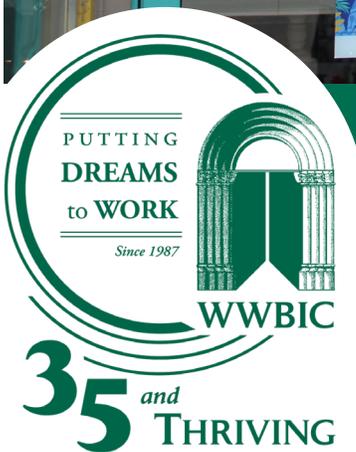


SMALL BUSINESS SUCCESS



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.”

WWBIC *Who We Are*

WWBIC is a leading innovative statewide economic development corporation that is "Putting Dreams to Work." We open the doors of opportunity by providing individuals who are interested in starting, strengthening or expanding businesses with access to key resources such as responsible financial products and quality entrepreneurship education and training programs. WWBIC services are open to everyone and our focus remains on women, people of color, veterans and lower wealth individuals.

In 2021, WWBIC served 5,413 clients and closed \$8,914,924 in small business loans which comprises of WWBIC loan products (\$5,921,500), the SBA Paycheck Protection Program (PPP) loans (\$1,117,424), Community Development Block Grant (CDBG) forgivable loans (\$1,110,000) and Kiva loans (\$766,000). Our clients started, strengthened, or expanded 2,218 businesses creating or retaining 5,273 jobs. All of this work is made possible by our WWBIC team and volunteers who provided 24,726 counseling and training hours.

Thank you to all that made this impact possible!

Social Performance Since 1987



Portfolio Snapshot

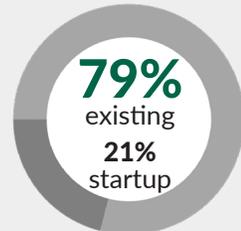


\$22.7M
Loan portfolio (owned & under management)

890
current loans

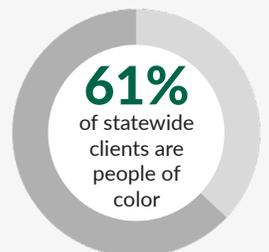
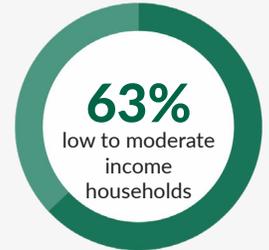
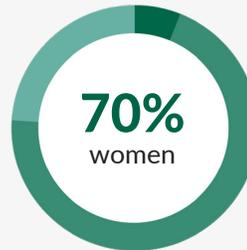
610
active borrowers

2021 Business Status of Loans Closed*



* 2021 increase in existing businesses due to COVID impacts

Who We Serve



Financial Wellness & Match Savings



\$1.74M
total funds deposited by savers since 1999



238
first time home owners since 1999



117
businesses started since 1999



161
individuals reduced debt since 2020



126
enrolled in college since 1999



53
auto purchases since 2020

Funding Sources

32%
State & Local

30%
Federal



14%
Donations

24%
Earned Revenue

