

\$33,000  
total project cost

\$30,000  
Impact Seven investment

2.5 JOBS  
created

# RIVER ROCK TREATS

PRESCOTT

Photograph by the Pierce County Herald



## >>> PROJECT TYPE

Start-Up, Working Capital

## >>> IMPACT SEVEN'S ROLE

Lender

## >>> PARTNERS / FUNDING SOURCES

Impact Seven SBA micro-loan funds  
Owner Investment

Old-fashioned ice cream parlour? Sign us up. Entrepreneur Crystal Schmidt approached Impact Seven with an idea and a strong business plan in the early months of 2015. With an ideal location in Prescott, Wisconsin's downtown area, just blocks from the Mississippi River, Crystal was in need of financial support to get her start-up off the ground. We were happy to offer her a \$30,000 SBA Microloan to do just that. Now, the growing, tourist-oriented city of Prescott is home to a nostalgic and family-friendly ice cream shop. A seasonal business, River Rock Treats will help boost the local workforce by four to six part-time, seasonal positions each year.

## AN IMPACT SEVEN BUSINESS DEVELOPMENT PROJECT

