



MCDEVCO, INC.



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Meet Kimm Weber

Hello Everyone! My name is Kimm Weber, your new Executive Director for MCDEVCO, Inc. I am honored to be in this new role as we work to support and elevate economic development in Marathon County!

I started at MCDEVCO, Inc. in late October, and I have been loving the journey! I am a graduate of the University of Wisconsin-Madison, studying Consumer Science and Italian Studies. After college, I started working at a Target in Madison, WI. I was the Executive Team Leader of Guest Experience and Supply Chain for 3 years prior to moving to Wausau. In 2013, I moved to Wausau and assumed the role of Store Director at the Target in Weston, WI. Shortly after moving to Wausau, I met my husband and business partner, Dan Weber. Dan was the Head Brew Master at the Great Dane Pub and Brewing at the time. We were a couple of kids with a dream of opening our own business. In pursuit of that dream, we took classes in entrepreneurship at the Entrepreneurial & Education Center and constructed our business plan, pivoting to the world of distilling based on the lack of market saturation. Dan pursued additional coursework in the art of distilling. After constructing an 80-page business plan and locating the historic property to house our dream, we found a lender that would entertain our idea along with MCDEVCO. We became loan clients at MCDEVCO and pursued our dream. Three years later, we have a successful business, we own and operate a canning line to produce our Ready to Drink portfolio, we mobile can for other businesses, and we figured out how to make sanitizer in the midst of the pandemic. Most importantly, we have a beautiful daughter named Vivian Mae. She was born in the midst of the pandemic and makes the fire in us to succeed burn brighter. I am grateful to be back in the very seat that helped us start it all. I am looking to pay it forward and support fellow entrepreneurs, business owners and members as well as municipalities as we work diligently to develop Marathon County and continue to elevate our mission to make this, the best place to live, work, and stay.



Mentor Spotlight: Timothy McKeough

Hi there! My name is Tim McKeough and I am a mentor and speaker at MCDEVCO. I have been a mentor for a little over 3 years now and I am so glad that I stumbled onto this wonderful organization with its great people and programs.

MCDEVCO has done a fantastic job giving entrepreneurs knowledge and support to manifest their passions. Through the ongoing programs dealing with both tactical business practices and the emotional intelligence that it takes to create and sustain a successful business, combined with their *GAP* loans/funding to get things up and running, MCDEVCO has become a vital organization to promoting local business.

Student Spotlight: Sam Champine

Hello, my name is Samuel Champine. I'm the owner of SauceDatti LLC, which is a Hot Sauce company that aims to use as many locally farmed ingredients as possible. I think that Marathon County has a great community of small farmers and I want to showcase their ingredients in different unique hot sauces. The spice level in my sauces ranges from mild to extremely hot, using the hottest peppers in the world.

I first found out about MCDEVCO through a friend who is also an entrepreneur. He spoke so highly of the program and suggested that I enroll in the class. Originally, the plan was to take the class so I could develop a solid business plan. So far, the Entrepreneurial Leadership program has done that and much more for me. After each class, I walk away with so much information that I can directly apply to my business and its future success. I've already recommended a few friends and family to take this course. In addition to taking classes, I am also working with MCDEVCO to become a kitchen tenant at the Entrepreneurial & Education Center. I will then be able to rent their incubator kitchen and create and bottle my sauces.



Move to the Entrepreneurial & Education Center

MCDEVCO is excited to announce that its office successfully moved to 100 N. 72nd Avenue, home of the Entrepreneurial & Education Center. MCDEVCO has been excited to assume the role as managing partner for the EEC, bringing new tenants to the building and managing existing leases. This has been a positive move for both entities as MCDEVCO is able to integrate its educational workshops and programs to positively impact the existing tenants. If you haven't made it out to MCDEVCO's new location, stop down! We would love to see you and provide a tour. An Open House will be scheduled for the Spring of 2022 to showcase the property, offerings and potential for businesses to join us as a tenant while showcasing our existing tenant base.

Meet the Staff!

MCDEVCO is here to assist you and your business! Here is an introduction to the staff that is here to assist you!

Lori Wiederhoeft: Office Assistant
Yvonne Quirk: Operations Manager
Kimm Weber: Executive Director
(From left to right)



Vicki Resech: A Note of Thanks

MCDEVCO and its partners want to take a moment to thank Vicki Resech for her 6 years of loyalty as Executive Director to MCDEVCO! Vicki retired in early October, and MCDEVCO would like to take a moment to thank her for her contributions and leadership. Vicki was instrumental in the evolution of MCDEVCO, the education of new entrepreneurs, and the expansion and implementation of new businesses in Marathon County. We wish her the best in her new venture!



Relief Funding Update

2021 has been a busy and pivotal year for businesses within our community. MCDEVCO's team and partners worked diligently to ensure grant and forgivable loan funds for COVID-19 relief made it into the hands of business owners in need to maintain and potentially propel their businesses forward. In addition, MCDEVCO supported municipalities throughout Marathon County in distributing the funds and collecting documentation to ensure a seamless process.

Below is a synopsis of the funds distributed to local business owners in need for 2020-2021.

WAUSAU CARES—The City of Wausau and MCDEVCO partnered to distribute two grants and one forgivable loan.

- City of Wausau CARES \$1,500 Grant:
 - Total Number of Business Recipients: 41
 - Total Funds Distributed: \$61,500
- City of Wausau CARES \$2,500 IT Grant:
 - Total Number of Business Recipients: 11
 - Total Funds Distributed: \$27,500
- City of Wausau CARES up to \$20,000.00 Forgivable Loan:
 - Total Number of Business Recipients: 15
 - Total Funds Distributed: \$206,096

MARATHON COUNTY – Marathon County and MCDEVCO partnered to distribute grants in the amount of \$5,000 to Microbusinesses within Marathon County, outside of the the City of Wausau.

- Marathon County Microbusiness Grant:
 - Total Number of Business Recipients: 28
 - Funds Pending: \$140,000

PRIVATE FUNDING – Private donors provided \$75,000 in funding for grants that MCDEVCO administered in two grant programs for Marathon County Small Businesses. Thank you for your generosity Community Foundation of North Central WI, IncredibleBank, IncredibleBank Foundation, and Intercity State Bank!

- Marathon County Small Business \$1,000 Grant:
 - Total Number of Business Recipients: 50
 - Total Funds Distributed: \$50,000
- Marathon County Women's Small Business Grant:
 - Total Number of Business Recipients: 25
 - Total Funds Distributed: \$25,000

There are still funds available. Contact us for more information – 715.298.0084.