



VENTURE
NORTH

2020 RESILIENCE 2020



YEAR IN REVIEW

RESILIENCE

“...the capacity to recover quickly from difficulties; toughness...”

MESSAGE FROM THE DIRECTOR

On behalf of our Board of Directors and staff, we hope this finds you healthy and safe. With our partners, we want to do all that we can to make 2021 a year of safety, hope and resilience -- adapting and moving from crisis to progress.

In March 2020, with the devastation of the COVID-19 pandemic, businesses reined in development plans. Many closed for months, lost cash flow, cash reserves, employees, customers and sales. Our core program – lending to develop businesses and create jobs – came to a temporary halt. In May, the Consumers Energy Foundation granted \$200,000 to Venture North, leading to the creation of our Regional Resiliency Program (RRP), a grant program offering a life-line to small businesses, most of which had received no Federal stimulus/ support. To date, we have made nearly 200 grants to help sustain small businesses with over \$500,000.

Our theme for 2020 and 2021 is captured in one word that has taken on new significance: resilience. Our gradual recovery will be dramatically influenced by compliance with safety regulations and guidelines. Our resiliency will continue to be reflected by how well we adapt our lives, businesses and work to COVID-19’s challenges. Businesses in crisis will, through resilience, become our long-term partners in recovery and growth.

Human tragedy and devastation have rocked our well-being, commanding headlines and our prayers. Our organization, local partners, charitable funders and other stakeholders can be proud of what continues to be accomplished. As others have said, “there will certainly be better days ahead.”

Sincerely,



Laura Galbraith
Executive Director



“

*It’s a big help.
It’s also a vote of confidence
in us. Like - don’t give up,
we believe in you.*

McKenzie Gallagher
Rove Estate Vineyard and Winery
Regional Resiliency Program Awardee

”

VENTURE NORTH BOARD

Fred Turcotte, Chair
Hagerty

Carla Gribbs, Vice Chair
DTE Energy

Laura Trudeau,
Immediate Past Chair
Trudeau Consulting

Bob Brick
RE/MAX Bayshore Properties

Warren Call
Traverse Connect

Todd Ciolek
Cherry Republic

Lauren Harris
Priority Health

Kirk Jabara
Preston Feather
Building Centers

Alicia Maitland
Munson Healthcare

Laura Reznich
Tiered Consulting

Skip Simms
Ann Arbor Spark

Sakura Takano
Rotary Charities

Greg West
Michigan Economic
Development Corporation

VENTURE NORTH FUNDING & DEVELOPMENT – A THREE-FOLD MISSION

Providing small businesses loans and resources in our ten-county, Northwest Michigan region to achieve economic and community prosperity.

In fulfilling our mission we seek partnerships with Foundations, Cooperatives, Corporations, economic and community organizations and groups and others.

As a certified Community Development Financial Institution (CDFI), we make capital available to entrepreneurs who often have limited options to start or grow their business.

We serve rural communities with a focus on low income areas in Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee and Wexford Counties.

Since formation, we have deployed over \$6,274,323 million in capital, leveraging an additional \$22,517,034 while disbursing 114 loans. This table shows results from 2019 through our estimate for 2021, clearly showing the impacts of the pandemic. Our estimate for 2021 reflects the uncertainty of the timing of recovery for COVID-19. Our 2021 goals align with peer CDFIs across the country.



VENTURE NORTH 2021 STRATEGIC GOALS

	2019 YEAR END	2020 YEAR END	2021 GOAL
GOAL #1: DEPLOYMENT			
LOANS			
Up to \$50,000 to New Businesses	\$87,900	\$42,500	\$60,000
Up to \$350,000 to Existing Businesses	\$472,311	\$377,500	\$440,000
\$ Lending Capital	\$560,211	\$420,000	\$500,000
CDFI Eligible Loan Percentage	69%	80%	70%
REGIONAL RESILIENCY GRANTS			
# RRP Grants	0	177	200
\$ RRP Grants	0	\$503,465	\$500,000
GOAL #2: LENDING IMPACT			
Jobs Created/Retained with New Capital Deployed	38	50	50
# of Businesses Assisted	107	93	100
Technical Assistance Hours	436	630	1000
GRAND TOTALS			
Grand Total Capital Deployment	\$560,211	\$923,465	\$1,000,000
Grand Total Businesses Assisted	107	270	300

2020: Resiliency in Unprecedented Crisis

“We put everything we had in our entire life into this business to get it started. This small funding opportunity has given us great hope that this is going to keep us going, keep us rolling as a business. It was our dream.”
RRP Grantee Shana Sicotte, co-owner, Great Lakes Chocolate and Desserts

The resilience of Venture North in creating the RRP was consistent with the organization’s mission in a time of profound crisis: to secure funding to provide capital to small businesses and the jobs they support.

It began May 6 when the Consumers Energy Foundation awarded \$1.8 million throughout Michigan to provide “a lifeline to small businesses” focused particularly on helping female and minority owned businesses. Venture North was one of nine organizations receiving \$200,000 to do just that. Our status as a charitable 501 (c) (3) tax exempt, charitable organization with CDFI certification made us an ideal fit.

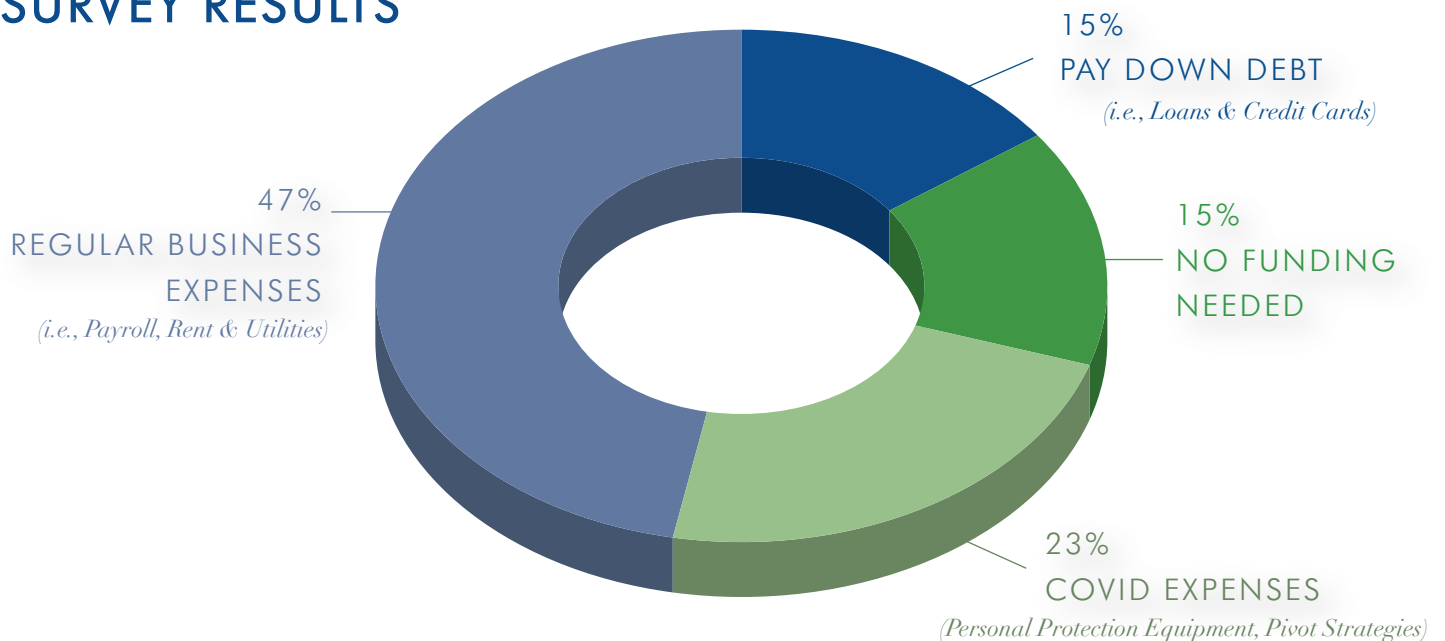
Since May, the Regional Resiliency Program has centered on partnering with local organizations, mostly community foundations, to review grant applications and make grants to small businesses with nine or fewer employees to open, stay open safely and adapt their business to the challenges of COVID-19.

A survey in which grant recipients ranked the merit of the RRP resulted in an average rating of **9.6** OUT OF 10 POINTS, a wonderful testimonial to all who participated in implementing the program.

We secured donations and contributions by leveraging the Consumers Energy Foundation grant. In a tribute to philanthropy, we have raised over \$500,000 thus far. In 2020 we made grant awards to nearly 200 businesses; nearly 70 percent women owned and 12 percent owned by military veterans. We continue to seek contributions to support more grant rounds with a goal of raising \$500,000 in 2021 to make another 200 small business grants.

We will also connect businesses with Federal stimulus funding if it becomes law. We have staff dedicated to providing technical assistance to businesses that request it.

SMALL BUSINESS COVID-19 FUNDING NEEDS SURVEY RESULTS



Our 2020 Partners

PHILANTHROPIC

The power of charitable giving through grants and donations reflected the concern and passion of organizations and individuals about their communities and the welfare of our small businesses, their owners, the people who are employed by them. On behalf of thousands, we express our gratitude to these partners.

TO SUPPORT LENDING & TECHNICAL ASSISTANCE:

4 Front Credit Union
Consumers Energy
Consumers Energy Foundation
DTE Energy Foundation
Hagerty
ITC
Munson Healthcare
Northwestern Michigan College
Northern Trust
Parker Harvey
PNC Bank
TCF Bank

TO SUPPORT THE REGIONAL RESILIENCY PROGRAM:

Venture North Board & Individuals
Brookby Foundation
Cherryland Electric
Consumers Energy Foundation
DTE Energy Foundation
Fifth Third Bank
Frey Foundation

RRP SUPPORT, cont'd.

Grand Traverse Regional Community Foundation
Huntington Bank
ITC
Leelanau Township Community Foundation
Manistee Community Foundation
Manistee Industrial Development Corporation
Petoskey Harbor Springs Community Foundation
TCF Bank
West Shore Bank

COMMUNITY

Our volunteer partners for the Regional Resiliency Program have been amazing, consisting of the network of regional Community Foundations, Industrial Development Corporations, SCORE, SBDC, Economic Development Organizations, Chambers of Commerce, and much more. This was collaboration at its finest... These partners make the RRP possible and accountable.



We truly appreciate your kindness and generosity! It means so much to our small farm and business. You give us hope and even more determination to be successful with your grant... We promise to continue to work hard and make it!

Christine & David Nelson
Crystal Lake Alpacas

RRP QUICK FACTS

Eligibility: businesses with 9 or fewer employees impacted by COVID-19

Max. Grant Amount: \$5,000

No. Business Potentially Eligible: 16,000 in VN 10-county region

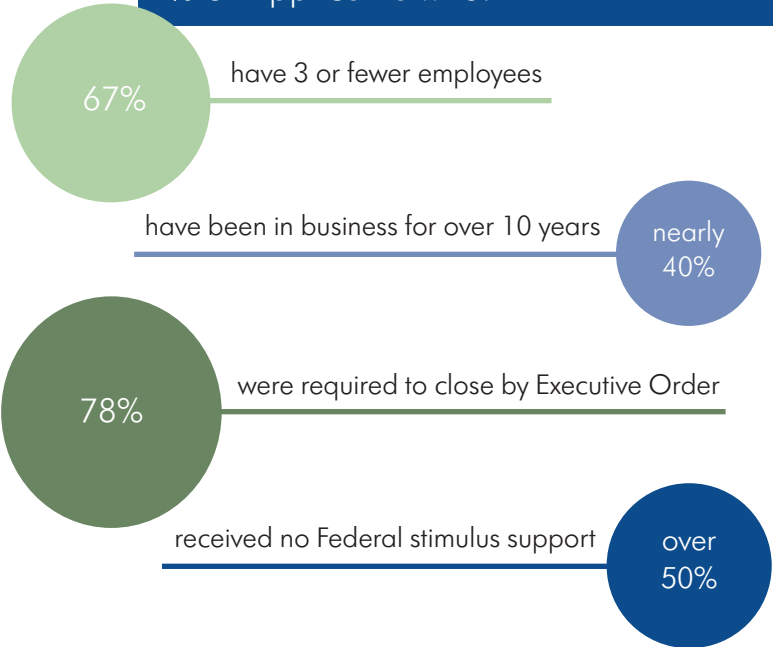
Partnerships:

1. Funders: Foundations, Corporations, Individuals
2. Program Coordination: Local agencies in all counties, primarily community foundations

Grant Award Process: Local teams review and recommend grant distributions.

Priorities: viable plan; adapted to COVID challenges; community impact.

% of Applicants who:



LOAN PROGRAM QUICK FACTS

1. Mission Fit

Must meet at least one of the following:

- a. Job Creation/Retention – family sustaining wage for County
- b. Target Population – low/moderate income individuals, women, veteran, minority
- c. Community Impact – provides one or more essential products or services in a rural or economically distressed community

2. Business Located in the 10-County Region of Northwest Lower MI.

LOAN PROGRAMS

1. Micro Loan

- a. Funding Request: \$5,000-\$50,000
- b. Business Stage: Start ups through first 2 years
- c. Use of Funds: Furniture, Fixtures, Equipment, Inventory, Lease hold Improvements

2. Small Business Loan

- a. Funding Request: Up to \$350,000
- b. Business Stage: Must have 2+ yrs of financial statements available.
- c. Use of Funds: Furniture, Fixtures, Equipment, Inventory, Leasehold Improvements, Working Capital, Bridge Loan, Gap Financing, Commercial Real Estate

IMPACT

LOAN IMPACT (since inception)	
# of loans	115
\$ total of loans	\$6.3M
Jobs created/retained	800
\$ leveraged	\$22.5M

TECHNICAL ASSISTANCE METRICS (since inception)

# of businesses assisted	725
# of hours spent on T.A.	1585

- 700+ clients assisted
- 800 jobs created/retained
- \$6.3M capital loaned



9 Bean Rows

2021 ATTAINING GOALS FOR RESILIENCY - VENTURE NORTH ORGANIZATION

Venture North's goals for the New Year reflect the need to support the resiliency of our Northwest Michigan region. They include:

Continue the Regional Resiliency Program with a minimum of \$500,000 in new small business grants to both sustain businesses and, importantly, support the adaptation of businesses to succeed and grow in ways that overcome COVID-19's challenges.

Deploy at least \$500,000 in loan capital to support business expansion and job creation, with an emphasis on loans eligible under the CDFI program.

"I cannot express how thankful we are to be the recipients of this grant. This year has definitely been a challenge and this will without a doubt help us get through what I expect to be a long and quiet winter. Truly, this is just what we needed to put a smile on my family's faces."

Rafal Bębenek, Polish Kitchen

Congratulations Regional Resiliency Awardees

BENZIE COUNTY

Asphalt Solutions of Michigan
Clark Automotive
Cold Creek Inn
Conundrum Café
Cricket Salon
Crystal Lake Adventure Sports
Crystal Lake Alpaca Farm and Boutique
Crystal Moon
Crystal Ridge Kennels & Farm
daDesigns
DC Plumbing and Mechanical
Field Crafts, Inc.
Frankfort Garden Theater
Frankfort Senior Care
FrankZ
Governmental Products, Inc.
Grey Stone
Gwen Frostic Prints
Lake Ann Brewing Co.
Mountain Valley Lodge
Northern Auto & Tire Inc
Precious Paws Dog Grooming
The Crystal Lake Catering Company
The Betsie Current
The Revel Rose
Tiny Bubbles Charters
Victoria's Floral Designs

EMMET COUNTY

Center City Gym
Ciarra Claire
Cochon - Gourmet Market & Coffee House
Between the Covers
Ernesto's Cigar Lounge and Bar
Flowers from Sky's the Limit
Hanni Gallery
Harbor Springs Therapy and Wellness
Julienne Tomatoes
Know Way Out
Magic By Jania
Northern Copy Express, Inc.
Polish Kitchen
Taylor Rental
The Center Salon
Wendy's Cleaning & Services

GRAND TRAVERSE COUNTY

45th Parallel Lighting
Altus Brands
Angelic Energy Wellness Center
Ben Whiting Productions
Beth Price Photography
Blessings Tot School
Bonobo Winery
Building Blocks Preschool
Captains Quarters
Cherry Country Cafe & Gift Shop
Cherry Hill Boutique
Conradie Event Design
Cultured Kombucha Co.
Dentistry For Northern Michigan
EB2 Vintage
Epic Powersports
Fit For You Health Club
Forrest, A Food Studio & Private Chef
Fox and Fern Events LLC
Glitz & Spurs (Putting on the Glitz LLC)
Grand Traverse Tours
Great Lakes Chocolate and Dessert Co.
Great Lakes Clinical Massage
Great Lakes Treats
Green House Cafe
Hang Workshop
Higher Art Gallery
Hodges Fastener Corporation
Honest Eyes Optical
HoneyBaked Ham
Idea Stream
Influence Design Forum
JournEase Travel
Kilcherman Receiving
Knitology
L William Consulting
Lifelong Enterprises - Gallys
Lilies of The Alley
Mitchell Creek Inn
Morsels LLC
Nifty Things, LLC
Northern Lights Chiropractic
Northern Michigan Drug and Alcohol Testing
Old Mission Bakery
Old Mission Inn

Peace Love & Little Donuts
Peaceful Touch Therapeutic
Massage
Plamondon Shoes
Press On Juice
Q's Docks
Red Spire Brunch House
Salon 804
Sanctuary Handcrafted Goods
Sweet Tartlette
Tabone Vineyards
TC Brew Bus
TC Green Clean
TC Total Crossfit
Teddy Bear Daycare and Preschool
The Corner Loft
The Dish Cafe
The Gitche Gume Company
The Workshop Brewing Company
Thornton Ventures
Tin Can Printing
Toy Harbor
Votruba Leather Goods Co
White on Rice Sushi II
Yoga for Health Education

LEELANAU COUNTY

13 Mile
Abundance Catering
Arabella
Bayview Weddings
Blue Water Sail & Canvas
Enjoy Michigan
Families First Monthly
Flea Suttons Bay
Fountain Point Resort
Garage Bar and Grill
Green Bird Organic Cellars
Green Spirit Living Farm
Habegger Construction LLC
Heart of Zen
Heartwood Forest Farm
Howe Haven
IndieGrow Flower Farm
Karyn's Beauty Salon
KMN Home
Korner Kottage Bed and Breakfast
Lakeview Hill Farm
Leelanau Books
Lylahs

Regional Resiliency Awardees, continued

Manitou Island Transit
 Mariah Charters
 Martha's Leelanau Table
 MI Market
 Myrtles of Northport/Studio 106
 Nature LLC
 New Moon Yoga
 Northport Fitness
 Pennington Collection
 Poppy Things
 Reflections
 Rosebud's Antiques & Gifts
 Rove Estate Vineyard & Winery
 SunDog Kennel
 The Boutique
 The Misers Hoard
 The Mitten Brewing Company
 The Sportsmanshop
 The Tribune Ice Cream & Eatery
 Timberlee Hills

Twigma
 Two Twisted Trees Photography
 Wiggle Butts & Waggin' Tails
 Woodruff Designs

MANISTEE COUNTY
 Betty's Beauty Salon
 Dempsey Manor Bed & Breakfast
 Diner 31
 Glenwood Market
 Happy Owl Bookshop
 J. Catlett & Company
 Jennifer's Hair Studio
 Kathleen's House Of Style
 Krista LeAnn's Studio oh Hair Design
 M-22 Grill
 Pleasant Valley Resort
 TASH Conservatory of Dance
 The Baca Agency
 Transitions Women's Wellness Center



Thank you for this great news! I am incredibly grateful that Cultured was selected in this process. Assistance like this means so much to us. The Regional Resiliency Program encourages and empowers small businesses to make dynamic shifts during this pandemic that may not have otherwise been possible. We are so grateful to use these funds to pivot our taproom service and reopen our doors to the community in a safe manner. Nourishing our community from the inside out is Cultured Kombucha Co.'s passion and the Regional Resiliency Program is helping make that possible.

*Courtney Lorenz
 Cultured Kombucha Co.*

INFORMATION

Questions about Venture North	Sara Christensen	231-995-7115	sara@venturenorthfunding.org
Questions about RRP Grant Program	Laura Galbraith	231-995-7110	laura@venturenorthfunding.org
Questions about Technical Assistance for Small Businesses, including Federal Stimulus Program	Betsy Evans	231-383-2798	1betsyevans@gmail.com
To Donate	Online at:	https://www.venturenorthfunding.org/regional-resiliency-program and click on "Donate to RRP"	
	Mail:	Venture North, 202 E. Grandview Pkwy., Traverse City, MI 49684	
	Or Call:	Laura Galbraith	231-995-7110 laura@venturenorthfunding.org
		Tim Ervin	231-794-0089 timervinassoc@gmail.com

"... the recent grant from the Regional Resiliency Program and the support of the Industrial Development Corporation gives us assurance about covering our rent, paying teachers when we can reopen, and helps to calm the underlying apprehension."

*Shelli Golembiewski, Co-Owner, Manistee Conservatory of Dance
 Regional Resiliency Program Grant Recipient*