

# SBTAE



**SMALL BUSINESS TECHNICAL ASSISTANCE EXCHANGE**

## What is the SBTAE?

A grant program led by the Regional Development Corporations of Vermont that links business owners to funding for special projects and the services of a program navigator.

## How does it work?

Vendors register to provide services and business owners apply for grants. Navigators from the RDCs help business owners connect with local vendors.

## Why is there a need for this type of grant?

RDCs support businesses in all phases of growth. Most of our state's businesses are small and family owned. Business owners who "wear every hat" often meet us doing it all themselves. This program funds professional support to get the business to its next step.

## Who benefits from SBTAE?

Small to medium sized business owners who need professional support in finance, legal, marketing, or website design in order to take a next step toward hiring employees or growing their business. The program also benefits the small business owners in Vermont who provide these services.

## Why was a technical assistance exchange developed by the RDCs of Vermont?

The RDCs originally formed this exchange for small business owners during Covid-19. Now the exchange serves all small business owners in Vermont.

## What is the demand for this program?

The program funded 209 projects in FY24 and was oversubscribed by 500 applications. We have heard from hundreds of business owners and service providers hoping the program returns.

## RESULTS

**209 projects (average cost \$3,463) included:**

- 124 marketing plans
- 29 videos
- 41 photo shoots
- 34 revised financials
- 64 websites
- 35 branding guides
- 6 audio recordings
- 5 building designs
- 3 land surveys
- 24 industry specific projects
- 31 logo designs
- 192 coaching sessions
- 38 strategic plans
- 11 legal filings/contracts
- 27 sales plans



**“This is my ultimate favorite program in the multiverse!” - Mike Lannen, Eternity Marketing**

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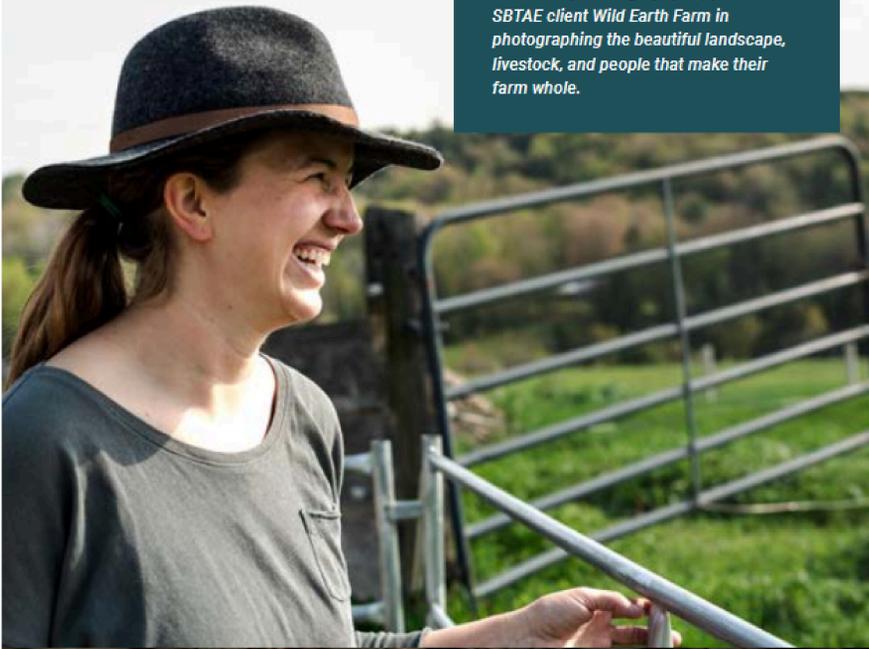


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## WILD EARTH FARM

**BUSINESS OWNER:** Jo Bregnard  
**VENDOR:** Lincoln Gap Photography  
**NAVIGATOR:** Heather Hurlbert  
**REGION:** GMEDC

*Lincoln Gap Photography supported SBTAE client Wild Earth Farm in photographing the beautiful landscape, livestock, and people that make their farm whole.*



## BLACK SACRED SOUL CLOTHING LLC

**BUSINESS OWNER:** Elisee Seeko Siriwayo  
**VENDOR:** Flint Consulting and Eternity Marketing  
**NAVIGATOR:** Cooper Babbitt  
**REGION:** Chittenden

*Black Sacred Soul Clothing of Winooski silk screens empowering designs onto their unique streetwear. Besides bringing a smile to everyone's face, they also enjoyed working to grow their following with support from Eternity Marketing and better track their finances with Flint Consulting.*



## EASTVIEW ENTERPRISES DBA SYLVACURL

**BUSINESS OWNER:** James Lavinsky  
**VENDOR:** RJM Marketing LLC dba VT Web Marketing  
**NAVIGATOR:** Annie McLean  
**REGION:** NEK

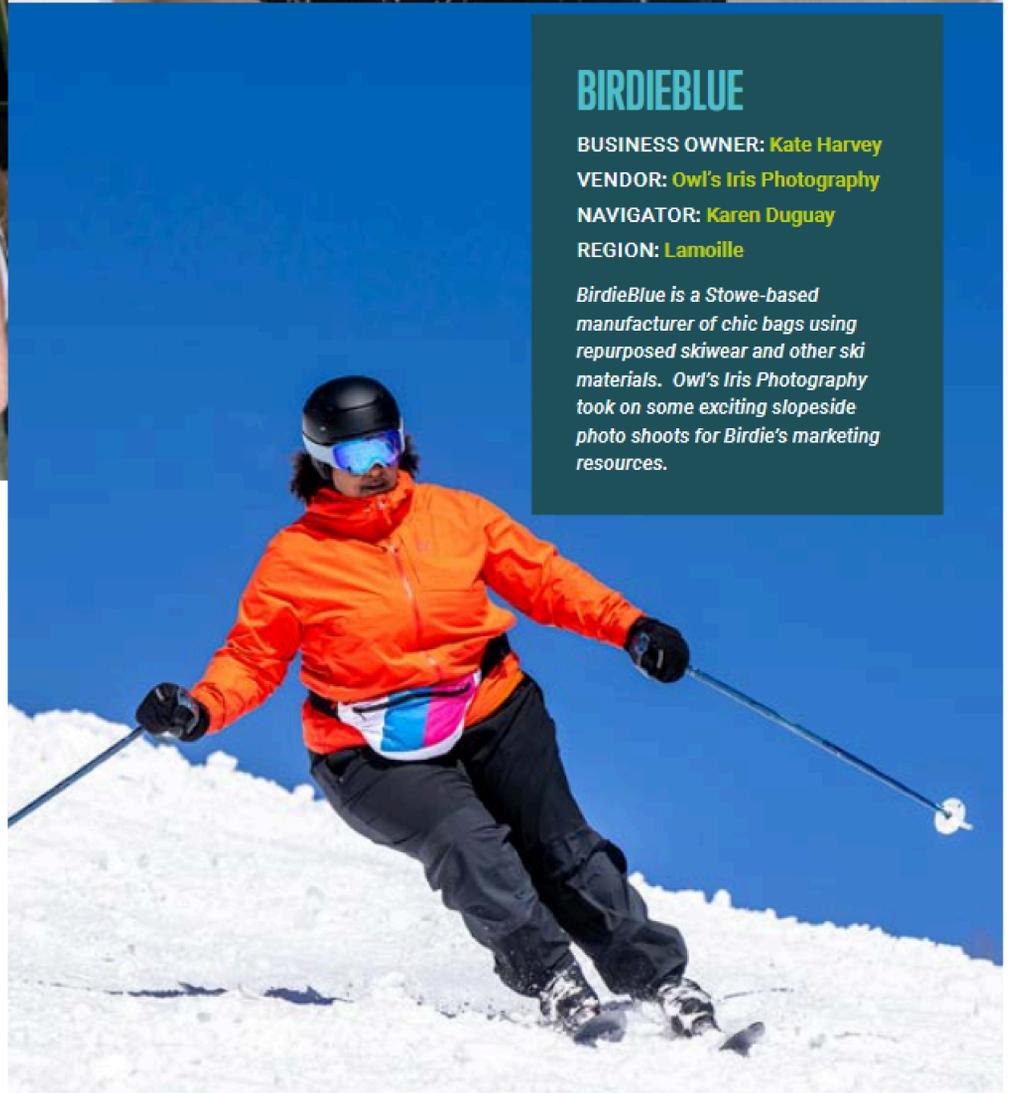
*Sylvacurl is a Northeast Kingdom producer of sustainably sourced packaging materials. The challenge for their provider VT Web Marketing was to identify and utilize search engine optimization keywords and solutions for this unique product.*



## BIRDIEBLUE

**BUSINESS OWNER:** Kate Harvey  
**VENDOR:** Owl's Iris Photography  
**NAVIGATOR:** Karen Duguay  
**REGION:** Lamoille

*BirdieBlue is a Stowe-based manufacturer of chic bags using repurposed skiwear and other ski materials. Owl's Iris Photography took on some exciting slopeside photo shoots for Birdie's marketing resources.*



## Contact

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