Ryan Loomis
SBDC Regional Director

HELENA COLLEGE
University of Montana

Helena Regional SBDC

Ristorante Bella Roma



"The Helena SBDC was extremely helpful and knowledgeable with writing and improving my business plan. They gave me the confidence and the peace of mind I needed to start a business."
Davide Giuliani, Owner

Davide Giuliani was born and raised in Rome, Italy, and brought his formal training and his grandmother's recipes to Montana in 2016. Starting with reservation-only pop-up restaurants in East Helena, David eventually opened Bella Roma, a traditional Italian restaurant, in leased space. After a year of operating four days a week in a space that provided seating for 30 customers, Davide turned to the Helena SBDC for assistance in finding a new location.

The Helena SBDC worked with Davide to measure the feasibility of moving to a new location by developing projections and revising his business plan. In addition, the Helena SBDC assisted Davide in finding a new location that would be suitable for his upscale restaurant.

With help from the Helena SBDC, Davide was successful in negotiating with the owner of the Doubletree by Hilton to renovate and lease the space that had been vacated by another restaurant. Bella Roma secured a bank loan of $25,000 to assist in the renovations. The new location allows customers to have an outdoor dining experience while increasing indoor seating accommodations from 30 customers to 70. Bella Roma is now open seven days a week, has created seven new jobs and has increased overall sales.