

ANNUAL REPORT



WYOMING WOMEN'S BUSINESS CENTER

302 S. 2nd St. Suite 206,
Laramie, WY 82070

2023

A YEAR IN REVIEW

1. Supported 1,134 Wyoming
Entrepreneurs



2. 2,182 Hours Spent on
Client Counseling



3. Supported 53 Business Starts



4. Celebrated 52 DreamBuilder
Graduates and 12 Financing
Your Dream Graduates



5. Directed 58 B2B Photo and
Video Projects



6. Supported 75 Artists in the
Works of Wyoming Gallery



7. Made 15 Microloans



As we reflect on the highlights of the 2023 annual report, it is evident that the past year was filled with significant accomplishments that kept the dedicated team at WWBC busy. We remain at the forefront of economic development, responding to the ever-growing needs of Wyoming entrepreneurs with determination and compassion. The WWBC continues to create an environment where our staff thrives and offers the best support to our clients. We have accelerated efforts to open opportunities for micro-enterprises statewide.

At WWBC, we believe our clients are not just recipients of our programs. Instead, their experiences guide us toward creating a more profound impact. We are dedicated to making a difference, and our clients are the driving force behind our motivation. By prioritizing their needs and goals, we can achieve more meaningful outcomes.

WENDY J. FANNING
EXECUTIVE DIRECTOR
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2023 WWBC STAFF

SHANNON MARSHALL
MARKETING COORDINATOR

LORENA PATZER
WOW GALLERY RETAIL
COORDINATOR

CHRISTINE LANGLEY
BUSINESS EDUCATION
DIRECTOR

RACHEL TRUETT
CLIENT COORDINATOR

ERIKA BABBITT-
ROGERS
WOW GALLERY PREPARATOR

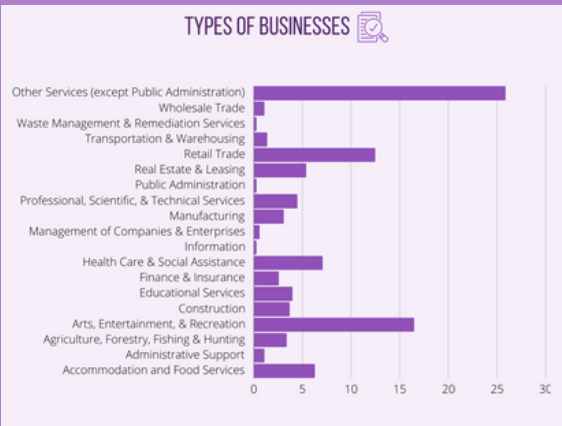
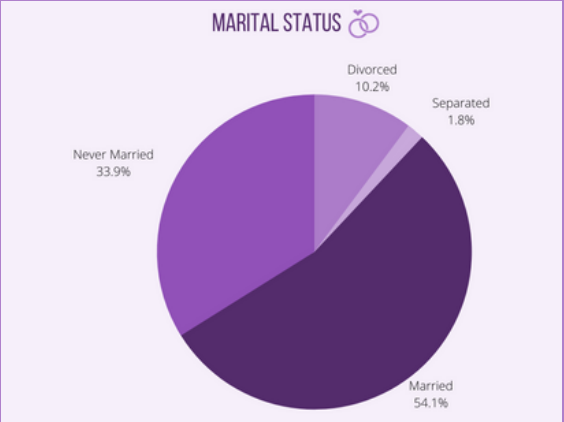
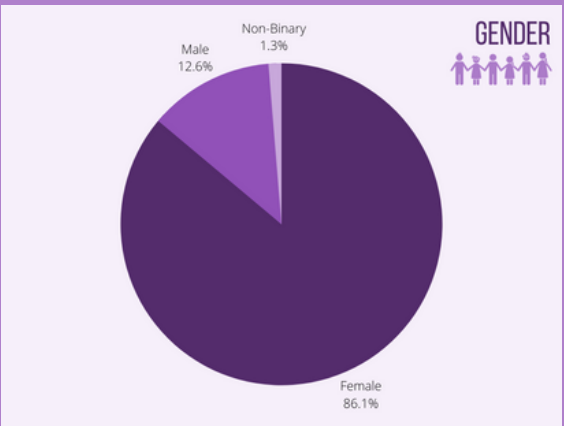
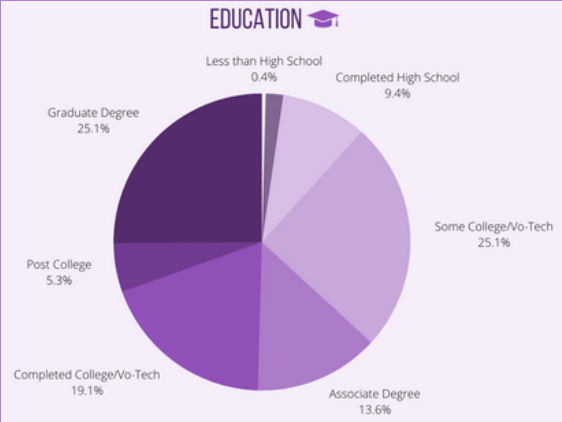
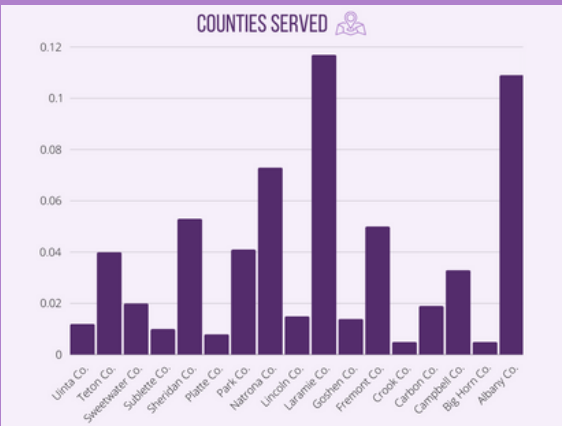
ALEXANDRIA SMITH
MICROLOAN DIRECTOR

SADIE CLARENDON
OUTREACH
COORDINATOR

DESIREE BROTHE
ARTIST DEVELOPMENT
DIRECTOR

LUCY BEATO
BUSINESS EDUCATION
INSTRUCTOR

A SNAPSHOT OF THE WWBC CLIENT:



THE STATISTICS SHOWN ARE TAKEN FROM REPORTS RUN THROUGH OUR CLIENT DATABASE.

CLIENT SUCCESS STORIES:

MARY CUNNINGHAM, MAYM'S ART

Mary joined the Works of Wyoming gallery in the spring of 2023 and immediately began engaging with our staff and various programming. She participated in our Geek Pack program, which helped to further her plans for her website, as well as how to market her work. She also had a successful application with our Microloan program, securing funds to help bolster her business supplies. Mary has also participated in the Work of Art program, gaining valuable new information as she embarks on her art business.



MEGAN JOHNSON SUNSHINE COFFEE CO.

The WWBC was able to support Megan's photography business by utilizing her services two years in a row for our annual fundraiser event! Megan reconnected with the WWBC in June of 2023, seeking help with a new business start-up. She worked with our Business Education Director to get her Business Plan together, and then was referred to our Microloan Department. Since then, Megan has secured funding from our Microloan Department, engaged in a post-loan counseling session, and started her business: Sunshine Coffee Co. - Wyoming's first zero waste coffee shop!



KELLY JOHNSON ELEVATION DOG DAYCARE & PET RESORT

Kelly has been working with the WWBC consistently for almost two years. She sought business counseling and help with a consistent marketing plan. Through business counseling, Kelly was referred to WWBC resources that would enhance the marketing efforts of her business, such as B2B Creative Services, Canva Pro, and GeekPack. She has taken her knowledge and digital assets from these ancillary programs, as well as the financial guidance and counseling, and turned her business into a profitable one!



VISION

WWBC will be viewed by stakeholders, community and economic development partners, and banking institutions as the premiere resource for woman-owned micro-enterprises in the state resulting in state grant funds, increased board member participation, and private fundraising.

MISSION

The Wyoming Women's Business Center (WWBC) empowers entrepreneurs, especially women, through our counseling, training, and micro-finance programs to start, expand, and sustain small businesses in the state of Wyoming. We strive to advance self-sufficiency and equality.

VALUES

Entrepreneurial

Creativity

Constant
Communication

Adherence to
Mission

Fiscal transparency is a top priority for the WWBC; therefore, we make yearly financial audits accessible to our donors via our gold rating on GuideStar, at www.guidestar.org.



2023 BOARD OF DIRECTORS

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