

# West Central

## Small Business Development Center

### West Central Region SBDC Success Story

Along with their work in maintenance and daycare, Brian Charlson and his wife, Danielle, decided to open **East 10 Laundry**, in Moorhead, Minnesota in early May 2016. The opportunity presented itself when a former laundromat left the space and some machinery available for lease.

They came to the West Central SBDC in search of help with the funding process. Matt Magness, center director and consultant, was their primary contact throughout the experience. He worked with them in the

spring and summer, helping them crunch numbers and organize their business plan so they were confident and ready to go come the business' opening.

The effects of the laundromat on the community since opening have already been felt. Previously, residents of Moorhead had to drive across town to use a laundromat in Fargo. Many community members are thankful to have a full size, clean laundromat back in their area.

Although they are in the early phases of establishment, Brian and Danielle have plans to improve and grow

their business. Maintaining and replacing existing machines is the biggest priority as well as continuing the growth of their drop laundry service.

Brian and Danielle strongly encourage those looking to start a business to explore all their options. Opening a business is tough and without the right help it is near impossible. Making sure the numbers were accurate and their business plan was sound have allowed the Charlson family to enjoy their rapidly growing business.



**WEST CENTRAL REGION**  
Concordia College  
901 8th Street South  
Moorhead, MN 56562  
Phone: 218.299.3037  
sbdc@cord.edu

# 2016 HIGHLIGHTS



**\$11.1M**

Capital Accessed for Business Investment

**623**

Jobs Created and Saved



**23**

New Businesses Created

**1,978**

Hours of Consulting Services



**192**

Entrepreneurs and Businesses Served

**\$16.8M**

Business Revenue Increased

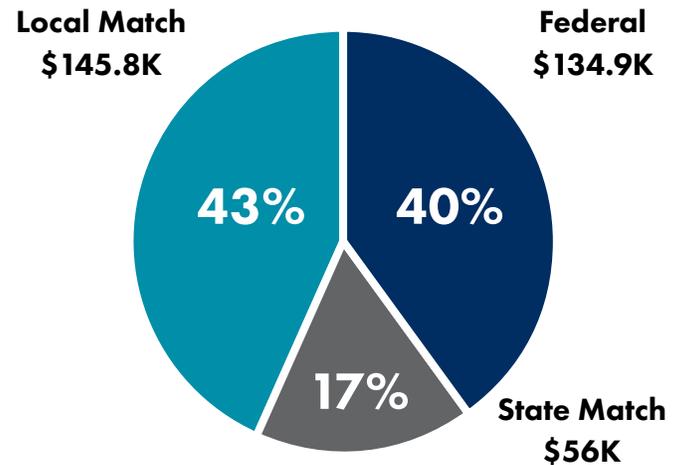


# West Central Small Business Development Center

## Partners in Success

Our partners share in the vision for Minnesota's business success and recognize the positive relationship between nurturing small business 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 lenders, 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 grow, start, and succeed.

## 2016 West Central SBDC Funding



## West Central SBDC Funding Partners

### HOST INSTITUTION

**CONCORDIA  
COLLEGE**

### PLATINUM PARTNERS



### SILVER PARTNERS

Barnesville EDA • Bell State Bank & Trust • City of Moorhead EDA  
Minnesota Business Finance Corporation • Moorhead Business Association



[www.mnsbdc.com](http://www.mnsbdc.com)

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration, Minnesota Department of Employment and Economic Development and regional support partners. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the program sponsors. Programs are open to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.