



SCEDC Testimonial

THE DOLL HOUSE DANCE FACTORY
SHEBOYGAN, WISCONSIN



SHEBOYGAN COUNTY
ECONOMIC DEVELOPMENT
CORPORATION

DO MORE.

Women Entrepreneur Makes All the Right Moves.

Dollhouse Dance Factory in Sheboygan offers a wide range of classes for students of all ages and abilities including hip hop, ballet, jazz, contemporary, Mommy & Me and Creative Movement, as well as various levels of competitive dance.

Opening its doors in July 2013, Dollhouse Dance Factory quickly outgrew its space on South Business Drive. The studio, founded by artistic director and Sheboygan native Kayla Pittner, simply could not accommodate the number of girls registering for classes, so Ms. Pittner began considering expansion options. Sara Spicer, Sheboygan County Economic Development Corporation's Attraction Marketing Specialist, offered to help.

"I wasn't even sure what the corporation did, but they stepped right in and assisted me with everything, from the financial aspects to finding a new space," Ms. Pittner said.

Jim Schuessler, SCEDC Business Development Specialist, said the Dollhouse Dance Factory expansion presents a classic example of how an economic development corporation can fully maximize an entrepreneur's economic potential.

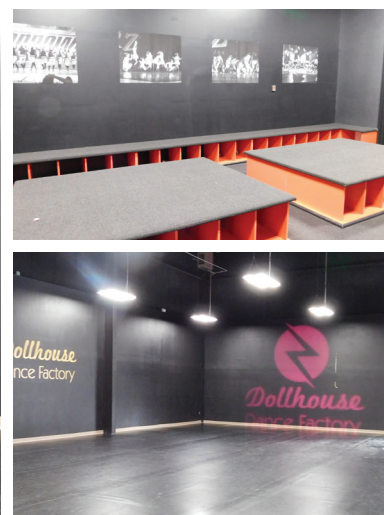
"Kayla has a phenomenal business, she's extremely professional and talented, she has a large customer base and she works very hard, so all the elements of success are there," he said. Her partnership with SCEDC added the financial and business expertise to take her venture to the next level.

Jim introduced Ms. Pittner to a small business consultant, who assisted her with financial planning. Meanwhile, Jim began working on a business plan, researched available options and consequently, steered Ms. Pittner toward the City of Sheboygan Economic Loan Program. This federally funded community development grant requires a commitment from the business to create additional jobs. After presenting her business plan to the loan committee, Ms. Pittner was awarded loan.

"The SCEDC was the perfect partner, assisting with my financial records and walking me through the entire processes step by step. It was so simple. Within two weeks, I was handed a check," Ms. Pittner said.

She also found the perfect space, just six blocks south of her current location. "The SCEDC assisted me with the viewings and even set some up for me," Ms. Pittner said. With the loan, the new 10,000-square-foot space will be remodeled to suit her flourishing business with four dance studios, a 3,000-square-foot lobby with viewing windows, changing rooms, a huge dancer's den, locker space, offices, three bathrooms and a staff lounge.

"This entire process was astounding to me and the time and attention the SCEDC dedicated to helping a small business like mine was amazing," Ms. Pittner said. "They were completely invested in my business and went above and beyond what I'd expect from any organization," she said. "I can't say enough about how incredible this entire experience was."



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Kayla Pittner
Owner Dollhouse Dance Factory