PUTTING DREAMS to WORK
Since 1987
WWBIC

info@wwbic.com
wwbic.com

facebook.com/wwbic
twitter.com/wwbic
instagram.com/wwbic
linkedin.com/company/wwbic

Greater Milwaukee
1533 N. RiverCenter Drive
Milwaukee, WI 53212
Phone: 414.263.5450

Northeast
1191 N. Casaloma Drive
Appleton, WI 54913
Phone: 920.944.2700

2701 Larsen Road
Green Bay, WI 54303

South Central
2300 S. Park Street, Suite 103
Madison, WI 53713
Phone: 608.257.5450

Southeast
600 52nd Street, Suite 130
Kenosha, WI 53140
Phone: 262.925.2850

245 Main Street, Suite 102
Racine, WI 53403
Phone: 262.898.5000

Southwest
3500 State Road 16
La Crosse, WI 54601
Phone: 608.668.4400

Kiva@WWBIC
wwbic.com/kiva
facebook.com/KivaWisconsin

VBOC@WWBIC
wwbic.com/veterans
facebook.com/VBOCatWWBIC

June 20, 2023

David Ehlinger
Director of Finance/Comptroller
City of Stoughton
207 S. Forrest St.
Stoughton, WI 53589

Dear David,

In 2023, our small business owners are eager for growth, opportunity, and promise of tomorrow. Because of your support, WWBIC can funnel meaningful assistance to entrepreneurs to whom WWBIC is dedicated: people of color, especially Black and Hispanic entrepreneurs, women, people of lower incomes, Veterans', and their military spouses.

We are reaching out to share the good news happening throughout the State of Wisconsin and specifically our work in the City of Stoughton. In partnership we are embracing 2023 through a series of recognitions, initiatives, and continued growth.

WWBIC is managing 8 loans for the City of Stoughton Revolving Loan Fund throughout the first half of 2023. Attached are details pertaining to those loans, as well as an article celebrating one of the recipients.

"I have always stressed to my peers how you and your staff assisted me and GSI over the years. I want to express to you that because of your love and compassion that you put in WWBIC I am where I am today; because you stood at the door of opportunity and held it open for me."

~ Benjamin Clark, WWBIC Client & Owner, GSI General Inc., Milwaukee, WI, 29 employees

Together in spirit and together in building our communities. We appreciate our many partnerships to deliver hope, opportunity, and economic empowerment. Thank you for your continued support!

Sincerely,

Wendy K. Baumann

Wendy K. Baumann
President/CVO

Loans							
	Loan Number	WWBIC Loan Closing Date	Business Name	Loan Amount	Accrued Interest	Anticipated Jobs Created	FTE Jobs Created
	7007	6/12/2019	Viking Brew Pub	$ 50,000.00	$ 11,769.39	2	2
	7006	6/14/2019	Green Road Pottery LLC	$ 50,000.00	$ 4,350.67	0	0
	7032	9/13/2019	Gemini Games, LLC	$ 15,000.00	$ 905.53	2	2
	7081	1/17/2020	MC Squared LLC	$ 50,000.00	$ 2,371.24	3	3
	P7097	2/26/2020	Fosdal Bakery, LLC	$ 50,000.00	$ 3,772.92	0	0
	P7180	10/27/2020	Mershonian Cidery LLC	$ 35,000.00	$ 2,358.73	0	0
	P7224	3/22/2021	Magnolia Beauty Studio LLC	$ 15,000.00	$ 705.42	1	0.75
	7287	1/31/2022	Overt Space LLC	$ 15,000.00	$ 463.85	1	1

The student voice of
Madison Area Technical College
The Clarion

Get your fill of soft pretzels at Stoughton's Viking Brew Pub

Try the soft pretzel at Viking Brew Pub. (Dexter Cruse / Clarion)

Dexter Cruse, Staff Writer
April 4, 2023

Soft pretzels are a food that is hard to master. It's very hard to find an exceptional soft pretzel. Normally you get one that's hard as a rock or just a flat-out boring pretzel. But the Viking Brew Pub in Stoughton has aced the soft pretzel.

If you are a fan of soft pretzels, Viking Brew Pub in Stoughton, Wis. is a must-stop place. They serve up a massive soft pretzel that is cooked to perfection. Viking Brew Pub claims it serves four people, which is an understatement.

This soft pretzel has everything a great soft pretzel should have. A lot of salt, a lot of butter and good dipping sauces. It is served with Viking Brew Pub's signature "Soot in My Eye" beer cheese sauce, which is fabulous, and a honey mustard that is out of this world.

The soft pretzel is perfectly cooked. It is fluffy on the inside and cuts like a hot knife through butter.

Soft pretzel aficionado Holly Fry says, "I have never had a soft pretzel this soft; it practically melts in your mouth."

Overall, this is one of the best soft pretzels I have ever had. It checked all of the boxes

of what I look for in a soft pretzel. Soft, salty, buttery. Nailed everything to perfection. I would give the Viking Brew Pub soft pretzel an overall rating of 9.5/10. It will be very difficult to find a better soft pretzel.

To all soft pretzel lovers, if you are in the Madison area, you should make the trip to Stoughton to try the soft pretzel at Viking Brew Pub!

Carl, Wisconsin Academy of Sports

PUTTING DREAMS to WORK

Since 1987

WWBIC

Entrepreneurship and Financial Wellness Training • Lending • Coaching

WWBIC 2022-2025 STRATEGIC PLAN

ABOUT WWBIC

Who We Are

WWBIC is a leading innovative statewide economic development corporation that is "Putting Dreams to Work" since 1987.

What We Do

We open the doors of opportunity by providing underserved individuals who are interested in starting, strengthening or expanding businesses with access to critical resources such as responsible financial products and quality business and personal financial training.

Who We Care About

WWBIC focuses on individuals who face barriers in accessing business financing and training support, including women, people of color, veterans, rural, and lower-wealth individuals.

Angie, Handmade Natural Beauty

Social Mission

As a culturally effective organization, WWBIC strives to improve the economic well-being of underserved individuals by advancing inclusive entrepreneurship and facilitating self-sufficiency strategies

STRATEGIC FOCUS AREAS

Broaden and Deepen Our Focus in Underserved Communities

- Increase reach and services in communities of color, rural communities and with Spanish-speaking communities
- Continue targeted efforts serving women, veterans and low to moderate income individuals

Donella, Circa Room

Lakesha, Lovingkindness

Advance Our Organizational Capacity

- Foster WWBIC as a culturally effective organization
- Provide exemplary customer service
- Continuous investment and development of our team

FOR WWBIC: 2022-2025

Juan & Gerardo, Los Parceros

Propel Our Branding, Marketing, Communication and Outreach

- Expand targeted and digital outreach
- WWBIC's narrative: storytelling opportunities
- WWBIC brand assessment

Pursue Strategic Growth and Expansion

- Develop "Micro Learning" models for clients and staff
- Expand funding ideas and more national funding opportunities
- Seek/leverage partnerships and strategic alliances

Katie, Purple Lotus Counseling

GOALS BY 2025

Loan Portfolio

grow to
$33 million

Economic Development

Over 5,800 jobs
created or
retained annually

Expand Reach

Statewide coverage
spanning all
72 counties
in Wisconsin

Double number of rural
clients served

Double number of veterans
and military-
connected family
members served in
WI, IL, MN

Our Clients: Mission Focus

50%
people of color

60% low to
moderate income

70%
women

CONNECT WITH WWBIC

Five offices statewide:

Milwaukee • Madison • Kenosha/Racine • Appleton/Green Bay • La Crosse

wwbic.com **@wwbic** across all social media platforms

Jennifer & Ryan, Latte Stone Brewing Company

kiva

Kiva@WWBIC

WWBIC serves as the Wisconsin hub for Kiva US

kivausers@wwbic.com

facebook.com/kivawisconsin

U.S. SMALL BUSINESS ADMINISTRATION

VBOC

VETERANS BUSINESS OUTREACH CENTERS

VBOC@WWBIC

Wisconsin • Illinois • Minnesota

wwbic.com/veterans

vboc@wwbic.com

facebook.com/VBOCatWWBIC