



# 2023 ANNUAL IMPACT REPORT

WYOMING SMALL BUSINESS DEVELOPMENT CENTER NETWORK



*Entrepreneurs Helping Entrepreneurs*



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According to the U.S. Small Business Administration (SBA), small businesses are responsible for creating two-thirds of net new jobs in the country. In Wyoming, over 72,000 small businesses provide 64% of Wyoming's jobs. Small businesses are hotbeds of innovation. Their size allows them to adapt quickly to changing market demands, experiment with new ideas, and pioneer cutting-edge technologies. The presence of thriving small businesses contributes to the vibrancy and distinct character of communities, fostering a sense of identity and pride among residents.



The University of Wyoming is proud to assist small businesses in Wyoming through its

Wyoming Small Business Development Center (SBDC) Network, which is a testament to our commitment to fostering economic growth and supporting the entrepreneurial spirit across the state.

The Wyoming SBDC Network played a pivotal role in providing strategic guidance, resources, and personalized assistance to entrepreneurs navigating the complexities of the business

## Message From the University Of Wyoming

landscape. This report highlights key achievements, success stories, and the impact of our programs on job creation, innovation, and overall economic vitality. We take pride in the collaborative efforts with the Wyoming Business Council and other government agencies and industry stakeholders that have strengthened the SBDC's outreach and effectiveness.

As we look ahead, the Wyoming SBDC Network remains steadfast in its mission to be a catalyst for Wyoming's economic prosperity. Through continued collaboration, innovative solutions, and unwavering support, we aspire to contribute to a thriving business ecosystem that sustains and elevates Wyoming's unique economic identity.

Parag  
Chitnis

Ph.D.

V.P. for Research and Economic  
Development

# A Message from the State Director

In an ever-changing economic landscape, it is not a simple task to build a successful small business. Yet our clients have shown that it is possible to do this time and time again no matter what the world or economy looks like. While we can always count on things changing, small business owners know that they can also count on the Wyoming SBDC Network to provide assistance, resources, and support through any small business challenge, at any point of the business life-cycle.

It is vital that Wyoming small businesses have adequate resources and support to continue to thrive and grow. The Wyoming SBDC Network team works hard to ensure our services remain relevant, supportive, and impactful. Our mission remains the same: helping entrepreneurs succeed while providing a measurable impact on Wyoming's economy.

We continue to seek resources that support our efforts to keep Wyoming's small businesses and economy strong. We work closely with stakeholders, funding partners (University of Wyoming, Wyoming Business Council, and the U.S.

Small Business Administration), and other Business Resource Network entities to holistically support Wyoming's entrepreneurs. The following pages will demonstrate how our services, through various programs, support Wyoming's economy. Our services are tailored to each individual's needs and SBDC Network advisors ensure each individual is connected to appropriate resources.



As we move into 2024, the Wyoming SBDC Network remains optimistic that streamlined efforts with other state resources will benefit small business owners and budding entrepreneurs greatly. We look forward to seeing the results of our staff's work with clients and how our newest cybersecurity program will have positive impacts on Wyoming's small businesses.

We are thrilled to celebrate our successes in 2023, but we are even more excited to get to work in 2024.

**Jill Kline**  
MPA  
State Director  
Wyoming SBDC Network



## Our Impact

# Capital Infusion

### Proven Impact to Wyoming's Economy Since 1994

In the last 28 years, the Wyoming SBDC Network has added over \$321 million to Wyoming's economy through capital infusion alone (not counting government contracts, SBIR/STTR awards, tax generation, client sales growth.).

Looking solely at the 2023 federal fiscal year, every \$1 invested by the State of Wyoming in the Wyoming SBDC Network returned \$6.08 to the state's economy through capital infusion.

Additionally, our government contracting services last year helped Wyoming small businesses successfully compete for federal, state, and local contracts worth over \$76 million.

Our Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) assistance also led to \$2,191,000 in awards from the state's Phase 0/00 program and federal Phase I/II programs.

### The Standard For Reliable Reporting

The Wyoming SBDC Network is meticulous in its record keeping to ensure that our numbers are accurate, our impact is meaningful, and that our funds lead to the best possible impact for the state. In fact, in its most recent review of all 52 federal entrepreneurial assistance programs, the U.S. Government Accountability Office listed SBDCs as the standard for all other organizations to follow. Additionally, our impact must be attributed to us directly by our clients in order to maintain our National Accreditation certification and we undergo annual reviews from our funding partners.

Total Capital Infusion	\$3,125,262
Government Contracts	\$76,171,735
SBIR/STTR Grants & Contracts	\$2,191,000

For **every \$1** invested by the State of Wyoming in the Wyoming SBDC, **\$6.08** is returned through capital infusion.

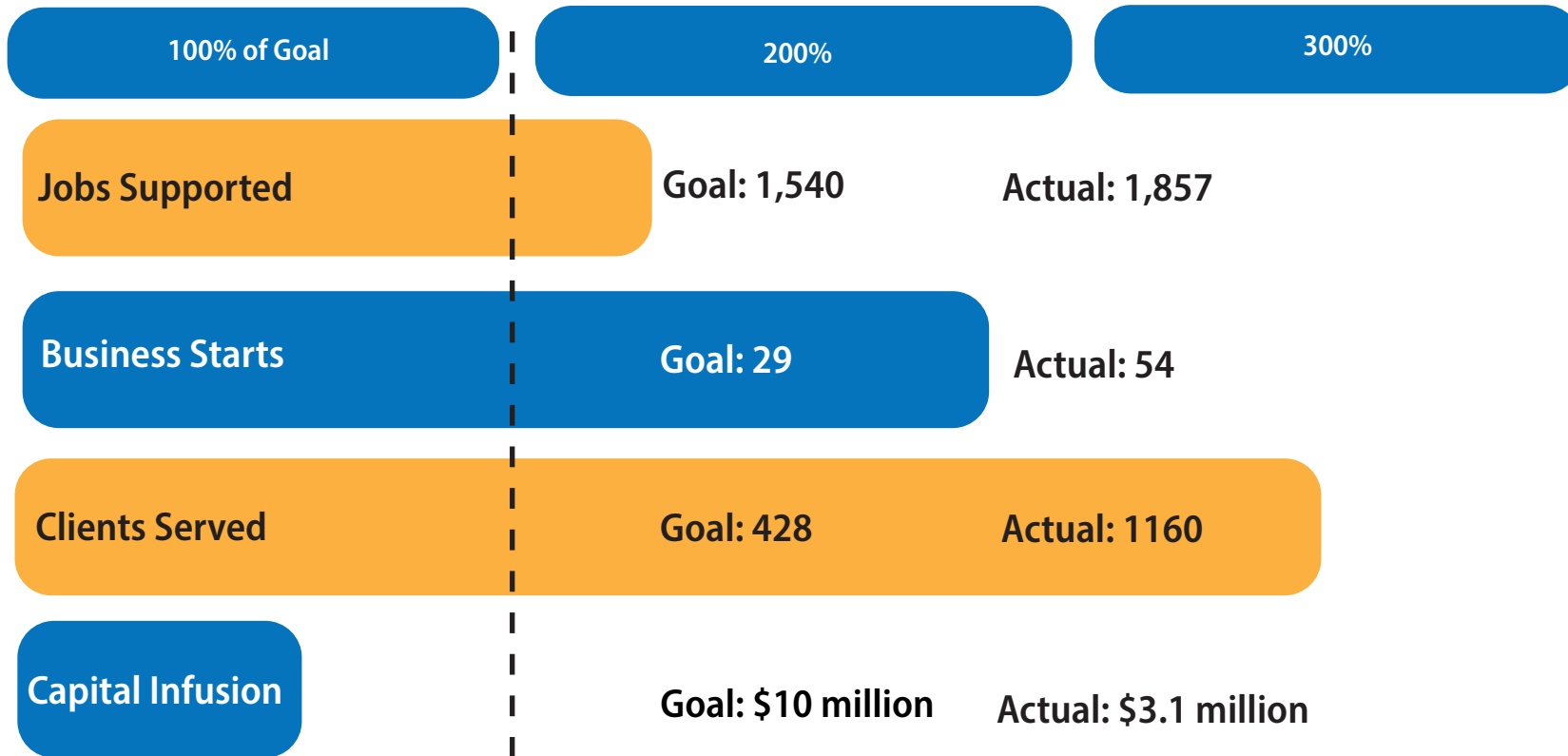


**\$6**

# SBDC Annual Goals

## Our Impact

Annual goals for the Wyoming SBDC are set by the U.S. Small Business Administration based on our state's population share.



Source: WBC Scope of Work; SBA , Internal reporting and quarterly and annual reviews.

While capital infusion goals were not met in 2023, we attribute that drop off to the amount of capital infusion we accomplished in 2020-21. Businesses received a record amount of capital at that time and started the process of paying on that capital in 2022. In addition to this, the CNPP has exceeded their capital infusion goals and complemented the SBDC's services and capital access work.

## Client Testimonial

Precision Contracting  
Rozet, WY

*"What a wealth of information!  
Hands down, the best resource to  
start up a business!"*

**Thomas Mayer**  
Owner

# Wyoming SBDC Network Metrics

## Client Sales Growth

**\$1,420,650**

*total dollar amount increase since 2022*



Source: Internal reporting, client attribution

## Network Event Attendees

**878**



Source: Internal reporting

## Market Research Center

### Unique Projects Completed

**282**

Source: Wyoming SBDC Network MRC

## Network Trainings Held

**61**



Source: Internal reporting

Note that the Wyoming SBDC Network includes the Wyoming SBDC, APEX Accelerator, Market Research Center and WSSI

# Top Industry Breakdown and Jobs Supported

*What kinds of businesses do SBDC Network clients own?*

- 13%** Manufacturing
- 13%** Services like health & wellness, self-Improvement and coaching
- 12%** Retail Trade, brick and mortar and online
- 10%** Construction
- 9%** Professional Scientific and Technical Services
- 8%** Accommodation and food services like cafes, food trucks, restaurants and caterers

## SBDC Jobs Supported

**1,857**

This metric includes the number of employees in a business while working with the Wyoming SBDC Network. SBA requires the tracking of this number to demonstrate ultimately how many jobs our services support indirectly.

## APEX Jobs Supported

**1,523**

The U.S. Defense Logistics Agency estimates 1,523 jobs were created or retained as a result of the more than \$76 million our clients received through state, local, and federal government contracts in FY23.

## Client Testimonial

Jackson, WY

*"Audie was absolutely wonderful. She listened closely, offered important and tailored opportunities for reflection, provided me with adaptable resources to help me with envisioning my book coaching business, and did this all in a friendly, welcoming manner. I'd already understood my business from a content and skills perspective, but now I have some tools to start actually planning my business from the logistics side."*

**Joanna Cooke**  
Entrepreneur

# Supplemental Programs

## Portable Assistance Grant

The Wyoming SBDC Network continued to administer the SBA funded Portable Assistance Program during the program period. The program began in 2021, following a decrease in energy industry revenues and business activities. The SBDC Network requested and then received special funding from the SBA to assist those impacted by this economic downturn. The hardest hit areas were in central and northeast Wyoming. The goal of this program is to provide business owners and budding entrepreneurs in the affected geographic areas with targeted advising and technical assistance.

Although these program funds are modest, significant impact has been achieved through the work of our advisors in those affected regions. Advisors have worked with current energy sector companies and employees seeking to leave their current employment situation to become entrepreneurs. While not all the entrepreneurs are starting ventures inside the energy industry, some of the entrepreneurial ventures plan to support the energy industry.

During the program period, our advisors worked with 25 unique energy sector-related clients and dedicated 98.1 hours of contact prep/research time to those in need. Our advisors helped clients start two new businesses and create three new jobs. Our network also hosted two all-day Small Business Skill-Building Workshop and Resource Expo events, where a total of 70 clients attended. One was held in Gillette in April and the other was held in Casper in September.

The SBDC believes that every business and job created in Wyoming is not only of value to the overall economy but is of significant value to those individuals involved in creating them.



Source: Internal reporting and SBA reporting



# Cybersecurity Program

The U.S. Small Business Administration selected Wyoming SBDC to administer a two-year program to assist small businesses in protecting themselves against cyber-attacks. The Cybersecurity for Small Business Pilot Program launched in September, 2023 and will continue through August, 2025.

Although technology solutions are important in combating attacks, this program focuses on behavior change through advising and training opportunities. Human behavior accounts for over 90% of cyber-attacks and online scams. Offerings will include no-cost, one-on-one, long-term advising for small businesses with Wyoming SBDC cyber security leaders to assess and address their current cyber-readiness. Advisors will assist clients in setting and achieving goals to strengthen their ability to avoid and respond to cyber-attacks. Software solutions such as antivirus tools and other resources will also be made available to eligible clients for a limited period. A series of monthly training webinars will enhance one-on-one advising.

## Cybersecurity Staff Training

The Wyoming SBDC Network will work closely with Cyber Wyoming to deploy training to business resource network partners and small business owners across the state to ensure success and change behavioral patterns critical to cybersecurity.

**171** Internal Training  
Hours Completed

**All SBDC staff members are  
now Cyber Readiness and  
Cyber Leader Certified**

## Client Testimonial

**Sentient Healing**  
Laramie, WY

*"The same services I am receiving would be very expensive if I paid for it. I'm very grateful for the friendly staff and their patience as we move through the different steps in my business plan together. Its a lot of work and its so wonderful to have a team of people available for free or reduced cost."*

**Roxanne Solomon**  
Owner

## Client Testimonial

**CPU IIT**  
Casper, WY

*"I've used the local SBDC for market research multiple times and am always amazed at the wealth of information they are able to provide our local small businesses, all for free! If you aren't taking advantage of their services yet, you should be."*

**Kyle Gamroth**  
Owner

# Community Navigator Pilot Program

The Wyoming SBDC Network received a \$2.5 million grant to implement the SBA's Community Navigator Pilot Program (CNP Program) in Wyoming in 2021.

The goal of the Community Navigator Pilot Program is to navigate entrepreneurs to resources and help reduce barriers that all small businesses, including those owned by traditionally underserved groups such as veterans, women, and those from rural communities and communities of color, often face in accessing critical support.

The CNP Program utilizes a "hub and spoke" model. Grantee "hubs" — such as the Wyoming SBDC Network — serve as centralized, lead organizations and incorporate "spokes" to leverage partnerships with deeply trusted existing state-based or community-based organizations to help small businesses navigate and tap into critical business resources.

**Wyoming's "spokes" include:**

- University of Wyoming Extension
- Wyoming Women's Business Center
- Wind River Development Fund
- Wyoming Smart Capital Network
- The Local Crowd
- Laramie County Library System (Library 2 Business)

Based on conversations with entrepreneurs across the state, CNP Program leadership has determined that one common barrier for new businesses is affording professional business service providers, like accountants and lawyers, and subscriptions to software to help with things such as bookkeeping and graphic design. Year two of the CNP Program has been focused on providing opportunities to engage these services and connecting diverse entrepreneurs with local resources. The CNP Program has been approved for a No Cost Extension (NCE), which will carry the program through to May 31, 2024. The new NCE consortium will consist of UW Extension, Library 2 Business, and Wyoming Smart Capital Network.

## CNP Program Critical Metrics



## Total Loans Awarded to CNP Program Clients

\$17,870,146



## CNP Program Client Industry Breakdown

*What kinds of businesses do our CNP Program clients own?*

- 16% Services like health & wellness, self-Improvement and coaching
- 13% Professional, scientific, and technical services including photographers, designers and business services
- 12% Manufacturing including artisans, food and brewed goods
- 11% Retail Trade, brick and mortar and online
- 10% Independent artists and performers
- 6% Health care services for children, elderly and disabled citizens and mental health counselling
- 5% Accommodation and food services like cafes, coffee shops, food trucks, restaurants and caterers

## CNP Program Clients Trained

2,338





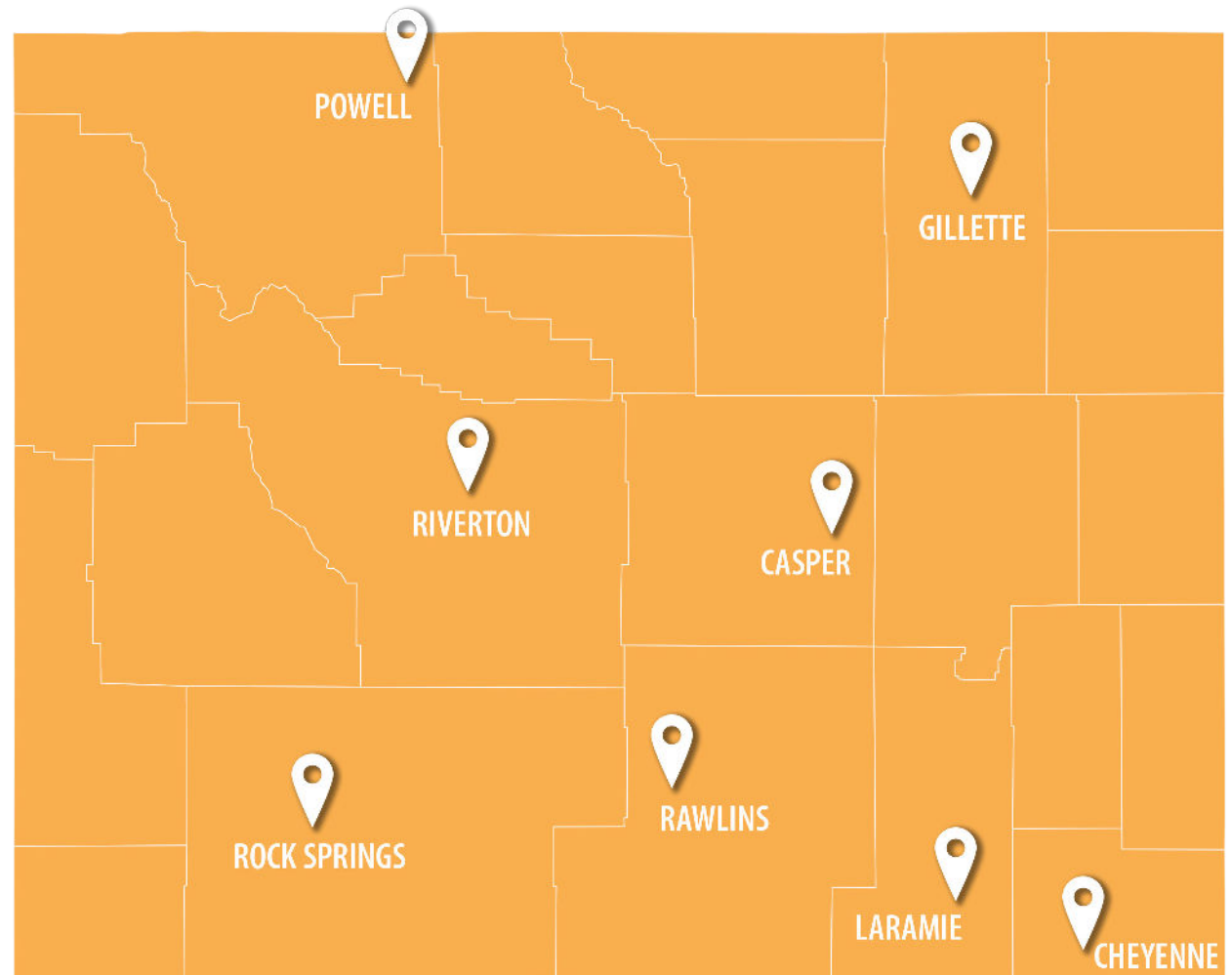
# About Us

The Wyoming Small Business Development Center (SBDC) Network provides no-cost, confidential training and one-on-one advising to help entrepreneurs and small businesses succeed. SBDCs are a nationwide network of the most comprehensive small business assistance in the United States and its territories. In addition to federal funding provided by the U.S. Small Business Administration, the Wyoming SBDC is supported with funding from the Wyoming Business Council and the University of Wyoming (UW). UW serves as our Host organization and all staff are UW employees.

We have eight strategically located offices throughout the state. Our regional directors serve and help entrepreneurs in every county. The Wyoming SBDC Network offers advising, training, and education, in every stage of the business lifecycle and in any industry.

Our services are always available at no-cost and completely confidential thanks to support from our Host and funding partners. The Wyoming SBDC Network is here for your business from start-up to succession and everything in between.

# Locations



# Advisors

## Entrepreneurs Helping Entrepreneurs



Our expert staff come from a variety of backgrounds and are all trained and certified to handle every obstacle a small business owner may face. You also have access to our entire network's specialized skills, no matter where you are in the state. In addition to prevention, startup, and growth services, our staff has a variety of expertise, including but not limited to the following:

### Mandy Bailey, CNPP

Serving Statewide  
mandy.bailey@uwyo.edu | (307) 343-3798

- Project Management
- Risk Management
- Partnership Development
- Resource Management

### P.J. Burns, SBDC

Campbell, Crook, Johnson, Sheridan and Weston Counties  
pj.burns@uwyo.edu | (307) 682-5232

- Marketing
- Social Media
- Leadership & Management
- Human Resources

### Rob Condie, SBDC

Lincoln, Sublette, Sweetwater, and Uinta Counties  
rcondie1@uwyo.edu | (307) 352-6894

- Bookkeeping Strategies
- Business Banking/Loan Preparation
- Alternative Financing Options\*
- Se Habla Español

### Devan Costa-Cargill, SBDC

Big Horn, Hot Springs, Park and Washakie Counties  
dcostaca@uwyo.edu | (307) 754-2139

- Leadership & Team Development
- Human Resources
- Business Plan Development
- Marketing Plan Assistance

### Kelly Haigler Cornish, WSSI

Serving Statewide  
haigler@uwyo.edu | (307) 766-2904

- Product Development
- Technology Commercialization\*
- Intellectual Property\*
- SBIR/STTR Grants and Contracts\*

### Audie Cunningham, SBDC

Fremont and Teton Counties  
acunnin5@uwyo.edu | (307) 349-9701

- Marketing
- Marketing Plan Development
- Social Media
- Business Planning

### Jim Drever, SBDC

Albany and Carbon Counties  
james@uwyo.edu | (307) 766-3505

- Cybersecurity/Risk Management
- Managing Technology Ventures\*
- Social Media & Digital Marketing
- Product Development\*

### Janean Forsyth, APEX Accelerator

Serving Statewide  
jforsyth@uwyo.edu | (307) 343-0765

- Government Contracting
- Procurement Advising
- Contracting Proposal Review
- Procurement Registration Assistance

### Nicholas Giraldo, SBDC

Serving Statewide  
ngiraldo@uwyo.edu | (307) 399-8694

- Community Navigator Program
- Website Analysis
- Search Engine Optimization
- Copywriting

### Sarah Mikesell Growney, APEX Accelerator

Serving Statewide  
smikese3@uwyo.edu | (307) 757-6869

- Government Contracting
- Proposal Assistance and Review
- Training and Facilitation
- Public Policy

### Kayley Harrison, Market Research Center

Serving Statewide  
kayley.harrison@uwyo.edu | (307) 766-5405

- Market Research
- Digital Marketing
- Social Media Management
- Search Engine Optimization

### Paul Johnson, Cybersecurity Program

Serving Statewide  
pjohns45@uwyo.edu | (307) 314-5208

- Product Development
- Technological Innovation
- Corporate Growth Strategy
- Marketing Strategy and Implementation

### Mike Lambert, Market Research Center

Serving Statewide  
mikelamb@uwyo.edu | (307) 766-2688

- Market Research
- Website Analysis
- Social Media Analysis
- Geographic Information Systems

### Kenny Overby, SBDC

Laramie and Goshen Counties  
koverby@uwyo.edu | (307) 772-7371

- Start-Ups
- Business Plan Development
- Marketing
- Customer Relations

### Steen Stovall, SBDC

Converse, Natrona, Niobrara, and Platte Counties  
sstovall@uwyo.edu | (307) 234-6683

- Business Development/Operations
- 2nd Stage Business Strategies
- Capital Acquisition
- Customer Relations

**Jill Kline**, State Director  
jkline@uwyo.edu | (307) 766-3405

**Steve Shalosky**, Associate State Director  
sshalsk45@uwyo.edu | (307) 766-3593

# Client Testimonial

**WalRaven Arts**  
**Sheridan, WY**

*"I couldn't be more thankful for your help! I now have a starting plan and can have an attainable goal to start my business!"*

**Alexis Tolman**  
**Owner**

## Client Testimonial

### Catz N Coffee Connections

Cheyenne, WY

*"I have had a wonderful experience with everyone I have worked with. This is a great group for new small business owners. Rob Conde was super helpful too."*

**Jami Eastman-Raffa**  
Owner

## Services

### Business Planning

- Business Plan Development/Review
- Strategic Planning
- Business Valuation

### Financial

- Cash Flow Projections
- Financial Analysis
- Bookkeeping
- Business Taxes
- Payroll

### Funding

- Access To Capital
- Business Loan Application Review
- Alternative Financing
- Innovation Contracts/Grants

### Government Contracting

- Finding Contracting Opportunities
- Training
- Registration Assistance
- Proposal Review

### Growing A Business

- Business Operations
- 2nd Stage Business Strategies
- International Trade

### Management Issues

- Human Resources
- Sustainability
- Operations/Logistics
- Business Succession Planning

### Marketing

- Marketing Plans
- E-Commerce
- Website/Social Media Assistance
- Graphic Design
- Search Engine Optimization

### Market Research

- Situational Analysis
- Demographic/Psychographic Data
- Website/Social Media Analysis
- Geographic Information Systems

### New Ideas & Inventions

- Technology Assessment
- Product Development
- Technology Commercialization
- SBIR/STTR Application Funding
- Phase I/II Application Review

### Resiliency Assistance

- Strategy Development
- Risk Management
- Cybereadiness
- Disaster Recovery
- Emergency Preparedness

### Starting A Business

- Business Mentoring
- Training on a Variety of Topics
- Business Plan Development
- Finding Funds

### And Much More!

Visit [WyomingSBDC.org](http://WyomingSBDC.org)  
to see our full list of services



# The Wyoming SBDC Network Podcast



The Wyoming SBDC Network Podcast launched in March of 2023 with the goal of engaging with our clients, partners, and community champions in a new way.

Over the course of 16 episodes, we interviewed eight clients about their businesses and three Wyoming-based small business experts on topics ranging from strategic planning to marketing to cybersecurity.

In addition to these episodes, we also featured discussions with staff members from the Wyoming SBDC, The Wyoming APEX Accelerator, and the Community Navigator Pilot Program.

Listen to the Wyoming SBDC Network podcast on Amazon, Spotify and Google.

## Client Testimonial

WYO Western Wear  
Cheyenne, WY

*"Kenny Overby has been absolutely an amazing help. Honestly I don't think I'd be able to be where I'm at at starting without his help and guidance."*

**Erin Heeney**  
Owner

# Client Highlights

Sunshine Plant Co. is a bright, cozy plant shop in downtown Cheyenne, Wyoming. The shop's interior is like a good friend's living room– hip, classic, and welcoming. Specialty houseplants sit on bookcases and retro tables, and local products and gifts are around every corner.

Founders CylieAnn (Cylie) Erickson and Alexa Blooding launched Sunshine Plant Co. in 2022. Rather than having a wedding, they decided to start their dream business. "This shop is kind of like our child now," said Alexa. Cylie's background in greenhouse management and Alexa's experience helping her mom launch her small business in her early 20s helped them gain the skills and drive necessary to build their own business venture.



## Sunshine Plant Co.

At the advice of Alexa's mom, a long-time Wyoming Small Business Development Center (SBDC) Network client, they reached out to Wyoming SBDC Network Regional Director, John Privette. John provided advice on their business plan, and within five months, they grew their initial idea into a brick-and-mortar store. Cylie and Alexa opened Sunshine Plant Co. in October 2022.

Since launching Sunshine Plant Co., Cylie and Alexa have received assistance with their Quickbooks software from Rob Condie, Regional Director and resident Quickbooks expert for the Wyoming SBDC Network. They also receive ongoing advising services from Christine Langley of the Wyoming Women's Business Center and a Canva Pro subscription from the Community Navigator Pilot Program.

"The community welcomed us with open arms. They seemed excited to have something new to do in Cheyenne and somewhere warm to go during the winter months," said Cylie. Business has been steady through the winter and spring months, and the founders look forward to seeing how the summer progresses.

Cylie and Alexa have built a stunning shop but continue to work hard to create



a

thriving community around their business. They host a Tipsy Tuesday plant and sip event at different breweries and bars around Cheyenne, a summer vendor market called the Sunshine Market, free plant swaps, and they are available for special events and parties.

At less than a year in business, the Sunshine Plant Co. founders have plans to grow their business beyond a physical retail shop. They are currently working through the process to trademark their name and logo and hope to expand into plant care services and online retailing.

To learn more about this rising small business, visit their Facebook Page or listen to the Wyoming SBDC Network Podcast episode featuring the founders. The Wyoming SBDC



# Legacy Irrigation & Supply Company

Dustin Frost has been part of the Wyoming SBDC Network partner circle for many years as the director of the Big Sky Veteran's Outreach Center but he has recently made the jump from business resource network partner to a Wyoming SBDC Network client with his newest venture, Legacy Irrigation & Supply Company. Frost and his partner Kevin Beagle purchased Legacy Irrigation of Sheridan, WY in early 2023.

Frost and Beagle are natural business partners. They both come from a background of military service and small business experience. In addition to these similarities, they share a common goal of doing good for their communities and country as well as a strong desire to guide and serve other Veterans and

their



spouses as they navigate the entrepreneurial ecosystem.

When Frost and Beagle decided they wanted to go into business together, they determined that the path to entrepreneurship that fit their lives the best was to purchase an existing business rather than try to launch a startup on their own. "Before purchasing Legacy Irrigation, we were helping veterans transition, we were helping veterans start small businesses and we both decided that we definitely had that bug of entrepreneurship that was still alive and kicking within us so we decided to partner up and see if we could come together and find a business to purchase," said Beagle.

Being a part of the greater Wyoming Business resource network before purchasing their business gave Frost and Beagle strong connections throughout the state and the knowledge base required to help them achieve great things with their business at very early stages. For example, when they found themselves in a position where they needed financing assistance, Frost knew he could call on Wyoming SBDC Network Regional Director, P.J. Burns for advice rather than struggle through the problem on his own.

"P.J. Burns has been an excellent connection for our company. She is always readily available to answer questions and help us look for solutions. In fact, I called her on a late Friday afternoon while driving and she immediately took my call at the end of a long week. That call

with P.J. resulted in our company approaching a financing need from a completely different vantage point, ultimately leading to our company receiving a line of credit that helps set us up for success," said Frost.

In addition to connecting with their regional advisor for assistance, Frost and Beagle worked with the Wyoming APEX Accelerator team to obtain their SAM registration and get their Service Disabled Veteran Certification from the U.S. Small Business Administration. Frost and Beagle also worked with the Wyoming APEX Accelerator team to achieve their first government contract, "As a new APEX Accelerator Procurement Advisor, Legacy Irrigation was the first client I witnessed obtain their first-ever government contract. Their enthusiasm and excitement about this success were contagious and motivated me to want to help all of our clients obtain their first government contracts," said Sarah Mikesell Growney, procurement advisor for the Wyoming APEX Accelerator.

When Frost and Beagle re-launched Legacy Irrigation, P.J. Burns and Sarah Mikesell Growney were in attendance to support their hard work and celebrate, "Dustin invited me to their ribbon cutting in August of 2023. It was a wonderful celebration of all of the hard work of purchasing this portion of their business and keeping the employees that were already employed there," said Burns.



# Jackson Hole Mobile Massage

The Wyoming Small Business Development Center (SBDC) Network is proud to announce that Amanda Martin, owner of Jackson Hole Mobile Massage, has been awarded the U.S. Small Business Administration's (SBA) Spirit of Wyoming Award.

The Spirit of Wyoming Award is presented annually to a small business that embodies Wyoming's spirit of toughness, perseverance, and community involvement. Martin's resilience during the COVID-19 pandemic, the longevity of her business, and her community involvement made her the obvious choice for this prestigious award.

Martin has been operating her business since 2002 and has been a client of the Wyoming SBDC Network since the inception of her

business. Martin has taken advantage of various services offered by the Wyoming SBDC Network, including assistance from her advising team to hire her first employees, participation in several virtual trainings, and utilization of our Market Research Center (MRC) to analyze her target market. In addition to using a variety of Wyoming SBDC Network services to grow her business, Martin has had the help of several advisors including but not limited to, Susan Jerke, Devan Costa-Cargill, and P.J. Burns.

Her current regional advisor, Devan Costa-Cargill, nominated Jackson Hole Mobile Massage for the Award and said, "Amanda's commitment to growing her business through consistent advising sessions and online trainings is truly admirable.



She is facing the hurdles of accelerated growth and post-pandemic resilience. This amazing team is the embodiment of the Spirit of Wyoming award: strong, curious, and eager to learn. We, at the Wyoming SBDC Network, are all rooting for Jackson Hole Mobile Massage, Amanda, and her team."

For more about Amanda Martin and Jackson Hole Mobile Massage, listen to Episode 6 of The Wyoming SBDC Network Podcast on Amazon, Spotify or Google Podcasts.





# Blushing Burro Mobile Libations



Roxy Dominguez, founder of Blushing Burro Mobile Libations, has over 20 years of experience in the restaurant industry, and libations are her passion. The Blushing Burro is a mobile bar that she and her husband built from a standard horse trailer and is used to provide bartending services for weddings and events.

Launched in April of 2023, Dominguez dreamed up The Blushing Burro to serve the Lander event catering market. Before launch, worked with her Wyoming SBDC Network regional advisor Audie Cunningham, to create a business plan and with Wyoming SBDC Network advisor and permitting expert, Cindy Unger, to obtain all of the permits required to start her business.

“Roxy is a motivated and enthusiastic entrepreneur and had a great idea to fill a gap in the Lander market. We spent time

brainstorming ways to utilize the mobile bar and how it would complement many local events. We also identified other businesses that might want the Blushing Burro at their events,” said Cunningham about their time in advising sessions.

In addition to Dominguez’s work with the Wyoming SBDC Network, she created and launched a Local Crowd crowdfunding campaign

and was able to obtain \$5,000 to help build her business so she could launch The Blushing Burro and build out the business infrastructure without taking on any startup debt.

“Roxy had a successful first summer season and was able to fund the startup costs with crowdfunding and owners’ investment, avoiding debt from the beginning. The Blushing Burro has been present at many local events and festivals and Roxy has plans to expand next year,” said Cunningham. Dominguez hopes to acquire her full catering license and a satellite bar so she can do more events

in small spaces or indoors where her trailer bar may not fit.

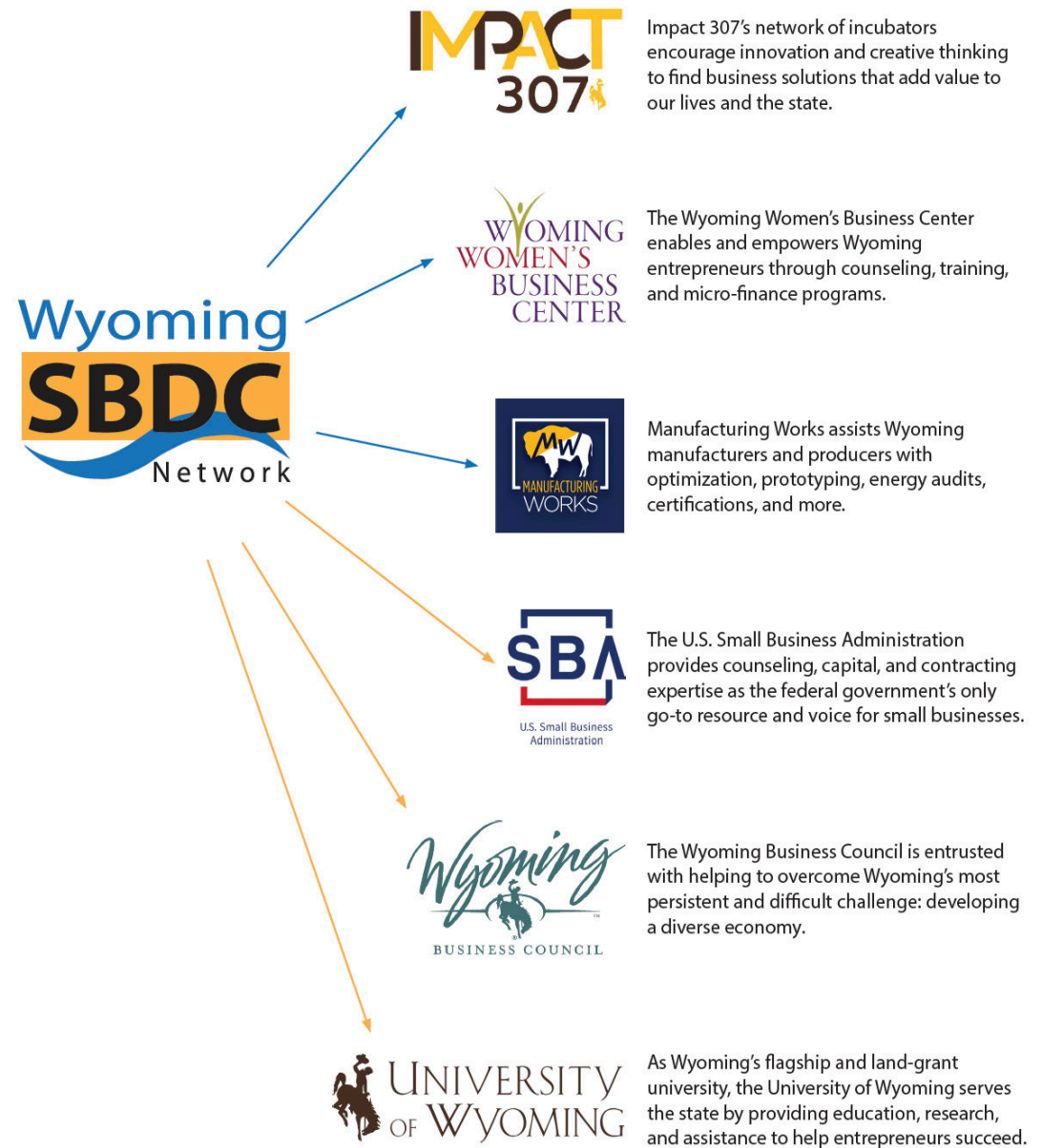
Despite being somewhat new to the Lander community, Dominguez was able to make powerful connections, “Meeting with Audie helped me to learn more about the community as I was new to Lander. She pointed me in the right direction of businesses and organizations to approach to help me along the way. There is a lot of help and assistance available. People really do want to see you succeed in this community. The hardest part is putting yourself out there, over and over again, but the more you keep at it, the more support and opportunities you find along the way,” said Dominguez .



# Our Partners

**Your starting point to connect with entrepreneurial resources in Wyoming.**

In addition to providing no-cost confidential advising and technical assistance on various topics, the Wyoming SBDC Network will also make the connections you need with our partners. The organizations listed here are just the beginning. Talk with your Wyoming SBDC Network advisor to find more connections for local small business assistance.





## Wyoming Business Resource Locator

The Wyoming Small Business Development Center created an interactive business resource tool as an informational reference for Wyoming's entrepreneurs and small business owners looking for public business assistance and resources.

Just click on a county to be directed to resources available around the state.

## Wyoming Business Resource Locator

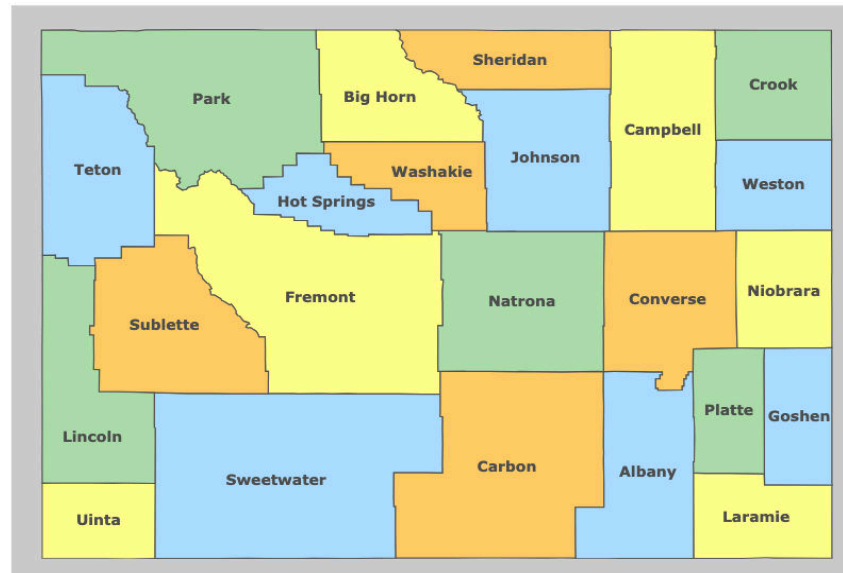
[HOME](#)[EVENTS CALENDAR](#)[NEWS](#)[ABOUT](#)

Select your county to view local small business resources, such as advisors, local chambers of commerce, economic development organizations, and downtown associations. Or select the **Statewide Resources** button to explore governmental resources available throughout Wyoming. The business resources included in this webpage include agencies supported by federal and state funds, as well as municipal entities. This resource listing is not exhaustive and does not include private entities, for-profit services, or private nonprofits.

[STATEWIDE RESOURCES](#)

Statewide, No-Cost, Confidential  
Business Advising and Training

[Click to visit each resource.](#)



Select a County.

[WyomingBusinessResources.org](http://WyomingBusinessResources.org)

# 2023 WYOMING SBDC NETWORK

## *STATISTICS AT A GLANCE*

### Capital Impact

**\$3,125,262**  
SBDC Capital Infusion

**\$76,171,735**  
Government Contracts

**\$2,191,000**  
SBIR/STTR Awards

### Other Metrics

**1,857**  
SBDC Jobs Supported

**54**  
SBDC New Business Starts

**1,160**  
SBDC Clients Served

**1523**  
APEX Jobs Supported

**61**  
Network Training Events

**871**  
Network Clients Trained



UNIVERSITY  
OF WYOMING



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.