



When we talk about “Putting Dreams to Work” at WWBIC, we’re talking about our clients – small business owners across Wisconsin who are pursuing their entrepreneurial dreams.

SHOP LOCAL WISCONSIN is WWBIC’s initiative to encourage our stakeholders – and the public at large – to support our clients’ businesses. Whether it’s at a pop-up market, deciding where to dine out for your next meal, or purchasing a gift online – when you “Shop Small” with WWBIC clients, you’re making a positive impact!



wwbic.com/ShopLocalWis



facebook.com/ShopLocalWis



instagram.com/ShopLocalWis

Pop Up Markets

WWBIC routinely organizes indoor and outdoor pop-up markets featuring our client businesses in our local communities. We also hold a Small Biz Market featuring over 75 client businesses at our annual luncheon fundraiser toward the end of the year. We proudly provide these opportunities at no charge to our clients. They are the perfect opportunity to “Shop Small” while networking and getting to know the inspiring stories of our clients.

Sign up – If you are a client wishing to have a booth at a pop up market, please sign up at bit.ly/wwbicshoplocal

Shop – Go to our website at wwbic.com/ShopLocalWis or our Facebook or Instagram page for the date of our next pop up market

Client Directory

In spring 2026, WWBIC will be publishing our first annual Shop Local Wisconsin Client Directory with logos, names and contact information to help you know where to find our clients in your community as well as online. The directory will be organized by type of business as well as geographically to make finding the business you’d like to support quick and easy!

Sign up – If you are a client wishing to include your business in the client directory, please fill out our online submission form at bit.ly/shoplocalwisdirectory

Shop – Once our client directory is published, you can find it online any time at wwbic.com/clientdirectory

Please note: the inclusion of WWBIC clients in a pop up market or client directory is not an endorsement by WWBIC of any business or its products.

