

Client Spotlight

You wouldn't think careers in marriage and family therapy would have a lot to do with canoeing, rappelling, and rock climbing until you meet Lyndsey Gau and Matthew Baxley, co-owners of **Spirit Guiding Adventures**.

This two-year old company offers professionally guided adventure tours in the Northwoods of Minnesota, along the North Shore of Lake Superior, and into the Boundary Waters Canoe Area Wilderness.

Their professionally guided adventure tours combine challenging outdoor activities including hiking, canoeing, rock climbing, rappelling, snowshoeing, ice climbing and more, into a unique adventure for you and your family, focused on building bonds and creating memories.

When Matthew and Lyndsey first met with Pat Campanaro, SBDC consultant in Grand Marais, they were passionate about starting

a guide service and integrating their work into developing their community. Pat worked with them to capture their dream as a sustaining business plan. The plan included identifying their ideal customer profile; developing a strategy for social media and marketing campaigns; and purchasing equipment. Being determined and doing their homework, their dream came together a year after planning started.

The business has grown and they have started the North Shore Youth Climbing Team to get the next generation out on the rocks!

Co-owning Spirit Guiding Adventures has allowed Matthew and Lyndsey to cultivate their passion for adventure, the wilderness, growth, healing, and human relationships.

"Pat's guidance helped us to chart a path to success. We would not be where we are today without the support the SBDC continues to give us," said Matthew.



Top: Spirit Guiding Adventure owners, Matthew Baxley and Lyndsey Gau



47
 New businesses created



574
 Jobs created and saved



\$14.8M
 Capital accessed for business investment



744
 Entrepreneurs and businesses served



\$17.8M
 Business revenue increased



8,764
 Total hours of consulting services

Northeast Region

Small Business Development Center

www.umdced.com

Partners in Success

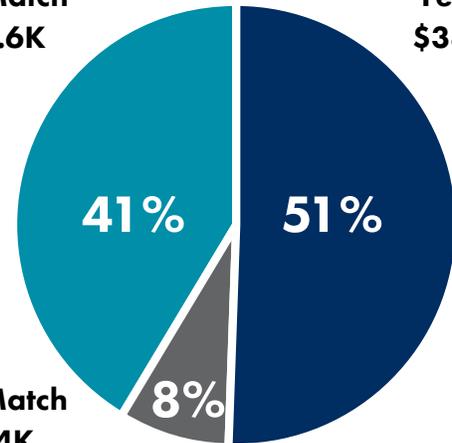
Our partners share in the vision for Minnesota's business success and recognize the positive relationship between nurturing small businesses and the well-being of their communities, regions, and the state. Funding for the program comes from the U.S. Small Business Administration, the Minnesota Department of Employment and Economic Development, and our most important local partners—the institutions of higher learning that host our regional centers.

Other local funding partners include many community leaders, economic development organizations, corporate donors, and private individuals. We're so grateful for their incredible continuing commitment to this program. Together, we are helping businesses start, grow, and succeed.

2017 Funding

Local Match
\$309.6K

Federal
\$380.7K



State Match
\$61.4K

Funding Partners

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NORTHEAST REGION

University of Minnesota - Duluth
Center for Economic Development
11 Superior Street, Suite 210
Duluth, MN 55802
Phone: 218.726.7298
umdced@d.umn.edu

www.umdced.com

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