



For Immediate Release

PRESS RELEASE

For more information, contact: **Wendy Baumann**, WWBIC President/CVO
414-395-4530
wendy.baumann@wwbic.com

WWBIC Office in Madison Moves to New Black Business Hub

*South Central Office of Wisconsin Women's Business Initiative Corporation among tenants
in new structure on S Park Street built by the Urban League of Greater Madison*

MADISON, WIS. - The Wisconsin Women's Business Initiative Corporation ([WWBIC](http://wwbic.com)) announces that their South Central office located in Madison will move to the new [Black Business Hub](#) building at 2352 S Park Street in early September.

WWBIC is a statewide economic development corporation which provides entrepreneurship training, lending and coaching to small business clients across Wisconsin.



"We're so excited to be joining the [Urban League of Greater Madison](#) and so many other great community organizations and up and coming businesses in the new Black Business Hub," says Cheryl VandenBurgt, WWBIC South Central Regional Director. "Although physically our office is just moving across the parking lot on Park Street, this move shows our continued commitment to help strengthen and empower small businesses as we stand beside the community we serve."

Eight staff members work out of the South Central office, which serves clients in Dane County and several other counties in the northern and western areas of Wisconsin. The office they are vacating has been the home for WWBIC South Central since 1996.

"Our motto at WWBIC is 'Putting Dreams to Work'," says WWBIC President and Chief Visionary Officer Wendy K. Baumann. "Our excellent Madison-based staff stand ready and willing to make that happen for our hundreds of active clients in the South Central region, and working just down the hall in the same building as our partner organizations will only strengthen our relationships with them and make it easier for us to assist our own VIPs, our clients."

For more details on the Black Business Hub, go to the website for the Urban League of Greater Madison at <https://ulgm.org/black-business-hub-2/>.

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About the Black Business Hub

The Black Business Hub will be the Madison region's premiere enterprise center devoted to incubating, accelerating and networking Black and other BIPOC entrepreneurs. The Hub is a 4-story, 76,000 square foot, state of the art center of commerce and entrepreneurship led by Black business owners and entrepreneurs. The Hub is strategically located at the southern-most gateway into downtown Madison, visible from the Beltline Highway, and located in the heart of Madison's oldest multicultural neighborhood.

About WWBIC

The Wisconsin Women's Business Initiative Corporation (WWBIC) is a leading statewide innovative economic development corporation that is "Putting Dreams to Work" by assisting micro enterprise & small businesses. They are AERIS rated and are one of Wisconsin's first Community Development Financial Institutions (CDFI). WWBIC's primary focus is on women, people of color, lower-wealth individuals, and veterans and military connected families. They open doors of opportunity by providing direct lending and access to fair and responsible capital, quality business training, one-on-one technical business assistance and coaching to increase financial wellness.

WWBIC has fiercely championed their mission by operating in five Wisconsin regions to offer services statewide, channeling its activities through three primary lines of business: small business lending (ranging from \$1,000 to \$350,000); technical assistance/coaching; and entrepreneurship and financial wellness training. Since 1987, WWBIC has served 72,709 individuals and loaned \$107 million to small business owners. Their technical and capital support has created or retained 18,027 jobs with 9,009 businesses started, strengthened, or expanded. To learn more about WWBIC visit: www.wwbic.com.