

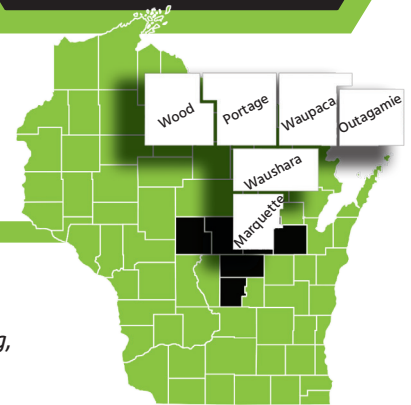
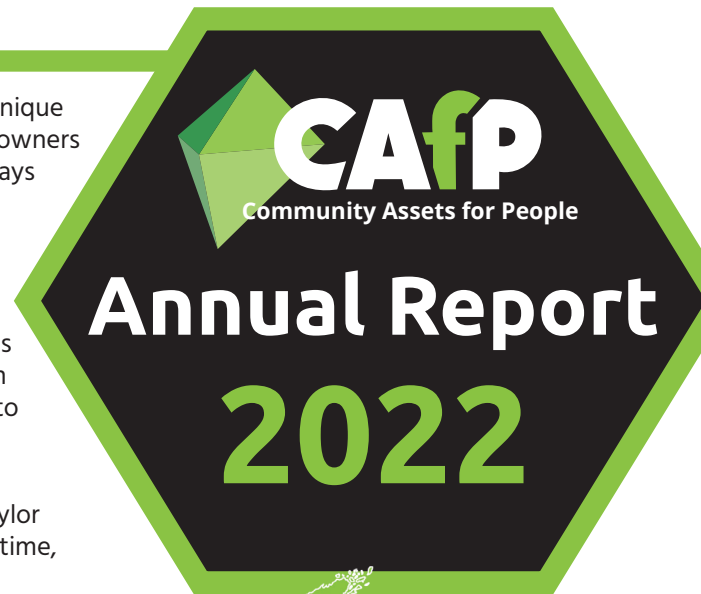


Purple Basil, LLC, a food truck that serves unique Italian cuisine, is a dream come true for its owners Carolina and Taylor. Carolina Corral has always loved to cook but after earning a degree in Culinary Arts, she set her dream aside and joined the Army, where she met Central Wisconsin native Taylor Okerlund.

While exploring different cultures and foods around the country and abroad, they realized that what brought them closer together was good food, great conversations, and their desire to be entrepreneurs. Taylor shared that they “fell in love with the flavors, mobile availability, and overall culture” of the food truck industry.

After leaving the military, Carolina and Taylor moved to Wisconsin. Taylor finished his business degree at UW-Stevens Point while working part-time, and the couple began writing their business plan for Purple Basil.

CAP provided a loan that allowed them to purchase their food truck. They maintained part-time jobs outside the business until April 2022, when they decided the time was right to make the food truck their full-time, year-round pursuit. Now they enjoy being part of the growing food truck industry while making a positive impact on the community through their dishes.



2,954

HOURS OF TECHNICAL ASSISTANCE

Business Development staff provided over 2,950 hours of technical assistance to 211 entrepreneurs. Services included business plan development, marketing, feasibility assessment, understanding business financials, and other business coaching and lending services.

59

MICRO & SMALL BUSINESS LOANS

CAP provided 17 Small Business Administration micro business loans totaling \$146,838 and helped 42 businesses with start-up or expansion loans worth over \$1,420,000.

6

SMALL BUSINESS GRANTS

6 small businesses received \$55,000 in grants for COVID-19 relief.

18

CREDIT BUILDER LOANS

CAP provided 18 loans worth \$52,845 to help individuals and families build credit and consolidate debt.

13

BUSINESS START-UPS

CAP provided loans that supported the creation of 13 new businesses and resulted in 17 new full-time jobs.

21

AUTO LOANS

The Work-n-Wheels & Affordable Auto loan programs helped 21 individuals access more reliable transportation with loans valued at over \$123,300.

12

HOUSING LOANS

CAP provided 12 housing loans totaling \$404,713, giving families the opportunity to fulfill their dreams of homeownership or home improvement.

Recent health issues led Richard Wodinowich and Trinity McAllister down the path to entrepreneurship. The couple came to CAP Services for assistance in starting their own business. They wanted to start RNT Transport, a hotshot trucking business, with Richard handling deliveries and Trinity working behind the scenes securing loads and doing bookkeeping. Although working with a small budget and low capital resources, CAP was able to assist RNT Transport with the purchase of a trailer needed for deliveries.



“Starting RNT Transport was a lot of hard work, but what was even more awesome was CAP’s guidance and determination to help us pursue our dream.”

– Richard Wodinowich and Trinity McAllister