

Appolo Vineyards, Derry, NH

2020 IMPACT REPORT

New Hampshire Small Business Development Center



Strengthening New Hampshire's
economy one small business at a time.

Funding Partners

Thank you to all our partners who have supported the NH Small Business Development Center throughout our 36 years. We look forward to continued collaboration in the years ahead.



Amy Bassett
District Director, NH District Office, U.S. Small Business Administration

New Hampshire entrepreneurs faced immeasurable challenges in 2020, and for many, the assistance provided by the NH Small Business Development Center enabled them to remain open and keep themselves and their employees on the payroll. The NH Small Business Administration (SBA) team was proud to work side by side with the dedicated staff of the NH SBDC to deliver informative webinars and address a significant number of inquiries regarding a host of coronavirus economic relief programs available through the SBA and other sources. Through this collaboration, we strengthened our partnership, and we look forward to continuing to work closely with the entire staff to help New Hampshire’s small businesses recover and build greater resiliency.



Will Arvelo
Director, State of New Hampshire Division of Economic Development

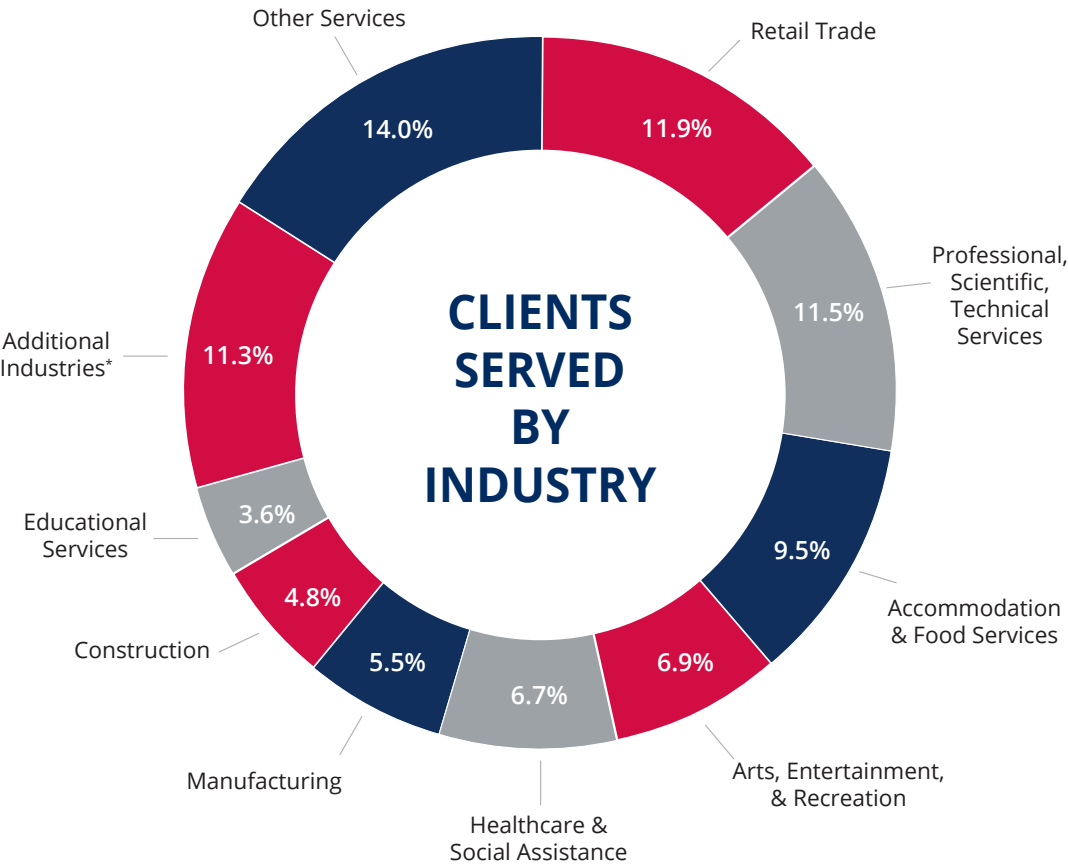
Small businesses comprise 99 percent of New Hampshire businesses and employ approximately half of the private workforce. SBDC is a long-time partner with the Department of Business and Economic Affairs (BEA). Our complementary programs allow businesses to seamlessly take advantage of highly individualized business advising on issues such as marketing, management, finance, exporting, and government contracting. BEA looks forward to working together to keep the small business economy strong and viable.



James W. Dean, Jr.
President, University of New Hampshire

UNH is proud to have been the host institution for our state’s SBDC for 36 years, and we look forward to continuing our work together in support of New Hampshire and its small businesses. SBDC’s work in the business community provides important outreach for the university, allowing us to make connections, establish partnerships, and share our expertise and resources.

2020 Client Demographics



ADDITIONAL INDUSTRIES*			
Agriculture, Forestry, Fishing, & Hunting	1.9%	Information	1.5%
Wholesale Trade	1.7%	Administrative & Support	0.7%
Real Estate & Rental	1.7%	Utilities	0.4%
Finance & Insurance	1.7%	Mgmt. of Companies & Enterprises	0.1%
Transportation & Warehousing	1.6%		

GENDER

52.8% Male

46.5% Female

RACE

3.4% African American

3.3% Asian

93.9% White

1.1% Native American

0.5% Pacific

6.1% Veteran

Featured Programs & Services

Last year, SBDC business advisors helped their clients pivot to market in the new normal, focus on cashflow, and look to ecommerce and partnerships. In addition to one-on-one, confidential business advising, SBDC offers educational training programs and services designed to help a business take the next step and forge its path forward in specialized topic areas.



Business Advising

Our team of certified business advisors provides highly individualized, confidential advising at no charge to New Hampshire enterprises. Advisors can work with a client throughout the life cycle of the business and at every stage of growth. Whether the business is just starting, seeking capital, bringing new products to market, improving operations, or exiting through a sale or generational transition, SBDC advisors help clients achieve their goals.

We work regionally, with locations around the state so that entrepreneurs can easily access our services. Additionally, advisors utilize technology to engage with clients remotely, which has made connecting easier and safer throughout the pandemic.

Business Resiliency Survey

SBDC conducted phase 1 of the Business Resiliency Survey in June 2020 with the UNH Survey Center to assess the impact of COVID-19 on small businesses throughout New Hampshire. By better understanding the challenges and needs of New Hampshire business owners, economic development partners can more effectively help businesses recover, reopen, and become more resilient.

1,549 participants from 172 towns and cities completed the survey.

SBDC will run phase 2 of the survey in February 2021 and phase 3 of the survey in July 2021. The three-survey approach will provide significant data and a longitudinal analysis of the effects of COVID-19 on New Hampshire's business community. Visit nhsbdc.org for key findings and survey reports.



Small Business & Community Resiliency Academy

To ensure more small business owners are better prepared for the unexpected, the SBDC and the UNH Cooperative Extension are teaming up to bring New Hampshire its first ever Small Business & Community Resiliency Academy.

Every business, regardless of size, industry, or stage of growth, needs a resiliency plan because at some point, it will face an unexpected disruption. It could be a fire, a flood, or a pandemic. The planning a business does in advance can mean the difference in how quickly it recovers or whether it recovers at all. According to the Institute for Business and Home Safety, up to 25% of businesses don't reopen following a major disaster. FEMA has this number at nearly 40%.

Academy attendees will gain the tools and advising support they need to develop or update individualized resiliency plans. Resiliency plans look at risks and threats, communications, emergency response, supply chain management, cybersecurity, and more. In addition to Academy session days, SBDC advisors will lead regional business cohorts alongside Chamber and Industry Association leaders to provide smaller group support and networking.



Chambers of Commerce Collaborative

In late 2020, the SBDC set out to create a deeper, more engaged relationship with the Granite State's chambers of commerce. Chambers are local connectors between New Hampshire small businesses and opportunity. SBDC's goal for the collaborative is to provide chambers of commerce and their members with valuable tools and resources they need to succeed in today's economy.

COVID-19 Response

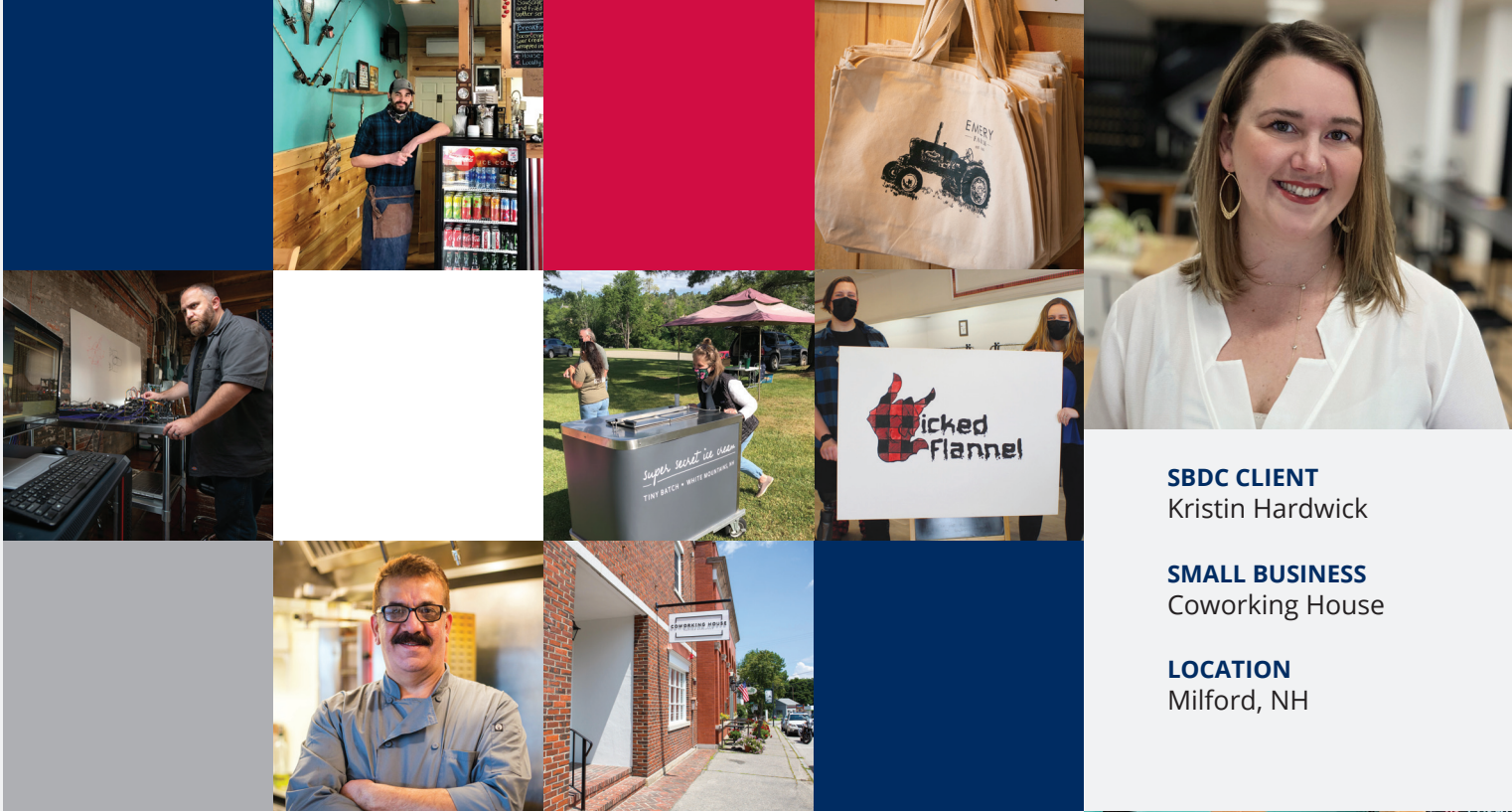
NH SBDC is helping businesses navigate a myriad of challenges throughout the pandemic. With funding from the CARES Act, we were able to add business advising capacity and develop new programs.

NH SBDC launched the first COVID-19 assistance webpage for businesses in New Hampshire, which has had over 33,000 views. We sent over 10,000 recipients 31 newsletters with COVID relief information. We began offering live webinars for the first time ever in April and since then have delivered 248 SBDC recovery and resiliency webinars. Our *COVID Creativity* blogs shared stories about how our clients pivoted, survived, and, in many cases, thrived.



Client Profiles

Owning a small business is challenging, which is only heightened during the stress of a pandemic. The success stories that have emerged from the resulting economic challenges serve as an inspiration to businesses, new and old.



SBDC CLIENT

Kristin Hardwick

SMALL BUSINESS

Coworking House

LOCATION

Milford, NH

COWORKING HOUSE

Kristin runs the Souhegan Valley's only co-working space, with dedicated desks, shared workspace, private offices, and meeting rooms available on a month-to-month basis. She has worked with business advisor Hollis McGuire for a few years.

During the pandemic, she moved to a more “self-directed” model, asking members to handle their own bookings, cleanings, and tech setup. They did bring on some new members who needed consistent Wi-Fi and a quiet workspace when they were forced out of their employers’ buildings. They upped their virtual offerings, including having SBDC advisors on several workshops, helping members navigate EIDL, PPP, and other options.

Coworking House (CoHo) will continue providing more flexible day options and student memberships and is looking to find a way to bring small-scale events back or to deliver more virtual services to its members.

“Oh, how has Hollis McGuire not helped? She offered her time, in addition to working with CoHo, to coach our members through this pandemic, to assist us in filing for EIDL grants, helping brainstorm ways that the community might need to use CoHo now that the world looks very different. We appreciate the SBDC’s programs always, but especially during this time.”

— Kristin Hardwick



SBDC CLIENT

Molly & Ben McCoy

SMALL BUSINESS

Wicked Flannel

LOCATION

Hampton, NH

WICKED FLANNEL

The story of Wicked Flannel and its ability to survive the pandemic, reshape its business plan, and emerge in a better position to succeed is not only the story of owners Ben and Molly McCoy, who overcame long odds, but of a town that believed in them and showed their full support.

While the store was closed in the early stages of the pandemic in regulation with state mandates, Molly began designing face masks that she gave away to people she knew. As the word of her designs spread, the demand increased. Molly ended up giving away almost 5,000 masks.

The couple also began working on building their online presence. Working with SBDC advisor Ed Miles, they were also able to better manage their supply chain and refine their strategy to make sure they had the products they needed when they needed them.

Now that the store is back open, Molly says she and Ben are more committed to keeping their storefront and helping raise downtown Hampton’s profile.

“First and foremost, Ed was able to give us an expert’s view. Where to go for help. How to manage cashflow. He was so instrumental in that process.”

— Molly McCoy



SBDC CLIENT

David Collise

SMALL BUSINESS

Reel Deal Deli

LOCATION

Charlestown, NH

REEL DEAL DELI

Reel Deal Deli is a traditional deli using locally sourced and house-made ingredients. “We make as much as we possibly can from scratch—breads, English muffins, meats, even our own mustards and mayo.”

In April, David was planning to launch his new deli in Charlestown when it got stopped at the launchpad thanks to the pandemic. Before the shutdown, remodeling the deli space in a former gas station had an April target date, but no one was available to do the work, and getting the materials was also a challenge.

David says he stays in touch with his advisor, Vardhan Bajpai, about once a month over Zoom, and they talk about ways he can keep his business going strong. “I needed everything, so I built it out myself, from scratch,” David said, crediting his years of working as a chef in the industry to helping him understand how to set up his space. David has also been able to capitalize on an online fan base that he built up while pursuing his other passion, competitive bass fishing, a passion that inspired the play on words in the business name, Reel Deal Deli.

David says he plans to do whatever it takes to stay open through the winter.

“SBDC and Vardhan have been a tremendous help. I am a chef and I know food really well, but they helped a lot with the business end of things and getting started. They filled in all the gaps in what I didn’t know.”

— David Collise



SBDC CLIENT
Ali Shukur

SMALL BUSINESS
Zem Zem

LOCATION
Manchester, NH

ZEM ZEM

Zem Zem is a Manchester-based Middle Eastern restaurant run by Ali Shukur, an Iraqi immigrant, and his wife and two teenage daughters. A family friend got them connected to the SBDC in 2018 as they pursued their dream of opening their own restaurant, and they were connected with business advisor Andrea O'Brien.

They were one year into operations when the pandemic hit. They then concentrated on the take-out and catering aspect of Zem Zem. Both adults cook, and daughter Rema helps with translation and marketing. With Andrea's help, they applied for the PPP and EIDL programs, and they hope to get additional funds from the next round of PPP.

So far, Zem Zem has kept above water through last year's closures and this year's continued restrictions. Dining is completely take-out, though they did manage some outdoor dining on the sidewalk outside their storefront in the warmer months. Supplies being what they were, they had to raise their prices a bit. "We're doing much better now," Rema says. "And it's been nice, with a lot of customers calling and asking if we're okay."

"Andrea was so helpful. She helped with everything. Anything we needed, we called her, and she would call us to check on us."

— Ali Shukur



SBDC CLIENT
Kristina Zontini

SMALL BUSINESS
Super Secret Ice Cream Club

LOCATION
Littleton, NH

SUPER SECRET ICE CREAM CLUB

Super Secret Ice Cream Club is a company that makes all of their ice creams with local dairy from New Hampshire.

Once the pandemic hit, they were trying to handle demand and serve customers safely. In order to best do that, they pivoted to an online ordering system and communicated pre-orders on social media for people to use and look forward to getting new flavors every week. Super Secret Ice Cream Club focused on packaged to-go ice creams with advanced ordering, and it resonated with their customers. This way, people did not need to come to the stand and wait in long lines.

"Even though I much prefer in-person experiences, in the future, we will need to focus more on online shipping and consumer experiences."

"Working with Rita Toth has helped me tremendously. As the sole owner of my business, it is really wonderful to have a sounding board and have access to resources, advice, and financial opportunities through SBDC. She helped me find and apply for grants and provided valuable networking opportunities."

— Kristina Zontini



SBDC CLIENT
Holly Philbrick

SMALL BUSINESS
Market & Café at Emery Farm

LOCATION
Durham, NH

MARKET & CAFÉ AT EMERY FARM

Emery Farm is a local grocery and goods retailer with a café serving coffee and espresso beverages, bagels, sandwiches, and house-made cider donuts and baked goods. They are located on the historic Emery Farm property, with a petting barn and a working fruit and vegetable farm, with seasonal activities such as summer blueberry picking, fall wagon rides and pumpkin sales, and holiday Christmas tree sales.

They were fortunate during the pandemic because the market fell in the essential business category, but they still had to make changes. One of those changes was limiting the café's offerings and encouraging everyone to call ahead to place to-go orders for groceries. "We worked to expand our own offerings

packaged as grab and go. We worked diligently to set up the online ordering system and source more grocery goods," Holly said.

"I have worked closely with my advisor, Warren Daniel, but the depth and breadth of services has been extraordinary during this crisis. The SBDC has been a saving grace. Deciphering the constant changes has been overwhelming on top of keeping already abnormal business operations together."

— Holly Philbrick

She took advantage of SBDC webinars that helped her navigate COVID protocols and the various relief programs.



SBDC CLIENT
Jeromy Grimmatt

SMALL BUSINESS
Rogue Space Systems

LOCATION
Laconia, NH

ROGUE SPACE SYSTEMS

Rogue Space Systems is developing robots to deliver service solutions to satellite operators, manufacturers, and insurers. Though still in the start-up phase, Rogue Space Systems is being discovered by the likes of NASA and the Air Force Research Laboratory.

Owner Jeromy Grimmatt realized he needed an advisor who could guide him through the planning stages. Rita Toth helped with offering pitch clinics, writing a business plan, and accessing federal government contracts. "She is relentless in her pursuit of excellence, she's very well connected, and I know she would go to the ends of the earth to help."

She was present for the team's NASA presentation, and Jeromy still calls on her at every stage of development.

"Rita and the SBDC will work as hard as you to get the work done, but they don't do it for you. You get takeaways and to-dos and homework after every meeting, and you get guided through the process."

— Jeromy Grimmatt

He admits a challenge that Rogue Space Systems has is that nobody is yet doing what they propose, so it's hard to visualize. In seven months, they went from nothing to a fully designed, ready-to-launch spacecraft. "It was insane," Jeromy says.

W.H. Bagshaw, Nashua, NH



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SBDC
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Contact SBDC today to learn more about our programs and services or to be paired with a certified business advisor.

nhsbdc.org
nh.sbdc@unh.edu
603-862-2200



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