



WESTERN WASHINGTON UNIVERSITY
SMALL BUSINESS
DEVELOPMENT CENTER

2024

YEAR IN REVIEW



WHO WE ARE

*The WWU Small Business Development Center provides tools, training, and resources to help small businesses grow and succeed. Our team of certified business advisors brings a wealth of knowledge and experience to bolster a supportive economic environment through **no-cost, fully confidential, one-on-one advising**. As regional subject matter experts, our team serves the Whatcom business community in a strategic advisory and educational role.*

A banner image showing a range of snow-capped mountains under a clear sky, with the foreground in shadow.

2024 HIGHLIGHTS

- First Fed/WCF Microloan Program
- Local organization partnerships
 - APEX – increase government contracting
 - WorkSource – increase local grantees
 - WWU Purchasing: Small and Local Business Program – increase WWU local spend
- Leadership in Innovation recognition
- Program effectiveness

MEET THE TEAM



Liliana Deck, MBA, EdD



Sherri Daymon, MBA



CJ Seitz, MBA



Asche Rider, MBA



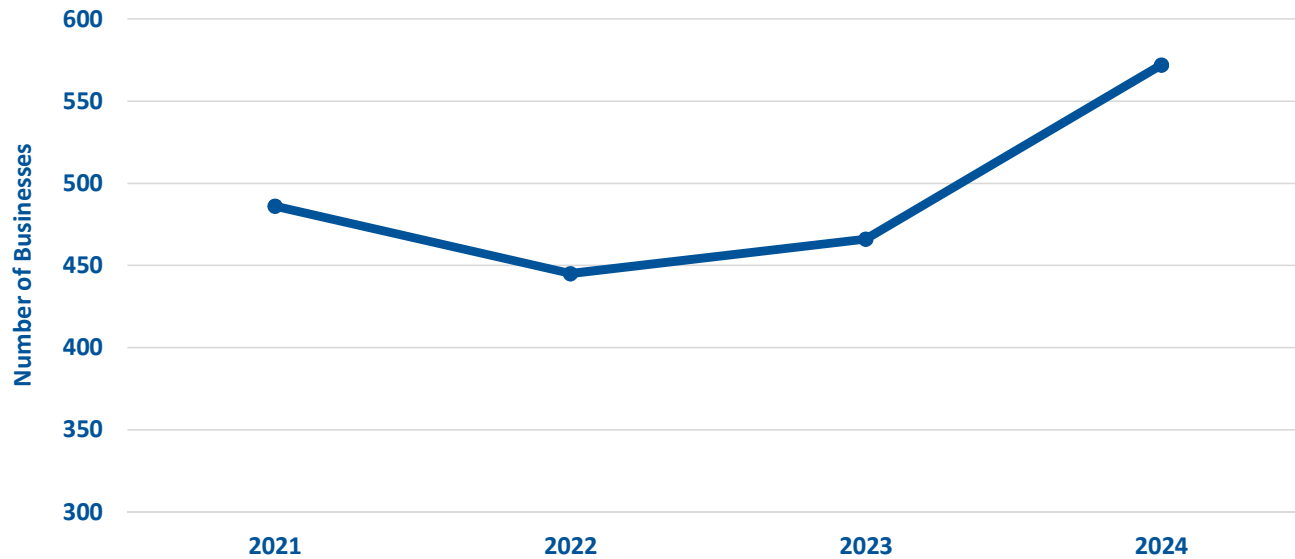
Eric Grimstead



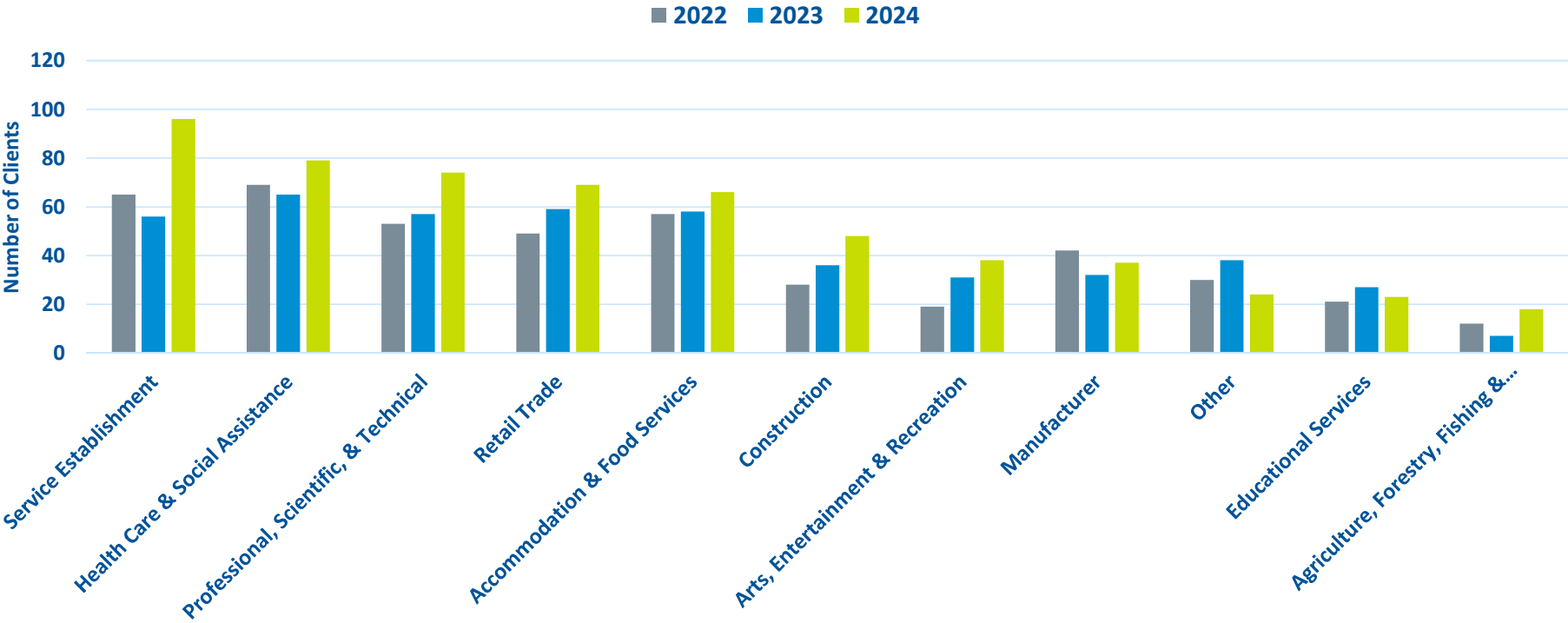
2024

BY THE NUMBERS

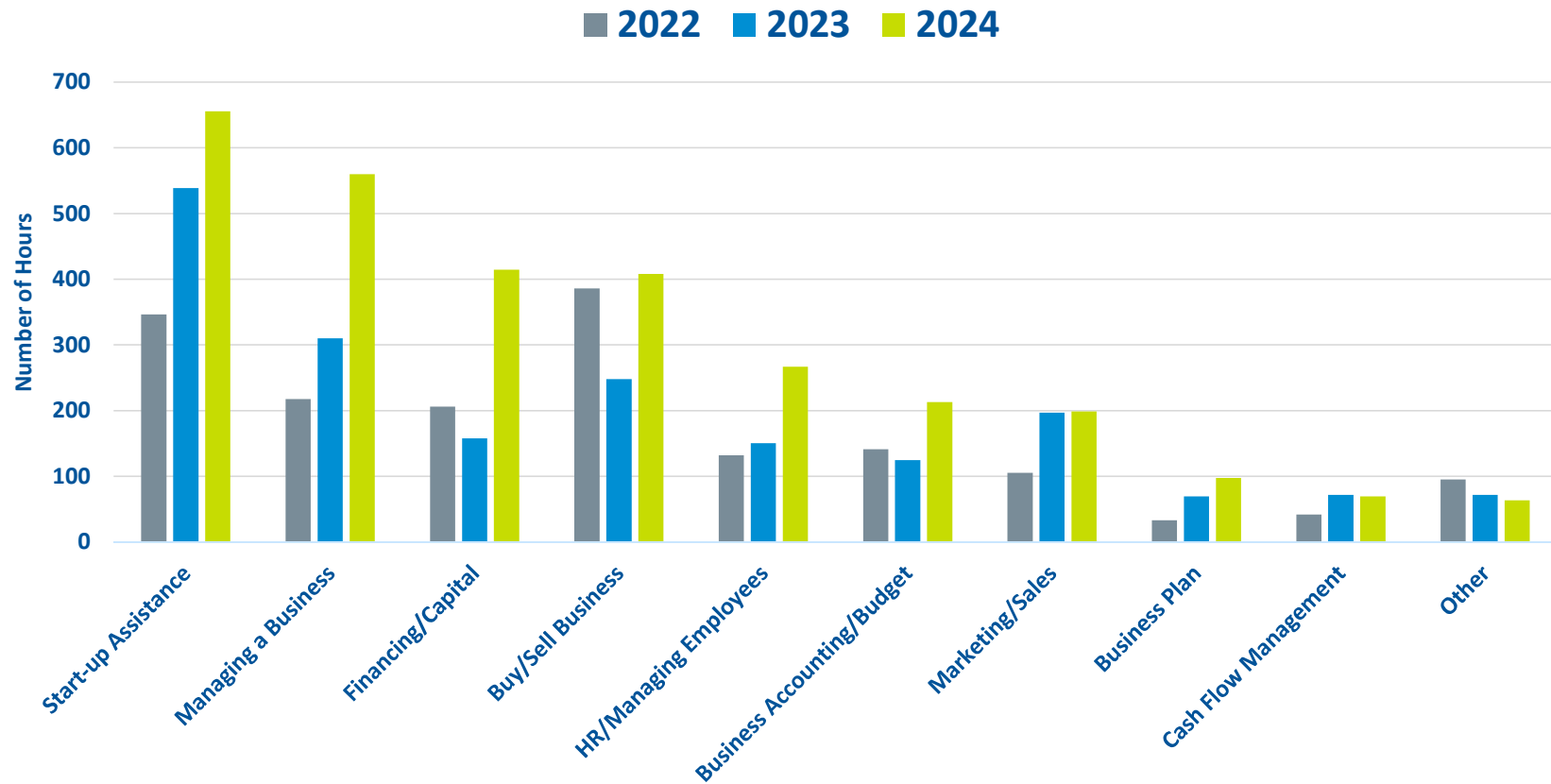
BUSINESSES ADVISED BY YEAR



COUNSELING BY INDUSTRY



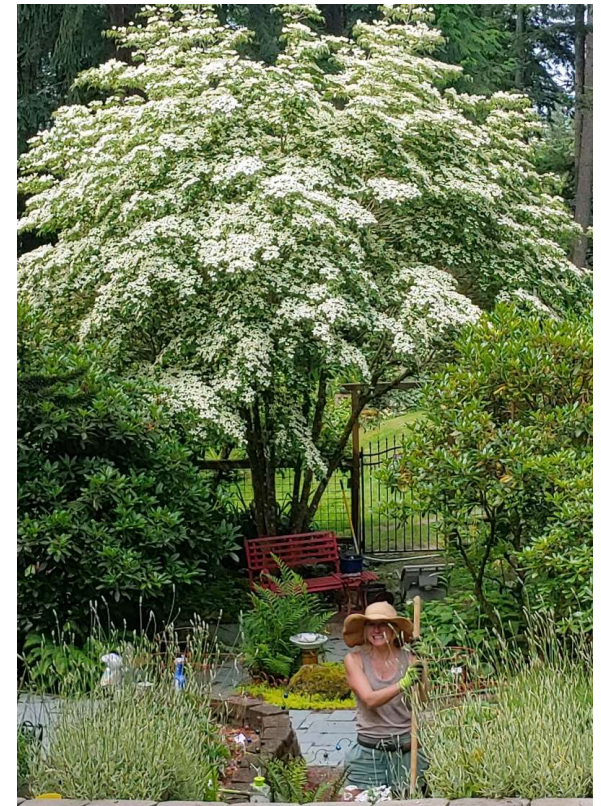
COUNSELING BY TOPIC



2024 IMPACT

- 31 Businesses Started or Purchased
- 18% Revenue Increase: \$206.5M in 2024
- 1,735 Jobs Supported

IN 2024, WWU SBDC ADVISORS HELPED CLIENTS SECURE 67 CAPITAL INVESTMENTS TOTALING \$7.8M—DELIVERING AN ROI OF \$25 FOR EVERY \$1 IN LOCAL FUNDING.



Lindsey McGuirk launched Weeding Between the Vines in 2024

BEYOND ADVISING

- 84 SBDC webinar/training attendees
- 11 in-depth market research projects
- Referral list of 170 vetted professional service providers
- Community connections
- Professional development guidance & resources





2024

PARTNERSHIPS

MICROLOAN PROGRAM

- Small Business Microloan Program
 - Partnered w/ WCF & First Fed
 - **Goal:** Support underserved entrepreneurs
 - Loan amounts range from **\$2.5k to \$50k** w/ a repayment period of **up to 5 years**



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PARTNERING TO EXPAND OPPORTUNITIES

- WWU Small & Local Business Program
 - Over 30 businesses
- APEX Government Contracting Workshop Series
 - 25 Bellingham participants

**\$93M in contracts awarded to
Whatcom County firms assisted
by APEX in FY24/25**



RURAL & AGRICULTURAL COMMUNITIES

- Expanded outreach
 - Eat Local First Trade Meeting
 - Whatcom Farm Expo
- 198 clients in USDA-designated rural zones
 - 30% increase in rural clients since 2022



RECOGNITION: PRESIDENT'S AWARD

- Dr. Liliana Deck
- Exceptional Effort Award in support of WWU's strategic plan
- Innovative outreach strategy
 - Partnered with 30+ organizations
 - Connected with 500+ people through outreach
 - Increased client portfolio by 23%, more closely reflecting Whatcom small business community





2024 **CLIENT STORIES**

THE LOST CO.



- Sustainable growth
- Helped solidify financial future
 - Cash flow projections
 - Debt management

“The business would absolutely not be where it is today without Sherri’s assistance.”

*—Mike Randol, Owner
The Lost Co.*

FAIRHAVEN RUNNERS & WALKERS

Assisted with “dream business” purchase

- Financial projections
- Commercial loan application
- Process of business purchase

“Thank you so much Eric for the advice, projections, and input to our process and the continued contact.”

—Dillon Quintana, Owner
Fairhaven Runners & Walkers



SUEÑO BRIDAL

- Helped improve customer experience
- Communication plan during closure
- Strategies resulting in sales increase
 - Inventory optimization
 - Personal selling techniques
 - Pricing strategy
- Market segmentation
- Brand management



"Liliana gave us confidence."

*—Norma Suarez, Owner
Sueño Bridal*

PRIMAVERA FARMS + NW CONNECT GRANT

- Received \$10,000 grant to purchase refrigerator truck
- Increased tomato sales by 75%
- Farm-to-table local connections

15 clients received funding to purchase capacity-building equipment through the Northwest Connect Business Accelerator Program.



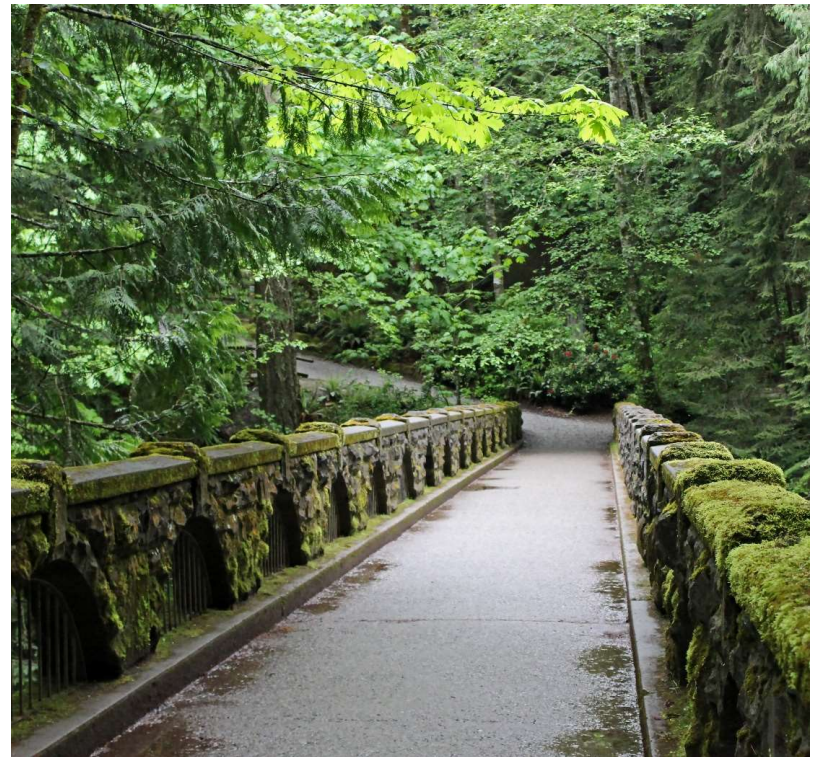
COMMUNITY ENGAGEMENT

- Advisory board service
 - Business and Commerce / CEDS
 - Latino Advocacy Leadership Association (LALA)
- Trusted community connections
 - Sustainable Connections
 - Northwest Workforce Council
 - Bellingham School District
 - Latino Business Council
 - Elected officials



TRENDS & OBSERVATIONS

- Cross border traffic
- Concerns of tariff
- Labor costs
- Access to capital
- Entrepreneurial spirit



THANK YOU TO OUR 2024 FUNDERS



CONTACT US

Main office: (360) 650-7232

Website: sbdc.wwu.edu



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