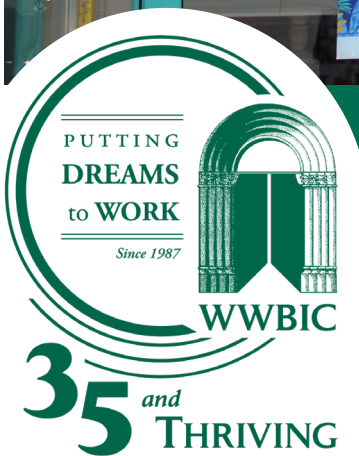


SMALL BUSINESS SUCCESS



WALLFLOWER MARKET

OWNER: Nancy Boebel & Erin Shields Ylvisaker

CONNECTION: Lending **INVESTMENT:** \$15,000

WEB: wallflowermarket.com **EMPLOYEES:** 5

QUICK FACTS: Woman Owned



Lake Mills, WI

Marketing team Nancy Boebel and her daughter Erin opened Wallflower Market in downtown Lake Mills in 2015 to complement their marketing company, Cream City Marketing, by maximizing usage of their in-house print shop. What started out as a resource for marketing clients soon turned into a great way to connect with the community. They became a source for wonderful gifts and a way to preserve their clients' precious memories. Wallflower Market now specializes in custom paper goods, home decor, custom canvases, coloring books, gifts and supplies. They have also developed a wholesale side of the business, providing printed goods for artists and other gift shops.

Like so many small businesses, the COVID-19 pandemic hit Wallflower Market hard. Nancy and Erin came to WWBIC for a loan to help keep their store afloat when in-person business was low or non-existent. Nancy looks forward to continuing to build Wallflower Market, especially the wholesale aspect, focusing mainly on the store once she retires from the marketing company she and Erin have built over the last 20 years.

“WWBIC provided business-saving funding during a very difficult time for our business.”

“WWBIC provided business-saving funding during a very difficult time for our business,” said Boebel. “We are grateful that they had programs available to help independent businesses like our store.”

