



Cottage Garden
Floral website

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COTTAGE GARDEN FLORAL

Friends for more than 20 years, Marcie Cordes & Louise Coughlin have been working together for just as long. Both creatives and gardeners at heart, they bring different skills and talents to their partnership. When the owner of the shop that Marcie had worked at for 17 years became ill, Marcie & Louise decided to take a chance and convert their work space into their very own brick & mortar flower shop.

Despite their talent, loyal customer base, passion, and commitment, their success has not come easy. They have moved four times, incurring debt, and making it hard to maintain cash flow. Even with an increase in sales, they were *-just-* making it.

Then they met WWBIC, and applied for a grant available to women-owned businesses like theirs. This grant gave Marcie & Louise the breathing room they needed to help with payroll and pay down their debt.

"It has relieved pressure, just to know there is a little extra. It has put us on more solid ground."

Cottage Garden Floral is more than just a business. It is flowers. It is craft. It is creative. It is unique. It is quality. It is experience. It is friendship. It is community. It is family.

“[The grant through WWBIC] has relieved pressure – just to know there is a little extra. It has put us on more solid ground.”

Marcie & Louise know their flowers and they have vision, but more than that, they love each other, their staff, and what they do. That is the rare combination that sets Cottage Garden Floral apart.

cottagegardenfloral.com

Owner:
Marcie Cordes &
Louise Coughlin

Business Location:
La Crosse

Employees at Business:
9

Total Investment:
\$10,000

WWBIC Support:
DOA Grant



Entrepreneurship and
Financial Wellness Training •
Lending • Coaching

