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## VENTURE NORTH

Venture North is a CDFI that provides loans and resources to small businesses and entrepreneurs in Northwest Lower Michigan. The mission of Venture North is to support the region's economic growth and community development efforts by providing funding options, offering technical assistance, and building connections for viable businesses in low-to-moderate income communities. We make capital accessible to entrepreneurs who might not have other avenues to start or grow their businesses.

Venture North has been serving low-income and rural communities across Emmet, Charlevoix, Antrim, Kalkaska, Leelanau, Benzie, Grand Traverse, Manistee, Wexford, and Missaukee counties in Northwest Lower Michigan since 2012. We have financed more than \$6 million in small business loans. Our team of experts brings decades of experience in small business success, banking, finance, data analysis, and community development. A call to Venture North means an agile response to new opportunities and a belief in the power of entrepreneurs.

### Success Story – Rose and Fern Café, Traverse City, MI

Becky Tranchell had been cooking and instructing her entire career, but her dream was to open a breakfast place. Her path to business ownership was hitting walls with traditional lenders that couldn't fund a 30-year-old single woman who didn't own a home and lacked collateral. After working with a local small business development center (SBDC) and Venture North, she was able to get a loan to purchase equipment, opening inventory, and leasehold improvements. Rose and Fern Café was born, with Becky, four former students, and a friend teaming up to feature savory breakfast foods and in-house roasted coffee and espresso.



### Financial and Social Impact

- 112 loans, totaling \$6,180,000 in financing, provided to small businesses and microenterprises
- 765 jobs created or retained
- \$15 million in additional leveraged funds for business projects
- More than 150 businesses and entrepreneurs provided with technical assistance and resources annually

### Contact

202 E. Grandview Parkway  
Suite 303  
Traverse City, MI 49684

Contact: Laura Galbraith

P: 231.995.7110

E: [laura@venturenorthfunding.org](mailto:laura@venturenorthfunding.org)

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