

## REACT – RECOVERY – RESILIENCE

### SBDC IOWA CLIENTS SHARE THEIR COVID-19 JOURNEY

#### CREME CUPCAKE + DESSERT

Christina Moffatt, Owner



#### **How did you come up with the idea for Creme Cupcakes?**

In the middle of a recession, I was tired of seeing people in my office with no joy in their day so my solution was to bake and take it in. In August 2012, Crème Cupcake + Dessert opened in Des Moines as a bakery during the day and dessert lounge at night, where dessert is paired with wine or cocktails.

#### **How has the SBDC helped you? What accomplishments have you made?**

The Mid Iowa SBDC was key in helping me develop a business plan, create cash flow projections, and find financing to start and grow my business.

I am very active in my community. I chaired the 2010 Greater Des Moines Leadership Institute's 'Give Back Des Moines' collection, helped raise \$93,000 in donations, and received a 'Challenging the Process and Leading the Way' award from the Greater Des Moines Leadership Institute. I am a part of the Ferscipe Society, a community visioning group for Des Moines, and am a member of the Women's Reciprocity Group for sharing and helping other women grow. In 2011, I was President of the Des Moines Downtown Chamber. In 2012, I won the SBDC Deb Dalziel Woman Entrepreneur of the Year Award.

#### **How have you been impacted by COVID-19? Have you pivoted your operations? How are you helping others during this time?**

As a bakery owner, I took a direct hit as soon as social distancing went into place. With large events and weddings being the main source of revenue we had to be quick on our feet. During COVID-19, we really wanted to reach not only existing customers but new customers as well. We came up with many new marketing strategies to reach out to them. We came up with different create-your-own kits for families, worked with other local businesses to host giveaways, as well as held online decorating classes, and worked with WineFest to do virtual events, etc.

One of the biggest things we did was work with other small businesses to be able to move product. We teamed with other bakeries, other female business owners, other distilleries, and even retail stores, to be able to move product in curated boxes or classes.

**Find Creme Cupcake + Dessert at <http://cremecupcake.com/>.**

