

Return on investment for the Maine SBDC is evaluated, analyzed, and reviewed annually through an independent study conducted by Dr. James Chrisman at Mississippi State University. His findings are based on information provided by a survey of clients meeting with a Maine SBDC business advisor for at least five hours. Dr. Chrisman's most recent report indicates that for every dollar invested in the Maine SBDC, \$5.52 was returned in incremental tax revenue.

**\$5.52**

Incremental  
Tax Revenue

**\$1.00**  
Invested

“

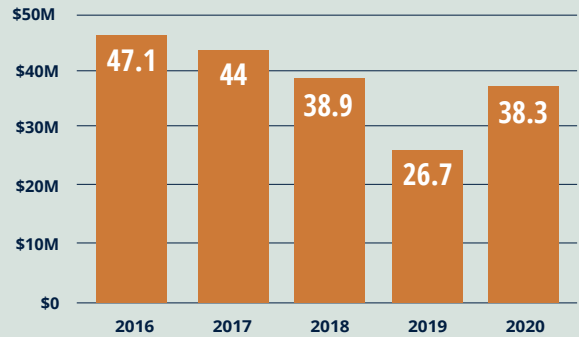
*For every dollar invested in the Maine SBDC, \$5.52 was returned in incremental tax revenue.*

**- Dr. James Chrisman, Mississippi State University**

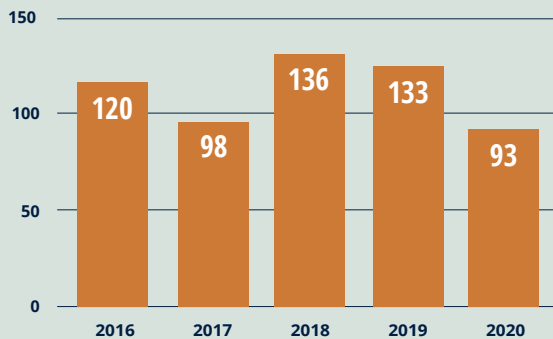
# 5-Year Trends

Almost 3,000 entrepreneurs turned to the Maine SBDC in 2020 to help navigate the process of starting, managing or growing their businesses. With the guidance and expertise of business advisors located throughout Maine, these entrepreneurs develop the skills necessary to meet their goals, create successful businesses, and improve the local economies in which they reside. The program's impressive results year after year stand as proof of the strength of these advisor-client relationships.

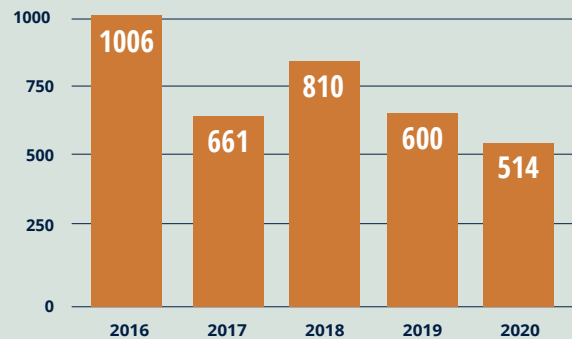
## Capital Formation *(In Millions)*



## New Businesses Started



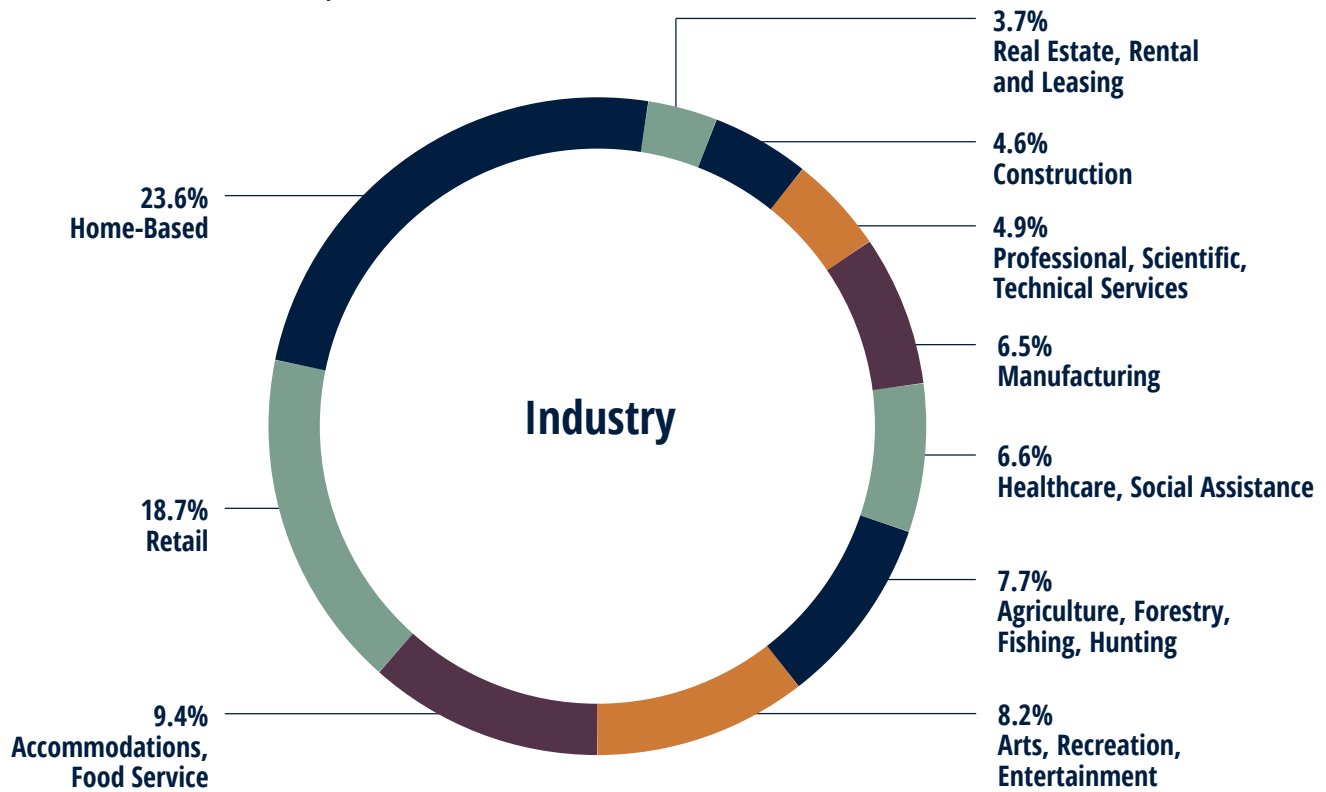
## Jobs Created and Retained



*"Our work with Maine SBDC only expanded on the pride we have being a Maine Small Business. It's encouraging to know such a great resource is available to us while we remain lean moving forward in uncertain times."*

**- Jeff Davis, Maine Fly Company**

# Client Composition



## Client Status

**57.6%** Existing Business

**42.5%** New Business

## Client Groups

**52.4%** Women

**8.2%** Minorities

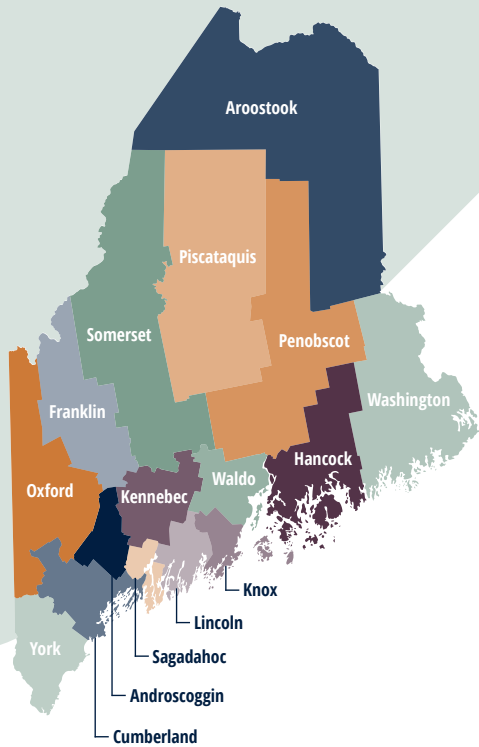
**6.3%** Veterans



*"I would like to thank you for what you are doing for me and for all the businesses you are helping. You do a fantastic job and we are lucky to have someone like you."*

**- Lucas Roldan Rozas, CrossFit Black Bear**

# Results By County



## 3.8 Days

*On Average, Maine SBDC  
Helps Start a New Business  
About Every 4 Days*

Maine Counties	Clients Advised	Business Starts	Jobs Saved & Created	Capital Formation
Androscoggin	212	22	77	4,848,274
Aroostook	242	14	202	6,294,035
Cumberland	673	9	30	6,985,306
Franklin	63	5	32	2,824,009
Hancock	222	5	25	4,422,409
Kennebec	147	3	9	1,690,522
Knox	121	1	5	512,281
Lincoln	95	2	4	2,264,002
Oxford	83	4	23	699,831
Penobscot	290	16	33	2,860,784
Piscataquis	35	3	18	241,310
Sagadahoc	50	1	9	550,369
Somerset	57	1	5	718,500
Waldo	120	3	13	660,259
Washington	58	1	11	76,300
York	455	3	18	2,661,361
Other	33	0	0	0
<b>Total</b>	<b>2,956</b>	<b>93</b>	<b>514</b>	<b>38,309,552</b>

# Financial Overview

REVENUE		
Source Description	\$ Amount	% of Total
Federal SBA	1,033,001	43
State DECO	698,429	29
Host Organizations	444,783	18
University of Southern Maine	115,696	5
Community Development Block Grant	85,112	4
Contracts: State Other	35,000	1
Programs, Income, Sponsorships, Misc.	9,300	<1
<b>Total</b>	<b>2,421,321</b>	<b>100</b>

Excludes USM cost share and in-kind contributions of \$209,269

EXPENDITURES		
Expense Description	\$ Amount	% of Total
Personnel	1,800,102	74
Indirect Costs	303,340	13
Operating Expenses	165,320	7
Deferred Expenses	64,705	3
Contracted Program Services	44,434	2
Equipment & Software	36,555	1
Travel	6,865	<1
<b>Total</b>	<b>2,421,321</b>	<b>100</b>

\*Various project years normalized to calendar year format

# Client Stories

## LiteracyTech

**Client:** Michelle DeBlois

**Business:** Literacy Tech, Inc.

**Location:** Lewiston

**County:** Androscoggin

**Client Since:** February 2020

**Business Advisor:** Raynor Large



Michelle DeBlois and Kathryn Lariviere, both middle school teachers, founded Literacy Tech, Inc. with Peter Janett, a web application developer. Their vision was to create a web-based application called ReMo that would bring educators and students together in the independent reading process. ReMo streamlines the obsolete data management associated with literacy education and helps students engage with books they'll love.

Michelle DeBlois approached the Maine SBDC as a Top Gun participant. With a business plan written, they needed assistance in creating a financial path forward. Michelle and Kathryn worked with Business Advisor Raynor Large to analyze startup costs, sources of funding, revenue growth, and monthly projections. This analysis and planning process led Michelle and Kathryn to take several big steps forward. They were awarded a grant from the Maine Technology Institute, won the Top Gun pitch challenge, and now have the confidence to move forward into the next phase.



*SBDC was instrumental in providing the expertise we needed to grow as a business and compete for funding taking our company to the next level.*

# Trailside Gardens

**Client:** Pauline Eldredge

**Business:** Trailside Gardens

**Location:** Abbot

**County:** Piscataquis

**Client Since:** March 2020

**Business Advisor:** Ann McAlhany



For eight years, **Trailside Gardens** in Abbot has offered an impressive selection of healthy plants and flowers. As a small nursery, business owner Pauline Eldredge was facing supply issues and decided this was a good opportunity to expand her business. She was ready to increase her inventory and to purchase her own greenhouse where she would grow her own products. She had the vision and the skills, she just needed funding to support this growth.

The pandemic left Pauline feeling overwhelmed and uncertain about taking on this new growth project. Working with Maine SBDC Business Advisor Ann McAlhany, the pair discussed her options and broke the project down into smaller steps to make them manageable. Together, they developed a comprehensive business plan and financial projections. With these done, Pauline was able to secure several sources of funding to help grow her business.



*Maine SBDC, specifically Ann McAlhany, was essential and instrumental in accomplishing my business goals. What was an overwhelming and daunting process before me became organized and achievable with her guidance and help.*

# Timberwolves Restaurant

**Client:** Michael Stiggle

**Business:** Timberwolves BBQ

**Location:** Mars Hill

**County:** Aroostook

**Client Since:** August 2010

**Business Advisor:**

Brandon McDonald



Michael Stiggle and his family at **Timberwolves BBQ** are dedicated to offering exceptional and diverse fare. Located in Mars Hill, just one mile from the Canadian border, DownEast magazine designated them the “Best Burger in Maine” in August 2020. This was no surprise to customers who comment on the exceptional food, service, ambiance, and on Mike’s warm and genuine welcome. When COVID-19 pandemic hit, Timberwolves BBQ expanded its product offerings, allowing customers to try their hand at cooking at home through its sauce line-up.

Michael, who has owned several restaurants throughout his esteemed career as a chef, has turned to the Maine SBDC for assistance with business planning in the past. Most recently, he worked with Maine SBDC Business Advisor Brandon McDonald to better understand his customers, secure pandemic assistance funds, and solidify his position as one of the best in Aroostook County.



*Without the SBDC’s help & Brandon’s assistance, we would not be able to be open during this difficult time. I appreciate the SBDC for all that they do to keep businesses operating & providing them with the assistance they need now, more than ever.*

# Mills Market

**Client:** Patricia Cox

**Business:** Mill's Market

**Location:** Andover

**County:** Oxford

**Client Since:** January 2010

**Business Advisor:** Lori Allen



**Mills Market** has been a staple of Andover since the 1890's. In its 4th generation of family ownership, Mills Market provides a variety of grocery items as well as homemade prepared foods. When another local store closed, Mills Market began seeing a spike in revenue despite the pandemic. Business owner Patricia Cox wanted to capitalize on the growth and purchase this second location, which has the only gas pumps for at least 20 miles. This would attract residents and tourists as well as recreational vehicles such as snowmobiles and ATVs.

Working with Maine SBDC Business Advisor Lori Allen, Patricia created a business plan and financial projections. They worked to provide the lender with all the necessary materials to secure financing to move this project forward. In late 2020, Patricia and her business partner Joe were able to secure the loan to purchase the building and to get the gas pumps working again.

# Maine Fly Company

**Client:** Jeff Davis

**Business:** Maine Fly Company

**Location:** North Yarmouth

**County:** Cumberland

**Client Since:** July 2020

**Business Advisor:** Peter Harriman



Jeff Davis had one goal in mind to celebrate his late father: to share his passion for Maine's fly-fishing culture. Jeff wanted to provide high quality, small batch rods that are crafted to reflect the beauty of Maine's waterways. Since opening in 2019, **Maine Fly Company** has experienced promising growth and turned to the Maine SBDC for advice on the best approaches to expansion.

Maine SBDC Business Advisor Peter Harriman as well as Intern Keenan Hendricks worked with Jeff through his planning process. Peter and Jeff discussed his goals, how he might fund his expansion, issues he might face, and how to create a business plan that entailed both growth and options amidst the COVID-19 pandemic. While discussing marketing and brand, Jeff expressed his dedication to the authenticity of offering all Maine-made products. Using this to his advantage, Peter and Keenan assisted Jeff with a range of different digital marketing strategies to help him communicate the unique story behind Maine Fly Company.



*Our work with Maine SBDC only expanded on the pride we have being a Maine Small Business. It's encouraging to know such a great resource is available to us...*

# Long Shot Revival Homestead

**Client:** Joe Brown

**Business:** Long Shot Revival Homestead

**Location:** Orland

**County:** Hancock

**Client Since:** July 2018

**Business Advisor:** Shannon Byers



The **Long Shot Revival Homestead** is a family farm owned and run by Joe and Haley Brown. Joe is an Army National Guard veteran and initially thought farming and raising pigs would be a therapeutic outlet as he transitioned back to civilian life. Starting off with just a few piglets, Maine SBDC Business Advisor Shannon Byers helped them get organized and explored options for expansion, leading to the addition of poultry to the farm.

The pandemic had a unique impact on the homestead due to the national gridlock in the meat processing industry. Having already begun offering small batch meat processing, this became the focus and business was booming. Working hard to stay positive and continue to provide healthy local food, Joe's dedication and compassion for keeping people healthy transcended eating habits to a real sense of community in a time when many felt very isolated.

# CrossFit Black Bear

**Client:** Lucas Roldan Rozas

**Business:** CrossFit Black Bear

**Location:** Old Town

**County:** Penobscot

**Client Since:** August 2019

**Business Advisor:** Alison Lane



Lucas Rozas came to Maine SBDC Business Advisor Alison Lane for help starting his own CrossFit business but was quickly discouraged by the significant costs involved with starting from scratch. Soon after, an opportunity presented itself when the CrossFit business the client worked for went up for sale. Lucas and Alison worked together to craft a business plan and financial projections. Within a few months, he negotiated an agreement and secured financing.

In February 2020, he became the official owner of **CrossFit Black Bear**. Within one month of ownership, COVID-19 struck and Lucas was forced to temporarily close. Fearful of his cash flow situation, he and Alison discussed federal assistance programs. He was able to quickly pivot his business model to offering virtual training classes, events, and gatherings. He was also able to access the Paycheck Protection Program. In a stressful environment and as a very new business owner, Lucas truly made the best out of a challenging situation.



*I would like to thank you for what you are doing for me and for all the businesses you are helping. You do a fantastic job and we are lucky to have someone like you.*

# Bravo Maine

**Client:** Justine Corbi

**Business:** Bravo Maine

**Location:** Portland

**County:** Cumberland

**Client Since:** July 2019

**Business Advisor:**  
Susan Desgrosseilliers



Justine Corbi wanted to join the Maine culinary scene in her own way: by creating a culinary learning experience. Her business **Bravo Maine** is open to children and adults at all stages of cooking experience and teaches them to cook authentic meals from all over the globe. While still living in France, she needed assistance getting this business started. That's when she turned to Susan Desgrosseilliers at the Maine SBDC.

The two discussed her dreams to come to Maine to open this exciting business, how to formulate a business plan, and find a space in which she could offer her classes. Susan connected her to multiple resources including Fork Food Labs in Portland to begin offering classes there. The two formulated a business plan for Bravo Maine that would allow Justine to implement the steps to be successful, access funding if needed, and establish accounts with vendors. Despite the challenges of the pandemic, Justine now has a solid student base, has outgrown her initial space and has her own location dedicated to Bravo Maine.



*Susan Degrosseilliers was a precious help in my journey to create and open a business in Maine. Originally from France, the process to create a business is not the same as in USA and Susan was here for me to explain all the subtleties and mandatory steps I need to follow in order to succeed in my project. Susan is reliable, patient, and invests a lot of time with her clients to help them grow and succeed.*

# Bath Sweet Shoppe

**Client:** Jennifer DeChant

**Business:** Bath Sweet Shoppe

**Location:** Bath

**County:** Sagadahoc

**Client Since:** May 2020

**Business Advisor:** Brad Swanson



Jennifer DeChant had always dreamed of owning and running a small business. When her corporate job was eliminated, she took stock of her options. Was now the time to take the leap? During a pandemic? Jennifer had the opportunity to purchase a candy boutique located in the heart of downtown Bath. For over 15 years, **Bath Sweet Shoppe** has been a spot to get delicious and quality chocolates, candy and great customer service.

Jennifer reached out to Maine SBDC Business Advisor Brad Swanson to consider the idea more thoroughly. They discussed the structure of the deal and how to approach the seller. They worked through the financials to determine a fair price and how much financing she would need. With a solid business plan and accompanying financials, Jennifer was able to secure the financing she needed. In June 2020, Jennifer and her family officially took the reins and became the new owners of Bath Sweet Shoppe.



*None of this would have been possible without the assistance from the Maine Small Business Development Centers...the professionalism, patience and expertise of Mr. Brad Swanson was essential to my ability to navigate an unfamiliar system for financing as well as business planning.*

# Partners

**The SBDC is a cooperative effort that leverages federal, state, and higher education resources to help individuals and small businesses to start, grow and succeed.**



*The U.S. Small Business Administration funds and administers the nationwide SBDC program to assist current and prospective business owners. Working with local SBA district offices, SBDC offers services tailored to local communities and individual clients to help promote entrepreneurship and small business growth.*



*The State of Maine provides funding through DECD to support to the Maine SBDC program. Maine SBDC and DECD work together to support business development and economic growth throughout Maine by ensuring entrepreneurs and small business owners can confidently navigate the process of starting and growing their businesses.*



*Over 40 years ago, the University of Southern Maine (USM) piloted the Maine SBDC to provide essential management assistance and education to Maine's small businesses and entrepreneurs. Since those initial days, USM has continued to provide critical support and guidance on the operation of the SBDC program across the State.*



*The Maine Technology Institute (MTI) provides funding to the Maine SBDC program. Maine SBDC and MTI share common goals, including the development of individual entrepreneurs within the State of Maine towards sustainable economic growth.*

**Critical to the Maine SBDC's success are the partner organizations that staff our business advisors across Maine. These long term partners include:**



*Androscoggin Valley Council of Governments (AVCOG) has two SBDC business advisors. AVCOG is a regional planning agency serving Western Maine communities including Androscoggin, Franklin, and Oxford Counties.*



*Coastal Enterprises, Inc. (CEI) has seven SBDC business advisors located throughout Central Maine. CEI is a Community Development Corporation that helps help grow good jobs, environmentally sustainable enterprises, and shared prosperity in Maine and other rural regions.*



*Northern Maine Development Commission staff has SBDC business advisors. NMDC is a regional planning and economic development organization serving Aroostook and Washington Counties.*