



Advance

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**ADVANCE UNVEILS PROGRESSIVE-THINKING MICROLOAN PROGRAM
TARGETING ENTREPRENEURS, SMALL BUSINESS**

Green Bay, Wis.- (March 7, 2011) – Advance, the economic development arm of the Green Bay Area Chamber of Commerce, today unveiled the Brown County MicroLoan Program. The progressive microloan program – only one of a few in the state – is geared to entrepreneurs and small businesses.

The program represents the work of Advance and the 10 key financial institutions partners participating in the program. They include: Associated Bank, The Business Bank, BankFirst National, Baylake Bank, Denmark State Bank, Heartland Business Bank, Johnson Bank, M&I Bank, Nicolet National Bank and Wells Fargo.

“Advance is pleased to have taken a leadership role in establishing this Brown County MicroLoanPprogram, which will fill an existing gap for small businesses and local entrepreneurs to create, improve or expand their business opportunities that might not be eligible for more traditional means of financing due to their small size and/or lack of proven track records,” said Fred Monique, president of the Green Bay Area Chamber of Commerce and vice president of Advance.

The program – the culmination of more than two years of work – establishes a pool of monies intended to boost the local economy through funding of entrepreneurs, emerging businesses and small businesses seeking to establish or grow their businesses.

“In today’s financial climate, these types of businesses are often challenges to find – and obtain – the loans they need to take their businesses to the next level,” said Marianne Dickson, director of the microloan program.

A key component of the program includes a process that requires an initial meeting by the interested business with Dickson, as well as periodic client meetings with staff and/or volunteers of Advance after a loan is granted.

“This approach is intended to provide businesses the assistance they may need with any business issues that may arise,” said Dickson.

The program is available to for-profit businesses of all sizes and in all industries in Brown County. Businesses must be active – passive businesses owned by individuals who are not directly involved in the business’s day-to-day operations are not eligible. Loans are available for \$5,000 to \$100,000 and may be used for the purchase of machinery and equipment to be used in the business, inventory and working capital (including payroll), down payments for leased space, supplies, insurance premiums, legal and accounting expenses.

For a complete list of eligibility requirements, a loan application documentation checklist or to obtain an application, please contact Dickson at 920.496.2111 or mdickson@titletown.org.

Established in 1882, the mission of the Green Bay Area Chamber of Commerce is to promote economic and community development. Chamber programs include Advance, the economic development arm of the Chamber. Advance is a partner in the Business Assistance Center, a partnership of organizations providing assistance and resources for growing businesses in the New North. Other partners include: Northeast Wisconsin Technical College Center for Entrepreneurship, SCORE, UWGB Small Business Development Center, Wisconsin Business Development Finance Corporation, Wisconsin Entrepreneurs Network, and Wisconsin Manufacturing Extension Partnership.

For more information about Advance, contact Fred Monique, 920.496.2118, or visit advancegreenbay.org. For more information about the Green Bay Area Chamber of Commerce and its programs, call 920.437.8704 or visit titletown.org.

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