

2020 ANNUAL REPORT



Challenged,
Safe and

ZOOMING



CEO Report

Some years just seem more difficult and we can all agree 2020 was one of those years!

The year began at a brisk pace. Businesses were optimistic about a strong economy and working hard to attract quality employees in a low unemployment environment.

COVID-19 joined us in March and like nearly all businesses, WBD had to suddenly adapt to a new set of challenges. Looking back, I am proud of how effectively the WBD staff pulled together to keep us operational as we rapidly became immersed in a remote working environment.

During the early days of the pandemic, our borrowers were faced with a tremendous amount of uncertainty. They were understandably concerned about how their businesses would be impacted and sought guidance on what steps could be taken to minimize the impact. In our continued effort to embrace the slogan, “Your Business Finance Resource” we went right to work — proactively engaging our borrowers and sorting through the dizzying array of constantly changing information. We quickly developed a COVID Resource center on our website to share the most current and accurate information.

When the Paycheck Protection Program (PPP) began, we were there to assist some of our lending partners who requested our SBA expertise and support to assist their customers. In addition to their normal duties, WBD staff stepped up to help over 800 businesses gain access to PPP funds.

Despite being dispersed and taking on extra responsibilities, we continued to focus on delivering the SBA 504 program. Activity picked up considerably for both approvals and fundings, each increasing over 50% from last year. Despite the challenges we faced, **2020 was the most successful year in WBD history**. Our efforts continue to place us among the most successful CDC’s in the country (#1 in WI, #1 in 6-State Region, #7 in US). I am proud of what we have accomplished and how we are set up for continued success.

This year, more than ever, I am most proud of are our people. They rose to every challenge, worked together as a team, went the extra mile and remained focused on results — all while staying safe!

Despite the challenges we continue to face in 2021, WBD will remain focused on expanding our reach, improving the customer experience and staying true to our mission of helping businesses grow, creating jobs and building communities.

Finally, thanks to all of our lending partners who worked with us to deliver this historic level of 504 financing that assisted so many small businesses in this crisis. Without you, the pages of this report would be blank!

Sincerely,



Dan Schneider
President/CEO WBD, Inc.



With business booming, in mid-March everything changed. Like most other businesses, WBD was forced to close our offices, disperse our staff and figure out how to operate in this new reality.

Thanks to some pro-active IT planning over the past few years our transition to a work from home plan went smoothly. Everyone was up and functioning remotely within a couple of weeks. The next challenge was to keep everyone aligned, and moving forward, in a world of constantly evolving processes, programs and unforeseen obstacles.



Communication was key.

WBD staff utilized both Zoom and Microsoft Teams to stay connected both internally and with our customers. We also created a new daily internal newsletter — The Morning Blend — to keep everyone connected and updated. All this occurred while keeping business operations moving at a record pace!

Pulling together in tough times to be “Your Business Finance Resource.”



Our commitment to being a resource for our lending partners and the small business community was on full display this year. In addition to our normal business activity we:



Created a COVID-19 Business Resource Center at WBD.org to provide reliable and current information for small business owners about available resources.



Proactively worked with our clients to obtain **payment deferments** for those borrowers most severely impacted.



Provided support to several banks and credit unions by processing over 800 PPP loan applications, directly **helping small business access over \$59 million in assistance.**



Accelerated the closing of loans to help businesses qualify for 6 months of government payment assistance, culminating in doubling our previous monthly closing record in the month of September 2020.

WBD is grateful and proud to have business owners and lenders who offered their appreciation to us about the assistance we were able to provide to them during the COVID-19 pandemic.



“Tears. Thank you. The SBA was here to help me build my business when I needed it. And, now it’s here to help me save my business when I needed it. Your work matters to our five kids and 38 employees. Thank you.” We have informed the staff that they WILL BE PAID WHILE WE OUR CLOSED. We have a great crew and we appreciate them!”

Our success also allows us to reinvest in other impactful economic development activities.

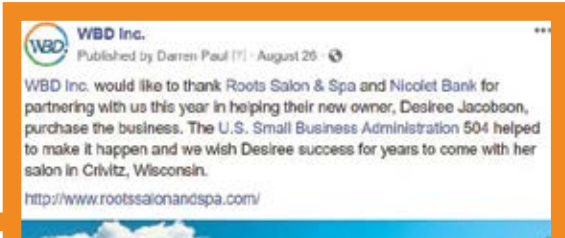
WBD supported a number of organizations that share our mission:



Staying apart, but coming together to help grow businesses.

Sure there were challenges, but the pandemic did not affect all businesses the same way. Many were able to keep moving forward and in some cases, like those with online components, actually saw an increase in activity. Our Loan Officers never stopped working with lenders and borrowers to help deliver the financing they needed to grow and create jobs.

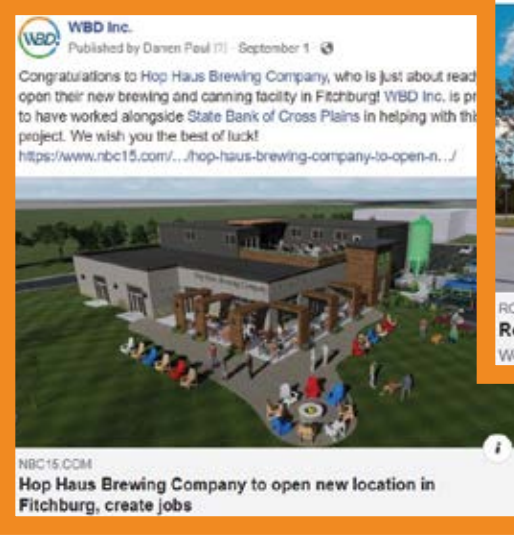
Business Spotlights



WBD Inc. Published by Darren Paul (7) · August 26 ·

WBD Inc. would like to thank Roots Salon & Spa and Nicolet Bank for partnering with us this year in helping their new owner, Desiree Jacobson, purchase the business. The U.S. Small Business Administration 504 helped to make it happen and we wish Desiree success for years to come with her salon in Crivitz, Wisconsin.

<http://www.rootssalonandspa.com/>




WBD Inc. Published by Darren Paul (7) · September 1 ·

Congratulations to Hop Haus Brewing Company, who is just about ready to open their new brewing and canning facility in Fitchburg! WBD Inc. is proud to have worked alongside State Bank of Cross Plains in helping with this project. We wish you the best of luck!

<https://www.nbc15.com/.../hop-haus-brewing-company-to-open-n-.../>

NBC15.COM
Hop Haus Brewing Company to open new location in Fitchburg, create jobs



WBD Inc. Published by Darren Paul (7) · August 26 ·

WBD Inc. would like to thank and congratulate Mark and Jenny Cifuentes, who broke ground yesterday for their new facility for their business, Journey Above Child Care. Also thanks to Dan Bertier, Katie Bowman, and Casey Koenig from Oregon Community Bank for partnering on this project. Mark and Jenny - we wish you all the best!



Make sure to follow WBD on Facebook and LinkedIn for new business spotlights and other resourceful information several times a week.



WBD Approvals by Industry – FY 2020

Industry	504 Loan Amount	# of Projects	Average Size
Accommodations	\$22,172,000	10	\$2,217,200
Agriculture	\$634,000	2	\$317,000
Arts, Entertainment and Recreation	\$7,023,000	8	\$877,875
Food Service	\$13,206,000	21	\$628,857
Health Care - Social Assistance	\$10,838,000	20	\$541,900
Manufacturing	\$54,554,000	44	\$1,239,864
Other Contractors	\$8,725,000	16	\$545,313
Other Services	\$15,085,000	27	\$558,704
Professional	\$10,741,000	16	\$671,313
Real Estate and Rentals	\$14,452,000	18	\$802,889
Retail	\$27,451,000	37	\$741,919
Warehouse - Transportation	\$5,702,000	8	\$712,750
Wholesale	\$6,715,000	9	\$746,111
	\$197,298,000	236	\$836,008



We were also excited to be able to offer the **lowest rates in program history** to our borrowers this past year.

While this super low rate will not last forever, we continue to see a robust demand for **fixed rates well below 3%**!

FY20 was the most productive year in WBD history when combining SBA 504 Approvals and Fundings!

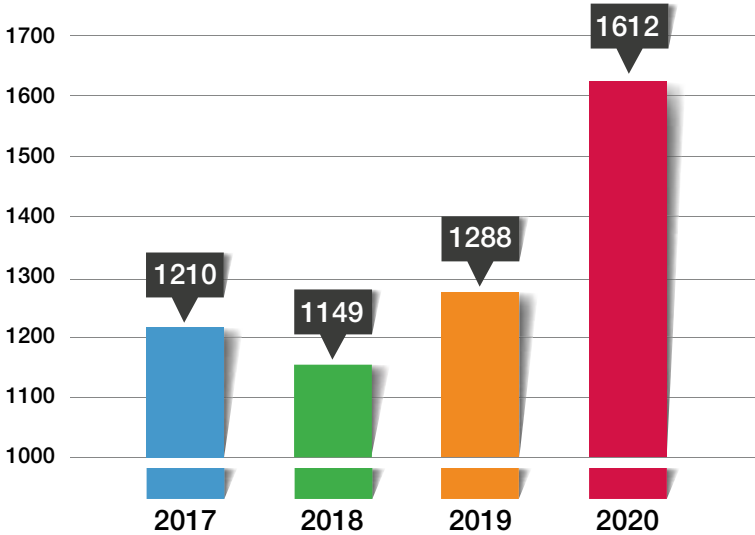
- ➔ 236 Loans Approved – \$197,298,000 (#1 in WI, #1 in the Midwest, #7 in USA!)
- ➔ 210 Loans Funded – \$158,972,000
- ➔ WBD Loan Portfolio – 1,477 loans totaling \$790 million



When it comes to creating jobs and building communities, our effects are spreading!

Our mission and the SBA 504 loan program are both economic development and job focused. Unlike some other programs we are required to track and meet job creation requirements. For almost 40 years WBD has been helping businesses create jobs across our service area.

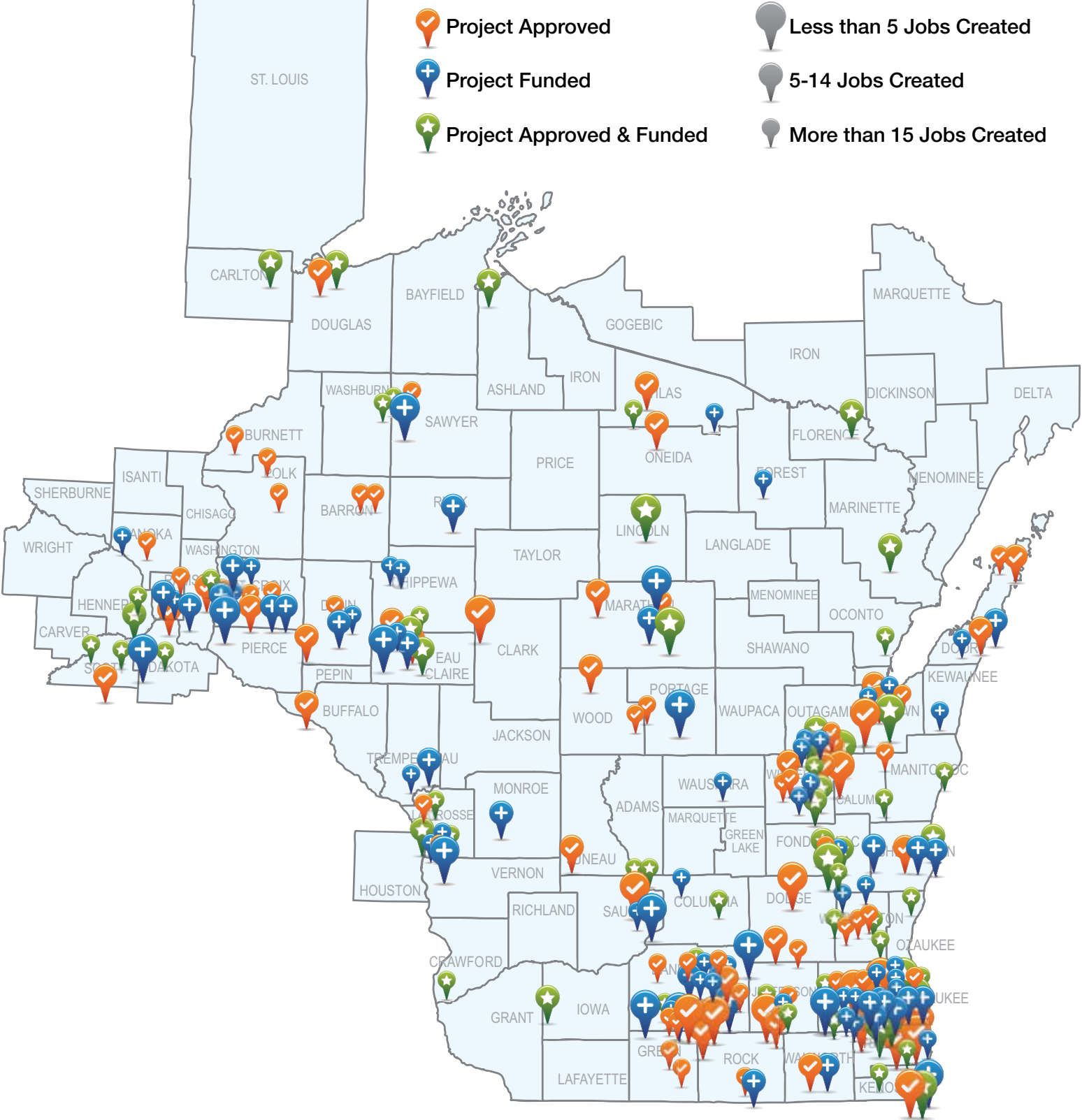
Jobs Created/Retained



FY 20 – Up 25% during a pandemic!

Since 1981 our efforts have helped create **69,334 jobs!**

2020 Projects Approved & Funded



Not normal, but still getting the word out.



Lenders

Since 1981 WBD has cultivated relationships with banks and credit unions. These are our most important partners and largest referral source for 504 business. WBD communicates throughout the year with our partners through in-person meetings, newsletters, Seminar Series events, and networking happy hours.

We have become the go-to source for SBA program knowledge in our area, making us valuable partners for lenders who look to us for general SBA guidance, SBA 7(a) expertise and SBA training for their staff.

Businesses

The SBA 504 program may be the best commercial financing option available, but most people have never heard of it or WBD. We hope to change that.

In FY 20, WBD increased its outreach to business owners and potential borrowers more than ever before.

- We completely redeveloped our website, WBD.org, to provide new tools, information and materials for potential borrowers.
- WBD's social media efforts resulted in increased visibility, reach and followers due to consistent posts of important resources, success stories and relevant topics.
- Actively engaging and partnering with Chambers of Commerce throughout Wisconsin and Minnesota in their member outreach communication efforts.

"Just wanted to drop a quick note to thank you for all of your help with the SBA PPP deals. You and your team really helped us out in a big way and our customers."

WBD Service Company

Your call for SBA knowledge

- Packaged 39 7(a) loans for over \$35 million
- Assisted in underwriting 20 loans for minority chambers of commerce
- Recovered 100% of guarantee after reviewing purchase packages
- Lender Service Provider Agreements in place with nearly 120 institutions

"They described WBD as 'life savers' and indicated that because they were able to provide a PPP loan for a local business when their bank had failed to deliver, they are anticipating landing the company's entire banking relationship."

Thank you to our partners

WBD Partnered with over 100 banks in FY 20. We also did 62 loans with lenders who had never used the 504 program before!

Here are the top WBD partners for FY20:

- **9 Loans:** Waukesha State Bank, Nicolet National Bank, One Community Bank
- **8 Loans:** Peoples State Bank (Wausau), The Greenwoods State Bank
- **6 Loans:** Old National Bank
- **5 Loans:** Commerce State Bank, State Bank of Cross Plains, BMO Harris Bank, Bank Five Nine

Elite Lenders

WBD welcomed 5 new Elite Lenders in FY 2020. Elite lenders have worked on 10 or more 504 projects with WBD.

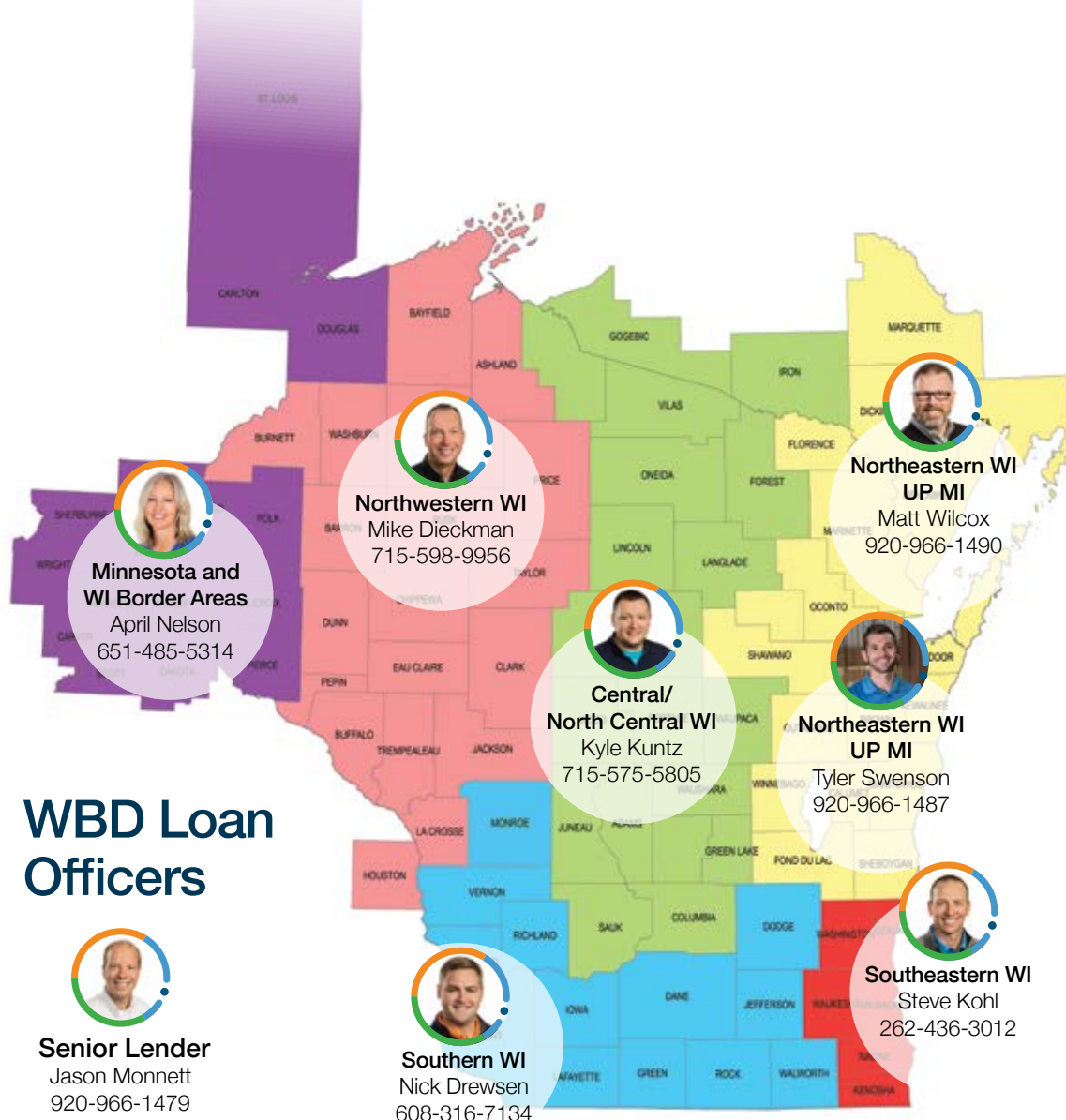
James Bodendorfer

Jeremy Price

Joye Bedard

Thomas Stapleton

Tom Van Pelt



WBD Loan Officers

2020/2021 WBD – Board of Directors

Craig Aderhold
Wisconsin Bank & Trust
Green Bay, WI

Pam Christenson
Madison Gas and Electric
Madison, WI

Barb LaMue
New North Inc.
Green Bay, WI

Dave Borchardt
Commerce State Bank
West Bend, WI

Tom Mews
First National Community Bank
New Richmond, WI

Bill Mitchell (Board Chair)
Michael, Best & Friedrich
Milwaukee, WI

Steven Peterson
Choice Bank
Eagan, MN

Dave Provancher
WaterStone Bank
Waukesha, WI

Patrick Schloss
City of West Allis
West Allis, WI

Dan Schneider
WBD
Madison, WI

Tim Schneider
Investors Community Bank
Manitowoc, WI



4618 South Biltmore Lane
Madison, WI 53718

(800) 536-6799 | www.wbd.org

