



SCEDC Testimonial

CAROLE'S CAFÉ
PLYMOUTH, WISCONSIN

- Nontraditional finance
- Revolving loan fund
- Business plan



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Restaurant Owner Finds Her Niche

From a bed & breakfast to a pizza pub, Carole O'Malley has a strong track record of success in the hospitality business, which she hopes to continue with her latest venture, Carole's Café.

Carole sold DeO'Malley's restaurant in 2017, but it didn't take long for the restaurant bug to bite again.

"I've been in the hospitality business for 30 years, and I just missed the people," Carole said. "To me, hospitality has always been fun and a way for me to connect with people."

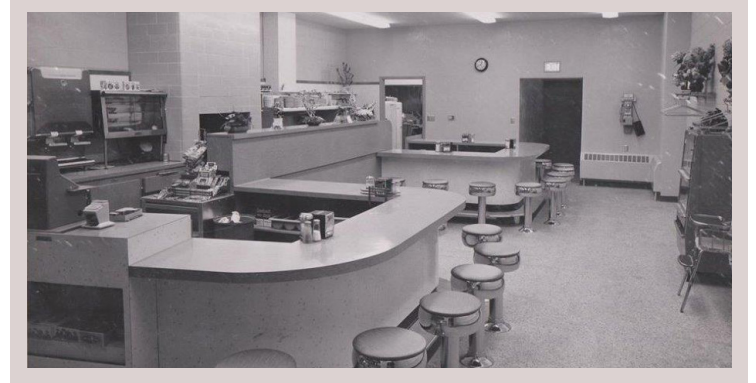
Unable to tap into the Plymouth Revolving Loan for financing, Carole reached out to the Sheboygan County Economic Development Corporation to use the Sheboygan County Revolving Loan Fund.

Carole worked hard on her narrative, teaming up with Chuck Brys, Senior Business Counselor for the Small Business Development Center at UW-Green Bay, who assisted her with developing financial projections for the first three years of her new business.

Jim Schuessler, SCEDC Business Development Manager, helped Carole develop the application for the Sheboygan County Revolving Loan. The business plan was fantastic, and Carole garnered the loan.

Carole bought and renovated a building on Mill Street in downtown Plymouth and opened Carole's Café on Memorial Day weekend. The full-service restaurant features moderately priced breakfast and lunch comfort food based on time-honored recipes. The restaurant staff includes a professional baker.

"The Sheboygan County Economic Development Corporation was the go-to organization that knew all the answers and helped pull everything together to create my business plan. They are a very valuable resource," said Carole. "I'm really happy to be seeing people who I haven't seen in a while. There have been many hugs and lots of congratulations and well wishes."



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Carole O'Malley,
Owner - Carole's Cafe.



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