

From: Julann Jatczak [REDACTED]
Sent: Monday, July 13, 2015 3:36 PM
To: Mikolajewski, Matthew
Cc: Scott Resnick [REDACTED]; George Austin [REDACTED]
Subject: Capitol East District Committee -- WWBIC Support of Starting Block Madison Project

Hi, Matt.

I understand from Scott Resnick that the Capitol East District Committee, the group in charge of disposing of the 800 block parcel, will be meeting on Tuesday evening to discuss Gebhardt Development's concept for this location. I wanted to attend the meeting in support of the project, but am not able to be there in person. Instead, I would like to share my comments via this email.

WWBIC is a member of the Starting Block Madison Collaborators group. As you know, WWBIC is a statewide economic development organization providing quality business education and access to fair capital to entrepreneurs statewide. In 2014, we worked with 3,500 entrepreneurs and loaned \$5.5 million to small businesses. Our South Central office is located on Madison's south side in the City's Village on Park complex, 2300 S. Park Street, Suite 103, Madison WI 53713.

While WWBIC's work encompasses everyone in the State with a dream of small business ownership, we focus our efforts on supporting businesses led by women, low-to-moderate income individuals and people of color. We see Starting Block Madison as an extraordinary opportunity to expand our vision of inclusive entrepreneurship throughout the region.

The intent of this development project, including Starting Block Madison, is to provide a collaborative environment for learning, resource sharing and economic development. At WWBIC, we strongly believe that sustainable business development does not occur in a vacuum; instead, we believe it often does "take a village" to increase business success. According to an article posted yesterday on Journal-Sentinel online, Wisconsin ranks 7th among the 50 states for companies with a six-year survival rate and in the top 10 for ten-year survival rates. This high rate is due, in part, to the quality programs and creative intersections that entrepreneurs are afforded in Wisconsin. Starting Block Madison is the next generation of this concept – a welcoming place where diverse entrepreneurs of all backgrounds and passions can thrive.

WWBIC anticipates participating in this new facility in a number of ways, including but not limited to: offering business classes and seminars, office hours for business consultations, referrals, opening doors for women and minority businesses, providing access to information on loan capital and loan packaging services. Having an energetic entrepreneurial hub in this part of town to offer our services will be a great addition.

I appreciate the dedication that has gone into this project by the City and numerous other individuals and organizations thus far. WWBIC is excited to be part of this next phase of development and is open to exploring other partnerships and collaborations that may result. This is a great, great project – for our region's economic vitality ... for our region's small business creators.

Thank you,

Julann Jatczak



Julann Jatczak | Vice President, Impact Initiatives
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