

WWBIC South Central – 2025 Impact



Since 1987, the Wisconsin Women’s Business Initiative Corporation (WWBIC) has served as a leading innovative economic development corporation that is “Putting Dreams to Work” by assisting micro-enterprise and small businesses throughout Wisconsin.

Our South Central regional business center opened in 1996, and moved into the new Urban League Hub in Madison in 2024.



In the WWBIC South Central region in 2025:

- Served **770 individuals**
- **342 small businesses** were started, strengthened, or expanded through WWBIC’s support
- Clients attended **533 hours of training** sessions
- **4,352 hours of technical assistance** (coaching) was provided to clients

Since 1987, WWBIC has:

- Served **78,743 individuals**
- **Loaned \$130 million** to small business owners
- Created or retained **16,895 jobs** through their technical and capital support
- **11,336 businesses** have been started, strengthened, or expanded through WWBIC’s support

Luna Pet Resort



Words from the Owner:

WWBIC’s services have had a very positive impact on my business. We have been able to hire more staff and complete a number of renovations to the property. These updates have helped increase revenue and help raise the quality of care we can provide by allowing us to be able to give more attention to each guest.

Owner: **Andrea Greenwood**
Location: **Madison, Wisconsin**
Number of Employees: **8**
WWBIC Assistance: **Lending, Coaching**
Website: lunapetresort.com

About Luna Pet Resort:

Luna Pet Resort offers premium boarding, daycare, and grooming for dogs and cats, along with convenient extras like dog walking, pet taxi services, in-home visits, treats and activity add on options. Luna Pet Resort believes every pet deserves personalized, loving care – whether they’re here for a day of play or an extended stay. Our dedicated team of compassionate professionals treats every pet like family, ensuring they’re safe, loved, and well cared for.



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Federal Funding Disclosure:

In accordance with Section 632 of Public Law 117-328:

Federal Funding: \$2,281,870 (29%) Earned Revenues: \$2,940,277 (37%)
State Funding: \$475,000 (6%) Donations/Contributions: \$2,289,127 (28%)



Crash Box Therapy

Words from the Owner:

WWBIC was instrumental in helping me transform Crash Box Therapy from a mere thought into a concrete idea and then a goal. I worked closely with WWBIC staff, dedicating hours to my business plan, and then WWBIC assisted me in securing an SBA loan. I'm not sure Crash Box Therapy would exist today without WWBIC.

About Crash Box Therapy

Crash Box Therapy is Madison's first and only Smash Room! This specially designed stress relief center provides a therapeutic and fun outlet to smash, break, stomp, throw, and yell – letting go of all the stress and frustration from everyday life, work, or school. Their focus is to help you work through your emotions.

Owner:

Sarah Branch

Location:

Madison, Wisconsin

Number of Employees:

2

WWBIC Assistance:

Trainings, Lending, Coaching, Grants

Website:

crashboxtherapy.com



Owner:
Andrew & Caitlin Kingsland

Location:
DeForest, Wisconsin

Number of Employees:
2

WWBIC Assistance:
Lending & Coaching

Website:
kingslandfab.com



Kingsland Welding & Fabrication

Words from the Owner:

WWBIC has excellent communication with its clients and strives for each individual's success.



About Kingsland Welding & Fabrication:

Kingsland Welding & Fabrication specializes in large commercial projects across the country, ranging from luxurious resorts to one-off customs, and mobile welding. They hold high standards in quality and craftsmanship for each project. The project is done right, and on time. This family-owned business and is fully certified and insured.



CottageRose Coffee

Words from the Owner:

WWBIC has been an incredible resource in helping me grow my business. From access to funding opportunities to business guidance and networking, they've made it easier to take my coffee shop from an idea to a thriving community space. Their support has allowed me to invest in my business, expand my offerings, and keep pushing forward with new ideas.

About CottageRose Coffee:

CottageRose Coffee stocks their shelves with fun, locally made gifts and goodies. They work with local artists to co-host creative workshops, and have a built-out kids' area where moms can let their little ones run wild while they enjoy a cup of coffee in peace.

Owner:

Laura McCulley

Location:

Marshall, Wisconsin

Number of Employees:

6

WWBIC Assistance:

Lending, Coaching

Website:

cottagerose.coffee

