



WIHEDC

**WISCONSIN INDIGENOUS HOUSING
& ECONOMIC DEVELOPMENT CORP.**

Building Financial Sovereignty

Economic Impact Study of Indigenous-Owned Businesses and Non-Gaming Tribal Enterprises in the State of Wisconsin

November 2024

Acknowledgments

The study team would like to acknowledge and deeply thank all Tribal Nations and staff that participated in this study. Special thanks to: Chairman Tehassi Hill and Justin Nishimoto of the Oneida Nation, Philomena Kebec and Laura Miranda of the Bad River Band of Lake Superior Chippewa, Adam VanZile and Artie VanZile of the Sokaogon Chippewa Community Mole Lake Band of Lake Superior Chippewa, Rainer Shooter of the Stockbridge-Munsee Community Band of Mohican Indians, Sharon Waukau and Crystal Chevalier of the Menominee Indian Tribe of Wisconsin, Rob Czepinski of the Red Cliff Band of Lake Superior Chippewa, Carley Eichman of the St. Croix Chippewa Indians of Wisconsin, Emerson Coy and Karl Olson of the Lac du Flambeau Band of Lake Superior Chippewa Indians, and Jordan St. Germaine of the Lac Courte Oreilles Band of Lake Superior Ojibwe.

Thank you to Gary Mejchar of First American Capital Corporation (FACC), Rob Pero of Perodigm Media and Indigenous Business Group, Diane House of the Great Lakes Inter-Tribal Council (GLITC), Paul Smith and Heather Cloud of the American Indian Chamber of Commerce of Wisconsin (AICCW), Pamela Boivin of Woodland Financial and Cheryl Cloud of Wisconsin Native Loan Fund (WINLF) for your help with this project.

We would also like to thank the Economic Development Administration's Tribal Toolbox Tour team and participating Tribes for inviting us to attend these events.

Finally, we would like to extend an enormous amount of gratitude for the many entrepreneurs, business owners, non-profit leaders, and Tribal enterprise leaders that took the time to complete the survey, meet with us, or attend our events. It is for you that we do this work, and this study would not have been possible without your participation.

This project was supported, in whole or in part, by American Rescue Plan Act funds awarded to the Wisconsin Indigenous Housing and Economic Development Corporation via the Wisconsin Department of Administration by the U.S. Department of the Treasury.

About The Study Team

Becker Professional Services was engaged by WIHEDC in 2024 to conduct this economic impact study. Becker is a planning and economic development services firm whose mission is to help communities thrive economically, socially, and environmentally, and that specializes in providing research and analysis, technical assistance, and community development services to non-profits, local governments, and businesses in Wisconsin.

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Gary is an experienced leader in the planning, community economic development, and real estate industries. He has over 40 years of consulting experience assisting municipalities, regions, developers, and community organizations address development issues. Gary's primary areas of specialty include economic development strategy and finance, review of economic and real estate development proposals, and tax incremental finance. Gary has an M.S. in Urban and Regional Planning from the University of Wisconsin – Madison, and a B.S. in Economics and Geography from the same institution. Member of International Economic Development Council (IEDC) – Certified Economic Developer (CEcD) emeritus, Wisconsin Economic Development Association (WEDA), American Planning Association (APA).



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Katrina is Vice President of Becker Professional Services and has a decade of experience in business operations, nonprofit administration, program development, and fundraising, research and evaluation, economic development, and entrepreneurial management.

She holds a Master's Degree in Development Practice (community and economic development with an international focus) with a minor in Program Evaluation from the University of Minnesota's Humphrey School of Public Affairs, and a Bachelor's Degree in Entrepreneurial Management and Nonprofit Management with a Minor in Sustainability from the Carlson School of Management at the University of Minnesota.

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Hannah is the Founder and Principal at [North Star Sustainability](#), a consultancy that specializes in guiding businesses and nonprofits in creating and growing sustainability and social impact initiatives. Hannah has a decade of experience cultivating sustainability and social impact projects, developing and evaluating programs, and conducting quantitative and qualitative research. Hannah's academic and professional background spans from cultural anthropology and international development to disaster recovery, cause marketing campaign management, and business recycling. Her approach is grounded in participatory engagement processes, data-driven analysis, and creativity. She holds a Master of Development Practice from the University of Minnesota's Humphrey School of Public Affairs.

Table of Contents



Acknowledgments	2
About The Study Team	3
Introduction	6
About WIHEDC	7
Tribal Nations of Wisconsin	8
Methodology	11
Economic Impact Analysis	14
All Surveyed Businesses	14
Non-Employer Businesses	23
Employer Businesses	27
Tribal Enterprises	32
Additional Findings	37
Wisconsin's Eleven Federally-Recognized Tribal Nations:	38
Bad River Band of Lake Superior Chippewa	39
Business Highlight: Belonger Corporation	40
Forest County Potawatomi	41
Business Highlight: Native Clarity	42
Ho-Chunk Nation	43
Business Highlight: Christopher Sweet	44
Lac Courte Oreilles Band of Lake Superior Chippewa	45
Business Highlight: O'Keefe's Automotive Service & Repair	46
Lac du Flambeau Band of Lake Superior Chippewa Indians	47
Business Highlight: First Nations Business Solutions	48
Menominee Indian Tribe of Wisconsin	49
Business Highlight: Sweetgrass Behavioral Health	50

Oneida Nation	51
Business Highlight: D&T Construction	52
Red Cliff Band of Lake Superior Chippewa	53
Business Highlight: Copper Crow Distillery	54
Sokaogon Chippewa Community Mole Lake Band of Lake Superior Chippewa	55
Business Highlight: Good Words Travel	56
St. Croix Chippewa Indians of Wisconsin	57
Business Highlight: Aunties & Uncles Snack Shack	58
Stockbridge-Munsee Community Band of Mohican Indians	59
Business Highlight: Bowman Performance Consulting	60
Nonprofit Highlight: Little Eagle Arts Foundation	61
Conclusion	62
Appendix	63
A. Survey Questions	63
B. Detailed Methodology Notes	66
C. Directory of Businesses, Alphabetical	71
D. Directory of Business by Category	86
E. References	103

Introduction

Indigenous communities and businesses were disproportionately impacted by the COVID-19 pandemic. Research shows that Native-owned businesses in the U.S. experienced a 43% decline in business activity in the first quarter of the pandemic compared to just a 10% drop for white businesses¹. At the same time, the unemployment rate for American Indians and Alaska Natives peaked at 28.6 percent in April 2020, early in the COVID-19 pandemic².

Tribal Nations rely on revenue-generating initiatives (Tribal enterprises) to pay for the wide range of governmental services they provide to their citizens. These businesses are heavily concentrated in gaming, tourism, and hospitality, and as such, were hit especially hard when forced to close in the pandemic.

In some, primarily rural, regions in the state, Tribal governments, Tribal enterprises, and other Native-owned businesses are the largest employers and primary economic drivers.

The pandemic caused many Tribes to prioritize exploring diversifying their Tribal enterprise portfolio beyond gaming and hospitality. While these remain core sources of income, COVID-19 showed the world just how important diversity in economic activity is for both large and small communities.

Now a few years out of the worst of the pandemic, many businesses are still struggling to get back to pre-pandemic levels, others have had to pivot to completely new business models and are still in a learning curve, and individuals, families, and communities are still feeling the lingering impacts.

In order to develop effective policies, programming, and attract additional resources to support Indigenous-owned businesses and Tribal enterprises on a statewide level, the first step is to look at the data to understand who these businesses/entrepreneurs are, where they are, what support they need, and what their impact is on the state's economy.

The contributions of non-gaming Tribal enterprises and Native-owned businesses to Wisconsin's economy has historically not been fully studied outside of the impact of gaming. This means that these entrepreneurs/businesses are likely being undercounted, underfunded, and under supported. This report represents a starting point to changing that.

Understanding the landscape of Native entrepreneurship and Tribal enterprises outside of gaming, identifying gaps and challenges, and quantifying the substantial impact that these businesses have in the state is the first step in developing programs and policies that effectively address their needs. This information can also be used to attract additional funding and resources and direct it to where it is needed most.

Owning and running a business is a path to generating personal income, self-fulfillment and satisfaction, the expression of skills, talents, and passions, and job opportunities and income for others. It is particularly important to foster and support entrepreneurial opportunities and business growth for Wisconsin's Indigenous communities, since many Native Nations in the state are located in rural areas that do not have a lot of other employment opportunities.

The goal of this economic impact study is to establish a baseline report and business directory that will ultimately foster policy initiatives, programming, and resources to support Wisconsin's Native entrepreneurs and non-gaming Tribal enterprises.

The data in this report demonstrates the significant economic contributions of Wisconsin's Indigenous peoples to the state and highlights opportunities for support. Additionally, this report tells the stories of some of the many Indigenous entrepreneurs and Tribal enterprises that participated in this study. The final piece of this project is a directory of Native-owned businesses and organizations that can be used by Tribal governments, other Native businesses, and anyone else wishing to support and patronize them.

About WIHEDC

We are grateful for the participation of so many Native entrepreneurs and Tribal enterprises in this study as it provides us with a baseline from which we may grow in our understanding and support of and ultimately showcase and celebrate this significant impact, while continuing to build financial sovereignty for Wisconsin's Native businesses, Tribal enterprises, families, and communities.

Sincerely,



Fern Orié

CEO, Wisconsin Indigenous Housing and Economic Development Corporation



The **Wisconsin Indigenous Housing and Economic Development Corporation** (WIHEDC) is a 501(c)(3) non-profit corporation and a coalition of non-profit Native Community Development Financial Institutions (CDFIs). Their mission is to expand Native economic development by building the financial sovereignty of Native individuals, families, Native-owned businesses, Tribal enterprises and communities in Wisconsin.

WIHEDC's member CDFIs include First American Capital Corporation (FACC), Cedar Growth (formerly First Nations Community Financial), Woodland Financial Partners (WFP), and Wisconsin Native Loan Fund (WINLF). In addition to collaboratively supporting Native business owners with technical assistance and loan services through our members, WIHEDC coordinates large-scale initiatives to support economic growth for all Tribal communities across Wisconsin.

In addition to this Economic Impact Study, other WIHEDC initiatives include Native Business Hubs at each of the State's 11 federally recognized Tribal Nations, small business grants, and an annual Housing and Economic Development Conference.

Tribal Nations of Wisconsin

The Tribes of present-day Wisconsin are descendants of peoples who lived on and cared for this land long before the arrival of Europeans. The Menominee, Ojibwe, Potawatomi, and Ho-Chunk people are among the original inhabitants of Wisconsin, while the Mohicans and the Oneida moved to Wisconsin following removal from their ancestral lands.



Figure 1. Historical Tribal Lands of Wisconsin (source: <https://wisconsinfirstnations.org/map>)



Figure 2. Current Reservations and Tribal Lands in Wisconsin (source: wisconsinfirstnations.org)



There are currently eleven federally recognized Tribes in the state of Wisconsin. They include:

- ❖ Bad River Band of Lake Superior Chippewa
- ❖ Forest County Potawatomi
- ❖ Ho-Chunk Nation
- ❖ Lac Courte Oreilles Band of Lake Superior Ojibwe
- ❖ Lac du Flambeau Band of Lake Superior Chippewa Indians
- ❖ Menominee Indian Tribe of Wisconsin
- ❖ Oneida Nation
- ❖ Red Cliff Band of Lake Superior Chippewa
- ❖ Sokaogon Chippewa Community (Mole Lake Band of Lake Superior Chippewa)
- ❖ St. Croix Chippewa Indians of Wisconsin
- ❖ Stockbridge-Munsee Community Band of Mohican Indians

According to the 2020 census, there are 144,572 residents in the state of Wisconsin that identify as American Indian and/or Alaska Native (about 2.5% of the State's total population). 60,428 of these residents identify as American Indian or Alaska Native alone (about 1% of the State's total population). While there are only eleven federally recognized Tribes in Wisconsin, these estimated 144,572 residents represent a broad diversity of Tribal affiliations from Tribes located both within and outside the state, as shown in Figure 3.

Tribal Groupings In Wisconsin By Those Reporting As American Indian and Alaska Native Alone		
Label	Estimate	Margin of Error
Total:	43,759	±1,298
American Indian tribes, specified:	37,711	±1,304
Apache	161	±82
Arapaho	12	±16
Blackfeet	160	±81
Canadian and French American Indian	41	±25
Central American Indian	890	±364
Cherokee	554	±179
Cheyenne	2	±4
Chickasaw	52	±85
Chippewa	12,949	±629
Choctaw	190	±167
Colville	15	±29
Comanche	164	±154
Cree	7	±8
Creek	83	±66
Crow	24	±22
Delaware	1	±6
Hopi	1	±2
Houma	0	±22
Iroquois	4,915	±549
Kiowa	28	±28
Lumbee	37	±32
Menominee	6,530	±564
Mexican American Indian	2,056	±440
Navajo	317	±130

Figure 3. U.S. Census 2022 American Community Survey Data cont. on page 10



Osage	0	±22
Ottawa	208	±83
Paiute	21	±25
Pima	53	±38
Potawatomi	1,004	±195
Pueblo	1	±2
Puget Sound Salish	0	±22
Seminole	7	±13
Shoshone	7	±10
Sioux	391	±135
South American Indian	94	±110
Spanish American Indian	0	±22
Tohono O'Odham	22	±32
Ute	1	±2
Yakama	0	±22
Yaqui	6	±7
Yuman	0	±22
All other American Indian tribes (with only one tribe reported)	6,707	±557
American Indian tribes, not specified	1,126	±271
Alaska Native tribes, specified:	246	±95
Alaskan Athabascan	54	±36
Aleut	35	±50
Inupiat	92	±52
Tlingit-Haida	49	±46
Tsimshian	0	±22
Yup'ik	16	±19
Alaska Native tribes, not specified	34	±28
American Indian or Alaska Native tribes, not specified	3,764	±436
Two or More American Indian or Alaska Native Tribes	878	±239

Figure 3. U.S. Census 2022 American Community Survey Data

While these residents are dispersed throughout the state, the areas with the largest populations of Native peoples are Milwaukee, Brown, and Dane Counties (representing Wisconsin's largest metropolitan areas)³. Native people also represent significant segments of the population in Bayfield, Ashland, Sawyer, Forest, Vilas, Menominee, Shawano, Jackson, Brown and Burnett Counties.

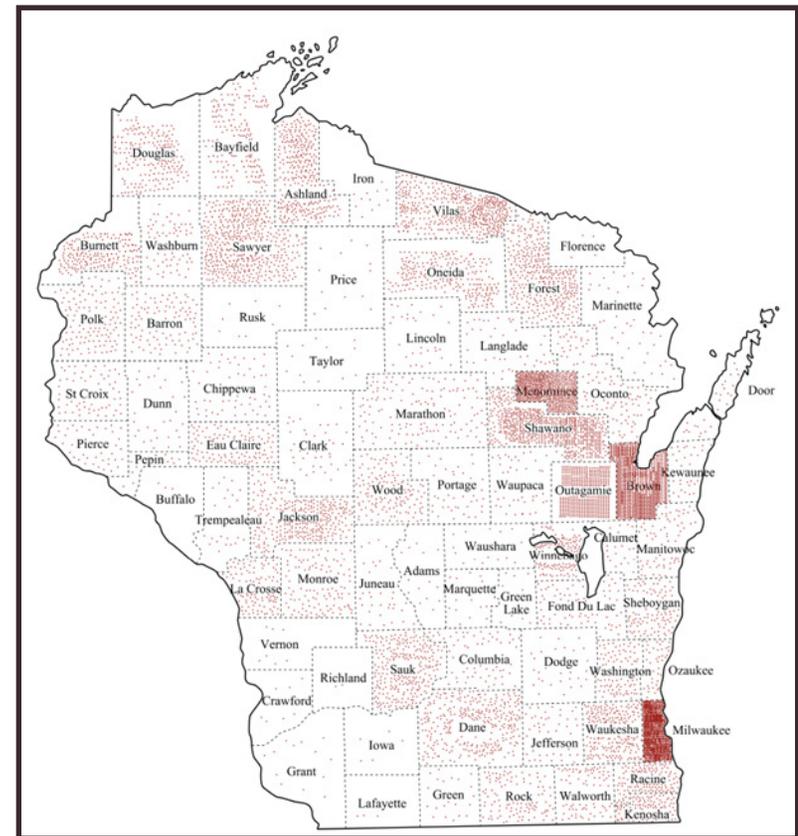


Figure 4. Population Distribution of Indigenous Public-School Students in Wisconsin; Source:, American Indian Student Density Map of Wisconsin, 2013 <https://uwm.edu/eji/research/publications/ai-student-map>

Methodology

This economic impact study aims to measure the economic impact of non-gaming Tribal enterprises and Native-owned businesses in Wisconsin. The process began in early 2024 with the creation of a survey (see Appendix A) to collect information from businesses to inform the study, including 2023 revenue, number of employees, and payroll, business description, and NAICS code (industry). In February 2024, the study team spoke to Tribal leaders about the study at the Great Lakes Intertribal Council (GLITC) board meeting and requested a point of contact from each Tribe to coordinate scheduling a site visit to each Tribal community and to help share the survey with business owners and Tribal enterprises.

In addition to sharing with Tribal leadership and Tribal economic development staff, information about the study and the survey were shared electronically with businesses the study team identified through a review of Tribal business directories, the American Indian Chamber of Commerce of Wisconsin (AICCW)'s business directory, and various vendor preference directories such as the Minority Business Enterprise (MBE) directory and SAM.gov federal government contracting registration. WIHEDC offered survey respondents compensation in the form of a \$50 Visa gift card as well as the opportunity for eligible businesses to receive a \$5,000 grant through a raffle drawing. The survey was open, and responses were collected from April – September 2024.

In addition to the survey, the study team conducted visits to Tribal communities during the months of May through August. Ahead of each visit, the study team contacted Tribal economic development staff and Native-owned businesses located in the area to schedule meetings to complete the survey and discuss their business and the study in greater depth. Many of these visits were scheduled in tandem with the Economic Development Administration's Tribal Toolbox Tours. Along with individual meetings, the study team also hosted several networking events for Indigenous business owners. These included resource fairs in Bad River and Oneida as well as business mixers in Milwaukee and Madison. These events, along with the study/survey, were marketed via email to a list of approximately 400 Indigenous-owned businesses and Tribal enterprises that the study team compiled from available business directories and in-person meetings and were shared on partner organizations social media channels.

Throughout the data collection period, the study team reached out to Native business contacts multiple times via direct emails, phone calls, emails from partner organizations, and canvassed during Tribal community visits to encourage participation in the survey.

Beyond the survey and community visits, the study team also conducted in-depth interviews with a select number of survey respondents to develop business case studies. The purpose of these case studies was to highlight the diversity of Native business owners and their business journeys. Following these in-depth interviews, the survey team drafted a business highlight which was sent to the interviewee for their feedback and approval.

At the close of the data collection period, the study team reviewed and cleaned survey responses to remove duplicate, ineligible¹, and fake² responses. The team followed up with respondents who provided incomplete survey data to request additional information and utilized other resources to complete survey responses with accurate information when possible. For example, the study team completed several survey responses on behalf of Tribal enterprises using publicly available annual reports. Additionally, the team assigned NAICS (North American Industry Classification System) codes to many responses for which this question was unanswered and calculated estimated payroll and revenue data for responses that were missing one or the other, to ensure their inclusion in the analysis. For more information on exactly how this information was estimated, please see the detailed methodology notes in Appendix B.

1 For example, businesses established in 2024 were not able to report financial metrics from 2023. While their responses were retained to provide insight into new business development, they were not included in the Economic Impact Analysis.

2 The survey form received a number of suspicious entries that seemed to indicate spam. The study team identified fake responses as those that listed addresses not within Wisconsin, provided inconsistent or conflicting answers, had similar or exactly the same characteristics of other survey responses being submitted in quick succession, or information that could not be corroborated by any other records.



Once the data was cleaned, 177 survey responses were eligible for inclusion in the Economic Impact Analysis. Based on the most recently available census data on businesses owned by those identifying as American Indian or Alaska Native in Wisconsin, there are 353 employer firms (businesses with at least one employee) and 3,400 non-employer firms (businesses with no employees) in the state.

Throughout this report, the term 'business' is used to include all types of revenue-generating organizations represented in our study, including 501(c)3 nonprofits, sole proprietors, limited liability companies, corporations, and those without an incorporated business entity.

The study team used input-output tables created by the Bureau of Economic Analysis (Regional Input-Output Modeling System - RIMS II) to estimate the economic impacts of non-gaming Tribal enterprises and Indigenous-owned businesses in the state of Wisconsin. RIMS II is a widely used tool that uses national economic input-output tables to generate economic multipliers that are used to estimate the total impact of a project on a region. These multipliers are ratios that are based on the relationships between gross output, value added, earnings, and employment across industries⁴.

The RIMS multipliers are based on the idea that an initial change in economic activity results in other rounds of spending in other industries. For this study, the "change in economic activity" is 2023 sales (revenue) of Indigenous-owned businesses and non-gaming Tribal enterprises in Wisconsin. The resulting economic impact is then expressed in terms of the output (additional purchases of goods and services in the economy as a result of these businesses), earnings (total earnings to households in the state because of these businesses), and employment (total change in jobs in the state because of these businesses) on all industries in the region's (the State of Wisconsin's) economy.



Projections and Margin of Error:

In addition to calculating the economic impact of those businesses that completed the survey, this study also estimates the likely range of total economic impact of all Indigenous-owned businesses and Tribal enterprises in the State of Wisconsin by projecting survey results to the entire assumed population of Native-owned businesses.

To calculate these projections, 2019 U.S. Census Data of American Indian and Alaska Native-owned businesses in Wisconsin was used to find the estimated total number of these businesses (the “population”). This data includes employer businesses (those businesses with at least one employee) and non-employer businesses (those businesses with no employees) but does not include Tribal enterprises. To estimate the total number of Tribal enterprises in the state (businesses owned/managed by a Tribe), the study team referred to their database of over 600 Native- and Tribal-owned businesses, which includes Tribal enterprises listed on Tribe’s websites, those learned about through conversations with Tribal leaders/staff, and those listed in other publicly available directories.

From these sources, the following totals were found:

- 3,400 non-employer businesses (2019 U.S. Census Data)
- 353 employer businesses (2019 U.S. Census Data)
- 148 Wisconsin-based Tribal Enterprises (compiled database)

These totals became the study’s “population” sizes, and the survey responses (63 non-employer businesses, 86 employer businesses, and 28 tribal enterprises) became the “sample” sizes.

Business Type:	Population Size:	Sample Size:	Response Rate:
Non-Employer Businesses	3,400	63	1.9%
Employer Businesses	353	86	24.4%
Tribal Enterprises	148	28	18.9%

Figure 5. Survey Response Rate by Business Category

From the response rate, a margin of error for each business category was calculated. Margin of error measures the maximum amount by which the sample results may differ from the full population.

Business Type:	Population Size:	Sample Size:	Margin of Error:
Non-Employer Businesses	3,400	63	12.234%
Employer Businesses	353	86	9.204%
Tribal Enterprises	148	28	16.733%

Figure 6. Margin of Error Rate Business Category

For more information on margin of error calculations or projection calculations, see the Detailed Methodology Notes in Appendix B.

Economic Impact Analysis

In total, there were 177 complete survey responses from employer businesses, non-employer businesses, and Tribal enterprises that provided data on 2023 revenue, payroll, and number of employees, among other information.

There were 64 unique industry NAICS (North American Industry Classification System) codes represented in the survey results (see Appendix B for full list), each of which is housed under one of 17 primary industry categories. All 17 primary industries were represented in the survey results.

All Surveyed Businesses

The combined impact of the 177 survey responses are as follows. In 2023, these businesses:

- ❖ Earned \$388.3 million in revenue
- ❖ Directly employed 1,876 full-time equivalent (FTE) workers
- ❖ Paid \$117.3 million in payroll
- ❖ Produced \$776.8 million in economic output (the value of additional goods and services purchased in the state because of these businesses)
- ❖ Generated \$256.3 million in earnings for households in the state of Wisconsin
- ❖ Added 4,503 jobs to Wisconsin's economy

\$388.3 million
in revenue

1,876
full-time workers

\$117.3 million
in payroll

\$776.8 million
in economic output

\$256.3 million
in household earnings

4,503
new jobs



All Surveyed Businesses (177 responses)						
Industry:	Revenue:	Jobs (FTE):	Payroll:	Output:	Earnings:	Employment:
Agriculture, Forestry, Fishing and Hunting	\$ 4,829,579	64	\$ 2,555,554	\$ 10,925,797	\$ 3,061,713	69
Utilities	\$ 500,000	8	\$ 250,000	\$ 761,400	\$ 156,500	2
Construction	\$ 143,557,060	339	\$ 32,628,421	\$ 302,309,329	\$ 98,446,671	1,651
Manufacturing	\$ 15,158,328	192	\$ 8,541,718	\$ 34,111,477	\$ 7,975,423	150
Wholesale and Retail Trade	\$ 17,205,989	98	\$ 1,653,848	\$ 32,150,476	\$ 9,761,042	265
Transportation and Warehousing	\$ 2,230,861	14	\$ 486,544	\$ 4,518,730	\$ 1,351,859	28
Information	\$ 1,108,473	11	\$ 691,555	\$ 1,972,860	\$ 560,517	9
Finance and Insurance	\$ 15,822,120	44	\$ 4,057,946	\$ 25,966,790	\$ 6,505,747	107
Real Estate and Rental and Leasing	\$ 4,538,342	28	\$ 1,309,228	\$ 7,145,166	\$ 1,475,869	40
Professional, Scientific, and Technical Services	\$ 120,000,618	526	\$ 45,184,478	\$ 231,338,508	\$ 85,713,671	1,314
Administrative and Support and Waste Management and Remediation Services	\$ 931,100	16	\$ 459,683	\$ 1,816,614	\$ 488,679	10
Educational Services	\$ 20,694,295	189	\$ 7,423,831	\$ 39,194,555	\$ 14,621,131	340
Health Care and Social Assistance	\$ 12,277,590	107	\$ 2,646,896	\$ 24,512,842	\$ 8,910,721	151
Arts, Entertainment, and Recreation	\$ 1,570,575	21	\$ 605,471	\$ 2,657,033	\$ 810,944	31
Accommodation and Food Services	\$ 2,674,636	45	\$ 1,007,989	\$ 5,241,996	\$ 1,818,324	55
Other Services (except Public Administration)	\$ 5,403,198	54	\$ 2,718,046	\$ 10,642,021	\$ 4,030,380	99
Public Administration	\$ 19,871,212	123	\$ 5,165,651	\$ 41,548,717	\$ 10,672,828	183
Total:	\$ 388,373,977	1,876	\$ 117,386,859	\$ 776,814,312	\$ 256,362,020	4,503

Figure 7. Aggregated industries, revenue, jobs, payroll and calculated output, earnings, and employment for all surveyed businesses.



Industries

The top industries represented by the number of survey responses are:

- ❖ Construction (13%)
- ❖ Professional, Scientific, and Technical Services (13%)
- ❖ Wholesale and Retail Trade (13%)

Industries by Percent of Responses (All Surveyed Businesses)		
1	Construction	13.0%
2	Professional, Scientific, and Technical Services	13.0%
3	Wholesale and Retail Trade	13.0%
4	Other Services (except Public Administration)	10.7%
5	Arts, Entertainment, and Recreation	9.0%
6	Manufacturing	7.3%
7	Accommodation and Food Services	6.8%
8	Administrative and Support and Waste Management and Remediation Services	5.1%
9	Health Care and Social Assistance	5.1%
10	Agriculture, Forestry, Fishing and Hunting	4.5%
11	Public Administration	2.8%
12	Educational Services	2.3%
13	Transportation and Warehousing	2.3%
14	Finance and Insurance	1.7%
15	Information	1.7%
16	Real Estate and Rental and Leasing	1.1%
17	Utilities	0.6%

Figure 8. Industries by percent of responses (all surveyed businesses) table.

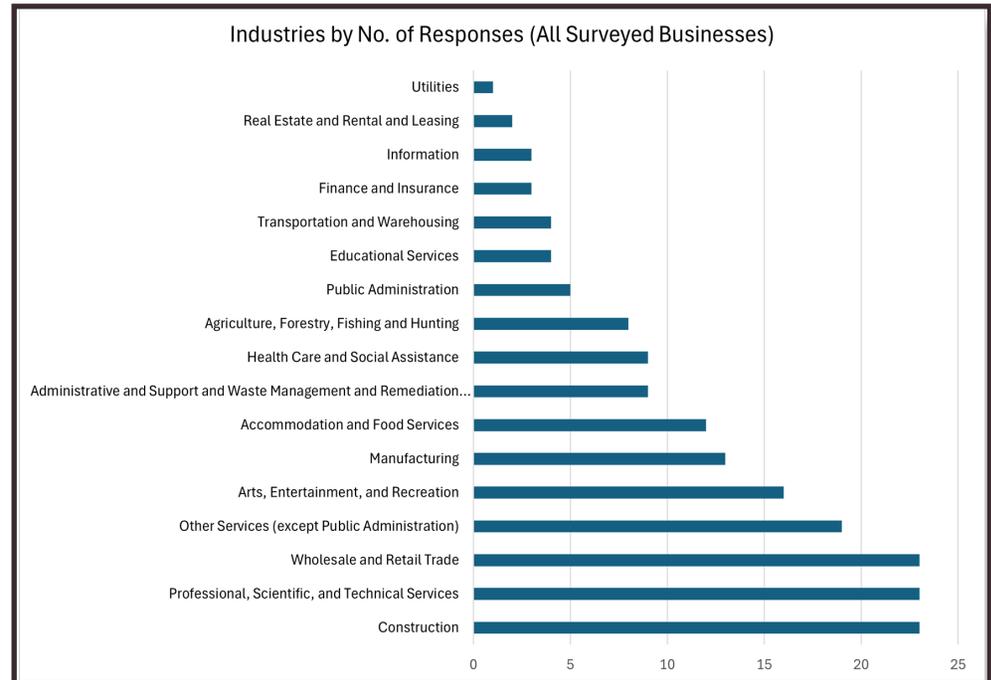


Figure 9. Industries by number of responses (all surveyed businesses) bar chart.

The top sub-industries represented based on the number of survey responses are:

- ❖ Maintenance and repair construction (8%)
- ❖ Independent artists, writers, and performers (8%)
- ❖ All other food and drinking places (5%)
- ❖ Civic, social, professional, and similar organizations (5%)
- ❖ Services to buildings and dwellings (4%)

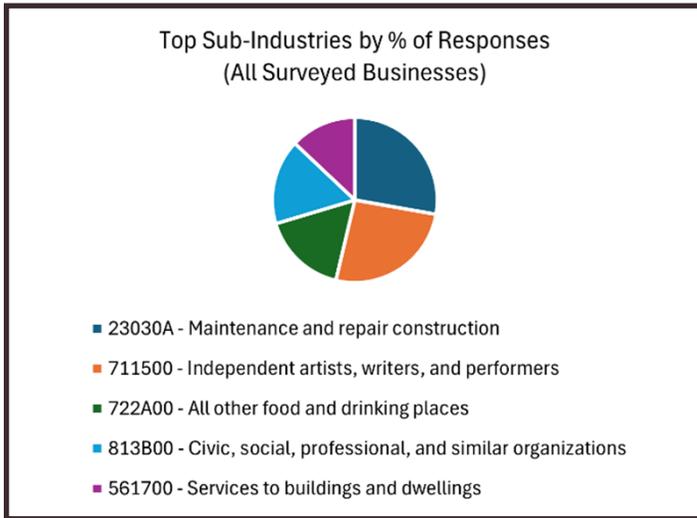


Figure 10. Top 5 sub-industries by percent of responses (all surveyed businesses) pie chart.

Top Sub-Industries by Percent of Responses (All Surveyed Businesses)	
23030A - Maintenance and repair construction	8.5%
711500 - Independent artists, writers, and performers	7.9%
722A00 - All other food and drinking places	5.1%
813B00 - Civic, social, professional, and similar organizations	5.1%
561700 - Services to buildings and dwellings	4.0%

Figure 11. Top 5 sub-industries by percent of responses (all surveyed businesses) table.

The top three industries based on revenue for all responses are:

- ❖ Construction (37%)
- ❖ Professional, Scientific, and Technical Services (31%)
- ❖ Educational Services (5%)

Industries by Revenue (All Surveyed Businesses)		Revenue:	% of Total:
1	Construction	\$ 143,557,060	37%
2	Professional, Scientific, and Technical Services	\$ 120,000,618	31%
3	Educational Services	\$ 20,694,295	5%
4	Public Administration	\$ 19,871,212	5%
5	Wholesale and Retail Trade	\$ 17,205,989	4%
6	Finance and Insurance	\$ 15,822,120	4%
7	Manufacturing	\$ 15,158,328	4%
8	Health Care and Social Assistance	\$ 12,277,590	3%
9	Other Services (except Public Administration)	\$ 5,403,198	1.4%
10	Agriculture, Forestry, Fishing and Hunting	\$ 4,829,579	1.2%
11	Real Estate and Rental and Leasing	\$ 4,538,342	1.2%
12	Accommodation and Food Services	\$ 2,674,636	0.7%
13	Transportation and Warehousing	\$ 2,230,861	0.6%
14	Arts, Entertainment, and Recreation	\$ 1,570,575	0.4%
15	Information	\$ 1,108,473	0.3%
16	Administrative and Support and Waste Management and Remediation Services	\$ 931,100	0.2%
17	Utilities	\$ 500,000	0.1%
Total:		\$ 388,373,977	

Figure 12. Industries by revenue (all surveyed businesses) table.



The top three industries based on number of FTE jobs are

- ❖ Professional, Scientific, and Technical Services (28%)
- ❖ Construction (18%)
- ❖ Manufacturing (10%)

Industries by Percent of Jobs (All Surveyed Businesses)		
1	Professional, Scientific, and Technical Services	28%
2	Construction	18%
3	Manufacturing	10%
4	Educational Services	10%
5	Public Administration	6.5%
6	Health Care and Social Assistance	5.7%
7	Wholesale and Retail Trade	5.2%
8	Agriculture, Forestry, Fishing and Hunting	3.4%
9	Other Services (except Public Administration)	2.9%
10	Accommodation and Food Services	2.4%
11	Finance and Insurance	2.3%
12	Real Estate and Rental and Leasing	1.5%
13	Arts, Entertainment, and Recreation	1.1%
14	Administrative and Support and Waste Management and Remediation Services	0.9%
15	Transportation and Warehousing	0.7%
16	Information	0.6%
17	Utilities	0.4%

Figure 13. Industries by percent of jobs (all surveyed businesses) table.

Projections

Based on our survey results and most recently available Census data on American Indian or Alaska Native-owned businesses in Wisconsin, we can project the economic impact of all Indigenous-owned businesses and Tribal enterprises in Wisconsin (an estimated total of 3,901 businesses). Our projections indicate that in 2023, these businesses:

- ❖ Earned **\$1.79 - \$2.42 billion** in revenue
- ❖ Produced **\$3.58 - \$4.83 billion** in economic output (the value of additional goods and services purchased in the state because of these businesses)
- ❖ Paid **\$493.1 million - \$669 million** in payroll
- ❖ Generated **\$1.1 - 1.6 billion** in household earnings
- ❖ Added **21,190 - 28,573** jobs in the state

Comparatively, Wisconsin's GDP (gross domestic product – the total value of finished goods and services produced in the state) in 2023 was \$428.447 billion⁵. Our findings show that Indigenous-owned businesses and tribal enterprises in the state of Wisconsin make up about 1% of the state's total GDP.

\$1.79 - \$2.42 billion
in revenue

\$3.58 - \$4.83 billion
in economic output

\$493.1 - \$669 million
in payroll

\$1.1 - 1.6 billion
in household earnings

21,190 - 28,573
new jobs

When looking at statewide employment numbers for 2023, we find that Wisconsin's total employment was 3,855,150⁶. This means that Indigenous-owned businesses and tribal enterprises in Wisconsin accounted for 0.5% - 0.7% of all jobs in Wisconsin in 2023.

In 2023, \$178,472,723,339 (\$178.47 billion) was paid in wages in Wisconsin across all industries⁷. Our findings indicate that Native-owned businesses and Tribal enterprises likely accounted for 0.28% - 0.37% of that.



Revenue, Jobs, and Payroll Projections - All Businesses (3,901)			
	Projected Revenue:	Projected Jobs (FTE):	Projected Payroll:
Agriculture, Forestry, Fishing and Hunting	\$24,783,346 - \$33,308,107	265 - 360	\$10,803,928 - \$14,741,610
Utilities	\$1,863,430 - \$2,241,222	28 - 34	\$931,715 - \$1,120,611
Construction	\$638,981,905 - \$855,912,993	1,273 - 1,574	\$132,574,616 - \$174,699,124
Manufacturing	\$67,601,480 - \$93,152,567	812 - 1,108	\$37,027,839 - \$51,327,177
Wholesale and Retail Trade	\$81,912,890 - \$112,433,044	482 - 636	\$7,922,966 - \$10,805,952
Transportation and Warehousing	\$13,987,708 - \$17,619,175	52 - 68	\$1,868,740 - \$2,449,228
Information	\$5,562,343 - \$7,661,747	52 - 72	\$3,192,785 - \$4,446,312
Finance and Insurance	\$67,584,637 - \$92,488,530	188 - 260	\$17,391,311 - \$23,865,152
Real Estate and Rental and Leasing	\$19,131,410 - \$25,892,695	113 - 149	\$5,193,731 - \$6,655,407
Professional, Scientific, and Technical Services	\$555,232,891 - \$771,684,397	2,274 - 3,173	\$196,537,446 - \$274,449,630
Administrative and Support and Waste Management and Remediation Services	\$8,692,970 - \$11,509,456	61 - 84	\$1,819,209 - \$2,513,256
Educational Services	\$87,454,999 - \$118,010,229	744 - 949	\$30,859,925 - \$41,283,382
Health Care and Social Assistance	\$71,805,978 - \$97,522,161	447 - 618	\$10,689,777 - \$14,602,736
Arts, Entertainment, and Recreation	\$23,250,897 - \$29,397,309	56 - 67	\$1,793,296 - \$2,156,869
Accommodation and Food Services	\$12,602,366 - \$15,374,287	164 - 197	\$3,689,357 - \$4,437,338
Other Services (except Public Administration)	\$34,060,780 - \$42,112,760	188 - 226	\$9,767,177 - \$11,747,376
Public Administration	\$78,252,770 - \$99,571,303	488 - 626	\$21,065,361 - \$27,693,680
Total:	\$1,792,762,802 - \$2,425,891,982	7,688 - 10,200	\$493,129,177 - \$668,994,839

Figure 14. Revenue, jobs, and payroll projections for all businesses (table).



Output, Earnings, and Employment Projections - All Businesses (3,901)

	Projected Output:	Projected Earnings:	Projected Employment:
Agriculture, Forestry, Fishing and Hunting	\$53,705,549 - \$72,427,094	\$14,600,415 - \$19,722,576	330 - 444
Utilities	\$2,837,630 - \$3,412,932	\$583,253 - \$701,502	8-9
Construction	\$1,348,360,582 - \$1,806,251,803	\$441,566,905 - \$591,421,729	7,415 - 9,934
Manufacturing	\$152,009,653 - \$209,748,729	\$35,618,083 - \$49,138,811	667 - 920
Wholesale and Retail Trade	\$152,761,563 - \$209,780,323	\$46,793,385 - \$64,186,927	1,267 - 1,737
Transportation and Warehousing	\$28,219,234 - \$35,583,544	\$8,419,246 - \$10,624,151	166 - 211
Information	\$9,843,118 - \$13,568,134	\$2,793,774 - \$3,851,537	43 - 60
Finance and Insurance	\$110,646,683 - \$151,110,704	\$27,676,759 - \$37,747,375	457 - 623
Real Estate and Rental and Leasing	\$30,120,492 - \$40,765,459	\$6,221,534 - \$8,420,305	169 - 229
Professional, Scientific, and Technical Services	\$1,068,391,635 - \$1,485,043,803	\$395,970,241 - \$550,197,605	6,131 - 8,507
Administrative and Support and Waste Management and Remediation Services	\$17,237,547 - \$22,803,578	\$5,201,676 - \$6,843,500	124 - 162
Educational Services	\$165,289,384 - \$222,578,687	\$61,789,283 - \$83,377,030	1,420 - 1,893
Health Care and Social Assistance	\$142,083,763 - \$193,240,379	\$52,177,307 - \$70,902,741	889 - 1,205
Arts, Entertainment, and Recreation	\$39,317,110 - \$49,710,283	\$11,997,776 - \$15,169,252	457 - 578
Accommodation and Food Services	\$24,792,324 - \$30,251,517	\$8,495,574 - \$10,359,505	257 - 313
Other Services (except Public Administration)	\$67,386,165 - \$83,330,919	\$25,538,914 - \$31,582,753	670 - 831
Public Administration	\$163,618,718 - \$208,193,637	\$42,029,563 - \$53,479,747	721 - 917
Total:	\$3,576,621,150 - \$4,837,801,526	\$1,187,473,690 - \$1,607,727,046	21,190 - 28,573

Figure 15. Output, earnings, and employment projections (all businesses) table.

Geographic Distribution of Survey Responses

Our sample size of surveyed businesses shows a broad distribution throughout the state, with concentrations in Green Bay (10.3% of responses), Milwaukee (8.6%), Ashland (6.5%) and Keshena (6.5%). This sampling seems consistent with the pattern of the population density map (Figure 4) shown on Page 10 of this report.

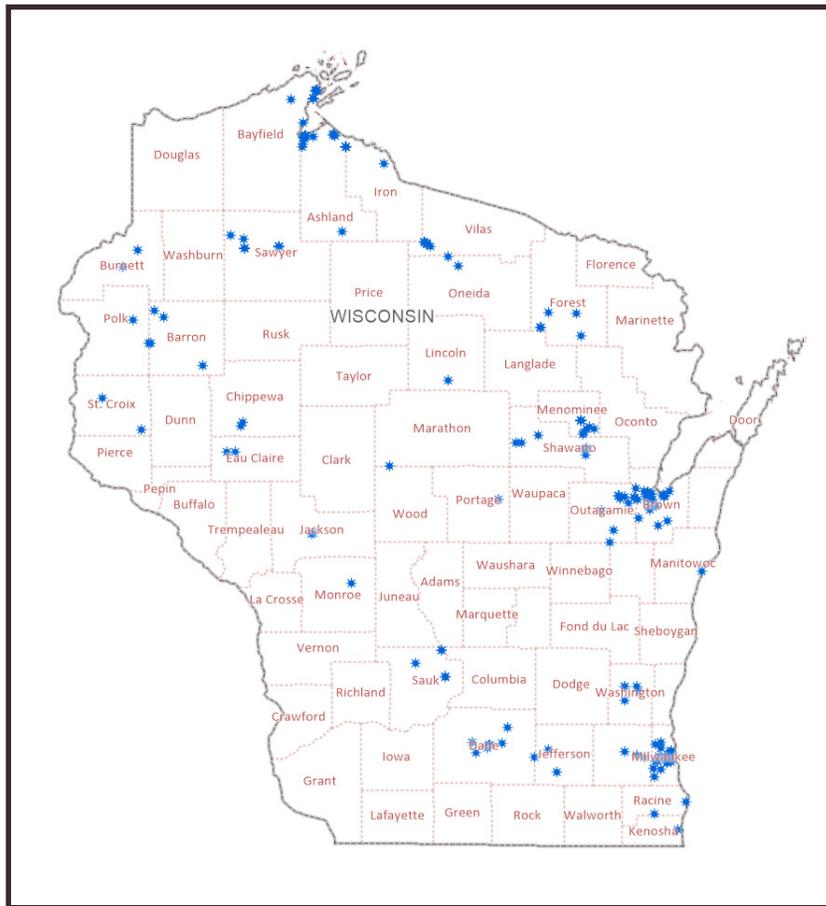


Figure 16. Map showing the geographic distribution of surveyed businesses. Darker blue symbols indicate higher concentration of businesses

Geographic Distribution of Survey Responses					
Business Location:	No. of Responses:	Percent of Responses:	Business Location:	No. of Responses:	Percent of Responses:
Green Bay	19	10.3%	Chetek	1	0.5%
Milwaukee	16	8.6%	Fort Atkinson	1	0.5%
Ashland	12	6.5%	Franklin	1	0.5%
Keshena	12	6.5%	Grantsburg	1	0.5%
Lac du Flambeau	11	5.9%	Greendale	1	0.5%
Hayward	10	5.4%	Greenfield	1	0.5%
Bayfield	9	4.9%	Hales Corners	1	0.5%
Odanah	7	3.8%	Hobart	1	0.5%
Madison	6	3.2%	Kenosha	1	0.5%
Seymour	5	2.7%	Lake mills	1	0.5%
West Bend	4	2.2%	Leona	1	0.5%
Crandon	3	1.6%	Luck	1	0.5%
De Pere	3	1.6%	Manitowoc	1	0.5%
Oneida	3	1.6%	Marshfield	1	0.5%
Shawano	3	1.6%	Merrill	1	0.5%
Appleton	2	1.1%	Middleton	1	0.5%
Baraboo	2	1.1%	Montreal	1	0.5%
Black River Falls	2	1.1%	Nelsonville	1	0.5%
Chippewa Falls	2	1.1%	New Berlin	1	0.5%
Cumberland	2	1.1%	New Richmond	1	0.5%
De Pere	2	1.1%	Onedia	1	0.5%
Eau Claire	2	1.1%	Racine	1	0.5%
Turtle lake	2	1.1%	Red Cliff	1	0.5%
Waukesha	2	1.1%	Reedsburg	1	0.5%
Webster	2	1.1%	Slinger	1	0.5%
Wisconsin Dells	2	1.1%	Spring Valley	1	0.5%
Wittenberg	2	1.1%	Sun Prairie	1	0.5%
Woodruff	2	1.1%	Tomah	1	0.5%
Black Creek	1	0.5%	Union Grove	1	0.5%
Bowler	1	0.5%	Wabeno	1	0.5%
Butternut	1	0.5%	Washburn	1	0.5%
Cambridge	1	0.5%	West Allis	1	0.5%

Figure 17. Table showing the geographic distribution of surveyed businesses.

Tribal Affiliation

Out of all 177 survey responses, approximately 20% were from businesses/business owners affiliated with the Oneida Nation, 13% were affiliated with Bad River, and 12% with Menominee. Interestingly, 10% of survey respondents were affiliated with Tribe outside of Wisconsin's 11 federally recognized nations, 5% of respondents were affiliated with multiple Wisconsin Tribes, and 2% of responses listed an unknown tribal affiliation.

Percent of Surveyed Businesses by Tribal Affiliation	
Oneida	20%
Bad River	13%
Menominee	12%
Tribal Affiliation Outside of WI's 11 Federally Recognized Tribes	10%
Ho-Chunk	9%
Lac du Flambeau	6%
Red Cliff	6%
Multiple WI Tribes	5%
Lac Courte Oreilles	5%
St. Croix	3%
Stockbridge Munsee	3%
Forest County Potawatomi	3%
Sokaogon Chippewa	2%
Unknown	2%

Figure 18. Percent of surveyed businesses by Tribal affiliation (table).

Non-Employer Businesses

Non-employer businesses are those with no employees. The non-employer businesses that completed the survey had a combined total of \$3.2 million in revenue, contributed \$6.3 million in output (the total value of goods and services purchased in the economy because of these businesses), generated \$2.2 million in earnings (total earnings by households in the state because of these businesses), and added 47 jobs in the state.

\$3.2 million
in revenue

\$6.3 million
output

\$2.2 million
in household earnings

47
new jobs



Non-Employer Businesses (63 responses)				
Industry:	Revenue:	Output:	Earnings	Employment
Agriculture, Forestry, Fishing and Hunting	\$ 97,000	\$ 165,016	\$ 36,191	1
Construction	\$ 871,000	\$ 1,890,418	\$ 669,886	11
Manufacturing	\$ 47,308	\$ 98,869	\$ 24,856	0
Wholesale and Retail Trade	\$ 127,060	\$ 228,830	\$ 74,551	2
Transportation and Warehousing	\$ 120,000	\$ 239,796	\$ 71,076	1
Professional, Scientific, and Technical Services	\$ 681,359	\$ 1,270,502	\$ 477,874	9
Administrative and Support and Waste Management and Remediation Services	\$ 104,600	\$ 210,382	\$ 69,433	2
Educational Services	\$ 11,000	\$ 21,891	\$ 7,773	0
Health Care and Social Assistance	\$ 414,060	\$ 795,008	\$ 301,109	5
Arts, Entertainment, and Recreation	\$ 386,338	\$ 653,196	\$ 199,314	8
Accommodation and Food Services	\$ 58,500	\$ 116,720	\$ 38,171	1
Other Services (except Public Administration)	\$ 309,198	\$ 615,670	\$ 233,573	7
Total:	\$ 3,227,423	\$ 6,306,298	\$ 2,203,808	47

Non-Employer Businesses - Industries:

There were 63 non-employer businesses that completed the survey. The top industries represented based on number of responses are:

- ❖ Professional, Scientific, and Technical Services (17%)
- ❖ Arts, Entertainment, and Recreation (17%)
- ❖ Other Services (except Public Administration) (14%)
- ❖ Construction (11%)

Figure 19. Summary of non-employer business responses (table).

Within those, top sub-industries represented are:

- ❖ 711500 - Independent artists, writers, and performers (16%)
- ❖ 23030A - Maintenance and repair construction (11%)
- ❖ 561700 - Services to buildings and dwellings (10%)
- ❖ 812100 - Personal care services (10%)



Industries by Percent of Responses (Non-Employer Businesses):		
1	Professional, Scientific, and Technical Services	17%
2	Arts, Entertainment, and Recreation	17%
3	Other Services (except Public Administration)	14%
4	Construction	11%
5	Wholesale and Retail Trade	10%
6	Administrative and Support and Waste Management and Remediation Services	10%
7	Manufacturing	6%
8	Health Care and Social Assistance	6%
9	Accommodation and Food Services	3%
10	Agriculture, Forestry, Fishing and Hunting	2%
11	Transportation and Warehousing	2%
12	Educational Services	2%

Figure 20. Industries by percent of responses (non-employer businesses) table.

The top non-employer business industries based on revenue are:

- ❖ Construction (27%)
- ❖ Professional, Scientific, and Technical Services (21%)
- ❖ Health Care and Social Assistance (13%)

Industries by Revenue (Non-Employer Businesses)			
1	Construction	\$ 871,000	27%
2	Professional, Scientific, and Technical Services	\$ 681,359	21%
3	Health Care and Social Assistance	\$ 414,060	13%
4	Arts, Entertainment, and Recreation	\$ 386,338	12%
5	Other Services (except Public Administration)	\$ 309,198	10%
6	Wholesale and Retail Trade	\$ 127,060	4%
7	Transportation and Warehousing	\$ 120,000	4%
8	Administrative and Support and Waste Management and Remediation Services	\$ 104,600	3%
9	Agriculture, Forestry, Fishing and Hunting	\$ 97,000	3%
10	Accommodation and Food Services	\$ 58,500	2%
11	Manufacturing	\$ 47,308	1%
12	Educational Services	\$ 11,000	0.34%

Figure 21. Industries by revenue (non-employer businesses) table.

Non-Employer Businesses – Projections

Looking at projections of all Native-owned non-employer businesses in the state, we find that these businesses likely generated the following impact in 2023:

- ❖ **\$157.3 million - \$201.2 million** in revenue
- ❖ **\$307.4 million - \$393.2 million** in economic output (the value of additional goods and services purchased in the economy)
- ❖ **\$107.4 million - \$137.4 million** in earnings to households in the state
- ❖ **2,315 - 2,960** total jobs added in the state

Comparatively, the 2019 Census data of American Indian and Alaska Native-owned businesses in Wisconsin shows that the 3,400 non-employer firms have “sales, value of shipments, or revenue of \$95,189,000.”⁸

Our projections estimate more revenue than what was reported in the Census data for these businesses.



Projections - Non-Employer Businesses (3,400)				
	Projected Revenue:	Projected Output:	Projected Earnings:	Projected Employment:
Agriculture, Forestry, Fishing and Hunting	\$4,729,612 - \$6,048,166	\$8,046,016 - \$10,289,139	\$1,764,618 - \$2,256,571	43 - 55
Construction	\$42,468,992 - \$54,308,786	\$92,174,701 - \$117,871,788	\$32,662,902 - \$41,768,887	558 - 713
Manufacturing	\$2,306,686 - \$2,949,759	\$4,820,736 - \$6,164,693	\$1,211,963 - \$1,549,843	23 - 29
Wholesale and Retail Trade	\$6,195,304 - \$7,922,473	\$11,157,484 - \$14,268,043	\$3,635,040 - \$4,648,441	88 - 112
Transportation and Warehousing	\$5,851,067 - \$7,482,267	\$11,692,187 - \$14,951,813	\$3,465,587 - \$4,431,747	63 - 80
Professional, Scientific, and Technical Services	\$33,222,297 - \$42,484,234	\$61,948,264 - \$79,218,621	\$23,300,620 - \$29,796,525	432 - 553
Administrative and Support and Waste Management and Remediation Services	\$5,100,180 - \$6,522,042	\$10,257,992 - \$13,117,784	\$3,385,499 - \$4,329,332	91 - 116
Educational Services	\$536,348 - \$685,874	\$1,067,386 - \$1,364,959	\$378,983 - \$484,639	11 - 15
Health Care and Social Assistance	\$20,189,106 - \$25,817,561	\$38,763,730 - \$49,570,545	\$14,681,741 - \$18,774,816	257 - 329
Arts, Entertainment, and Recreation	\$18,837,412 - \$24,089,033	\$31,849,089 - \$40,728,194	\$9,718,315 - \$12,427,652	370 - 473
Accommodation and Food Services	\$2,852,395 - \$3,647,605	\$5,691,145 - \$7,277,761	\$1,861,195 - \$2,380,072	54 - 70
Other Services (except Public Administration)	\$15,076,160 - \$19,279,194	\$30,019,366 - \$38,388,368	\$11,388,748 - \$14,563,780	325 - 415
Total:	\$157,365,558 - \$201,236,994	\$307,488,095 - \$393,211,709	\$107,455,212 - \$137,412,304	2,315 - 2,960

Figure 22. Projections for non-employer businesses (table).

Employer Businesses

Employer businesses are those with at least one employee. Note: Tribal enterprises are not included in this category as they have their own category (see following section). Overall, the Employer Businesses that completed the survey had a combined total of **\$91.6 million in revenue**, employed **778 full-time workers**, and paid over **\$30 million in wages** in 2023.

These businesses ultimately had an impact on Wisconsin's economy of **\$186.5 million in output** (the value of goods and services purchased in the economy because of these businesses), **\$58.9 million in earnings** (total earnings by households in the state), and added **1,144 jobs**.

Employer Businesses (86 responses)						
	Revenue:	Jobs (FTE):	Payroll:	Output	Earnings	Employment
Agriculture, Forestry, Fishing and Hunting	\$ 1,150,000	15	\$ 545,000	\$ 2,522,870	\$ 712,195	18
Utilities	\$ 500,000	8	\$ 250,000	\$ 761,400	\$ 156,500	2
Construction	\$ 46,686,060	285	\$ 15,033,057	\$ 97,916,511	\$ 31,786,385	529
Manufacturing	\$ 1,798,155	42	\$ 784,863	\$ 3,720,758	\$ 869,453	17
Wholesale and Retail Trade	\$ 2,207,798	54	\$ 405,975	\$ 4,047,187	\$ 1,301,001	38
Transportation and Warehousing	\$ 1,710,861	7	\$ 229,805	\$ 3,418,814	\$ 1,013,343	18
Information	\$ 183,445	2	\$ 40,000	\$ 311,269	\$ 87,686	1
Finance and Insurance	\$ 3,043,546	5	\$ 695,062	\$ 5,397,120	\$ 1,418,597	23
Real Estate and Rental and Leasing	\$ 1,250,000	13	\$ 843,000	\$ 1,968,000	\$ 406,500	11
Professional, Scientific, and Technical Services	\$ 3,519,825	21	\$ 1,453,025	\$ 6,897,323	\$ 2,760,267	47
Administrative and Support and Waste Management and Remediation Services	\$ 66,500	2	\$ 50,000	\$ 133,276	\$ 43,046	1
Educational Services	\$ 6,100,000	126	\$ 2,666,786	\$ 12,139,610	\$ 4,310,260	130
Health Care and Social Assistance	\$ 886,061	13	\$ 516,500	\$ 1,583,963	\$ 589,473	13
Arts, Entertainment, and Recreation	\$ 1,184,237	15	\$ 481,181	\$ 2,003,838	\$ 611,631	23
Accommodation and Food Services	\$ 2,616,136	44	\$ 989,937	\$ 5,125,275	\$ 1,780,153	54
Other Services (except Public Administration)	\$ 5,094,000	51	\$ 2,620,753	\$ 10,026,351	\$ 3,796,807	93
Public Administration	\$ 13,650,000	79	\$ 2,476,273	\$ 28,540,785	\$ 7,331,415	126
Total:	\$ 91,646,623	778	\$ 30,081,217	\$ 186,514,351	\$ 58,974,712	1,144

Figure 23 Summary of employer business responses (table).

Projections (Employer Businesses)

Revenue, Jobs, and Payroll Projections - Employer Businesses (353)			
	Projected Revenue:	Projected Jobs (FTE:)	Projected Payroll:
Agriculture, Forestry, Fishing and Hunting	\$4,285,888 - \$5,154,810	56 - 67	\$2,031,138 - \$2,442,932
Utilities	\$1,863,430 - \$2,241,222	28 - 34	\$931,715 - \$1,120,611
Construction	\$173,992,364 - \$209,267,613	1,062 - 1,277	\$56,026,083 - \$67,384,823
Manufacturing	\$6,701,470 - \$8,060,128	157 - 188	\$2,925,074 - \$3,518,104
Wholesale and Retail Trade	\$8,228,152 - \$9,896,329	199 - 240	\$1,513,012 - \$1,819,760
Transportation and Warehousing	\$6,376,139 - \$7,668,839	26 - 31	\$856,452 - \$1,030,089
Information	\$683,672 - \$822,280	6 - 7	\$149,074 - \$179,298
Finance and Insurance	\$11,342,867 - \$13,642,522	19 - 22	\$2,590,398 - \$3,115,576
Real Estate and Rental and Leasing	\$4,658,574 - \$5,603,054	47 - 56	\$3,141,742 - \$3,778,700
Professional, Scientific, and Technical Services	\$13,117,890 - \$15,777,414	78 - 94	\$5,415,218 - \$6,513,101
Administrative and Support and Waste Management and Remediation Services	\$247,836 - \$298,082	6 - 7	\$186,343 - \$224,122
Educational Services	\$22,733,840 - \$27,342,904	470 - 565	\$9,938,734 - \$11,953,715
Health Care and Social Assistance	\$3,302,224 - \$3,971,718	47 - 56	\$1,924,923 - \$2,315,182
Arts, Entertainment, and Recreation	\$4,413,486 - \$5,308,277	56 - 67	\$1,793,296 - \$2,156,869
Accommodation and Food Services	\$9,749,971 - \$11,726,682	164 - 197	\$3,689,357 - \$4,437,338
Other Services (except Public Administration)	\$18,984,620 - \$22,833,566	188 - 226	\$9,767,177 - \$11,747,376
Public Administration	\$50,871,626 - \$61,185,350	293 - 352	\$9,228,721 - \$11,099,753
Total:	\$341,554,050 - \$410,800,789	2,899 - 3,487	\$112,108,455 - \$134,837,347

Figure 24. Revenue, jobs, and payroll projections for employer businesses (table).



Output, Earnings, and Employment Projections - Employer Businesses (353)			
	Projected Output:	Projected Earnings:	Projected Employment:
Agriculture, Forestry, Fishing and Hunting	\$9,402,381 - \$11,308,622	\$2,654,250 - \$3,192,374	65 - 79
Utilities	\$2,837,630 - \$3,412,932	\$583,253 - \$701,502	8 - 9
Construction	\$364,921,036 - \$438,905,203	\$118,463,378 - \$142,480,667	1,972 - 2,372
Manufacturing	\$13,866,741 - \$16,678,087	\$3,240,328 - \$3,897,273	63 - 75
Wholesale and Retail Trade	\$15,083,297 - \$18,141,288	\$4,848,646 - \$5,831,662	141 - 170
Transportation and Warehousing	\$12,741,439 - \$15,324,641	\$3,776,587 - \$4,542,253	68 - 82
Information	\$1,160,055 - \$1,395,244	\$326,795 - \$393,050	4 - 5
Finance and Insurance	\$20,114,306 - \$24,192,285	\$5,286,910 - \$6,358,780	84 - 101
Real Estate and Rental and Leasing	\$7,334,459 - \$8,821,448	\$1,514,968 - \$1,822,113	41 - 50
Professional, Scientific, and Technical Services	\$25,705,351 - \$30,916,859	\$10,287,126 - \$12,372,740	177 - 213
Administrative and Support and Waste Management and Remediation Services	\$496,700 - \$597,401	\$160,425 - \$192,949	4 - 5
Educational Services	\$45,242,616 - \$54,415,113	\$16,063,732 - \$19,320,496	483 - 581
Health Care and Social Assistance	\$5,903,207 - \$7,100,025	\$2,196,884 - \$2,642,281	49 - 59
Arts, Entertainment, and Recreation	\$7,468,021 - \$8,982,090	\$2,279,461 - \$2,741,600	87 - 104
Accommodation and Food Services	\$19,101,179 - \$22,973,756	\$6,634,378 - \$7,979,434	202 - 243
Other Services (except Public Administration)	\$37,366,799 - \$44,942,551	\$14,150,166 - \$17,018,974	345 - 415
Public Administration	\$106,367,483 - \$127,932,449	\$27,323,150 - \$32,862,652	468 - 563
Total:	\$695,112,700 - \$836,039,994	\$219,790,439 - \$264,350,799	4,263 - 5,127

Figure 25. Output, earnings, and employment projections for employer businesses (table). — 29 —



Our projections of the impact of Indigenous-owned employer businesses in the state show that in 2023 these businesses likely:

- ❖ Earned **\$341.5 million - \$410.8 million** in revenue
- ❖ Directly employed **2,899 - 3,487** full-time workers
- ❖ Paid between **\$112.1 million and \$134.8 million** in payroll
- ❖ Produced **\$695.1 million - \$836 million** in economic output
- ❖ Generated **\$219.7 million - \$264.3 million** in household earnings
- ❖ Added **4,263 - 5,127** jobs to the economy

Comparatively, the 2019 Census data of American Indian and Alaska Native-owned businesses in Wisconsin shows that the 353 employer firms have “sales, value of shipments, or revenue of \$500 million to less than \$1 billion, 1,976 employees, and annual payroll of \$105,533,000.”⁹

Our projections estimate less revenue than what was reported to the Census but more employees and a higher payroll.

Employer Businesses – Top Industries

The top industries by revenue for employer businesses are:

- ❖ Construction (with 51% of the revenue for all employer businesses)
- ❖ Public Administration (15%)
- ❖ Educational Services (6.7%)

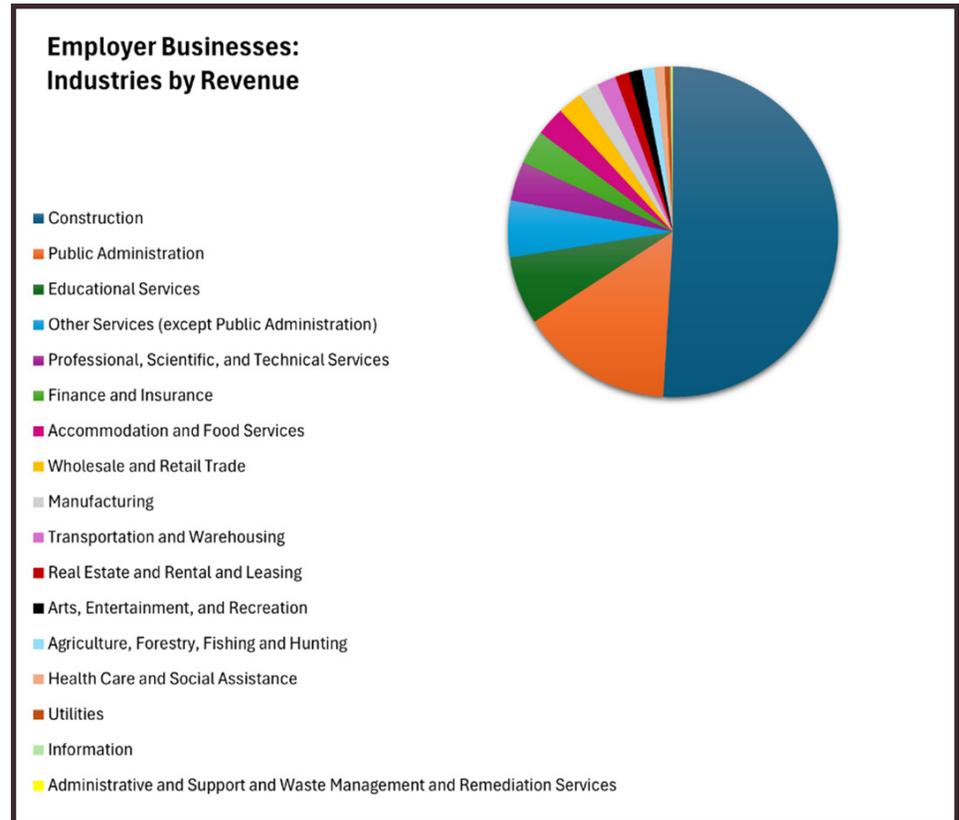


Figure 26. Industries by revenue (employer businesses) pie chart.



Industries by Revenue (Employer Businesses):		
Construction	\$ 46,686,060	51%
Public Administration	\$ 13,650,000	15%
Educational Services	\$ 6,100,000	6.7%
Other Services (except Public Administration)	\$ 5,094,000	5.6%
Professional, Scientific, and Technical Services	\$ 3,519,825	3.8%
Finance and Insurance	\$ 3,043,546	3.3%
Accommodation and Food Services	\$ 2,616,136	2.9%
Wholesale and Retail Trade	\$ 2,207,798	2.4%
Manufacturing	\$ 1,798,155	2.0%
Transportation and Warehousing	\$ 1,710,861	1.9%
Real Estate and Rental and Leasing	\$ 1,250,000	1.4%
Arts, Entertainment, and Recreation	\$ 1,184,237	1.3%
Agriculture, Forestry, Fishing and Hunting	\$ 1,150,000	1.3%
Health Care and Social Assistance	\$ 886,061	1.0%
Utilities	\$ 500,000	0.5%
Information	\$ 183,445	0.2%
Administrative and Support and Waste Management and Remediation Services	\$ 66,500	0.1%

Figure 27 Industries by revenue for employer businesses (table).

The top industries based on full-time equivalent jobs are:

- ❖ Construction (37% of all FTE jobs)
- ❖ Educational Services (16%)
- ❖ Public Administration (10%)

Industries by Percent of FTE Jobs (Employer Businesses)	
Construction	37%
Educational Services	16%
Public Administration	10%
Wholesale and Retail Trade	6.9%
Other Services (except Public Administration)	6.5%
Accommodation and Food Services	5.7%
Manufacturing	5.4%
Professional, Scientific, and Technical Services	2.7%
Agriculture, Forestry, Fishing and Hunting	1.9%
Arts, Entertainment, and Recreation	1.9%
Real Estate and Rental and Leasing	1.6%
Health Care and Social Assistance	1.6%
Utilities	1.0%
Transportation and Warehousing	0.9%
Finance and Insurance	0.6%
Information	0.2%
Administrative and Support and Waste Management and Remediation Services	0.2%

Figure 28. Industries by percent of jobs (employer businesses) table.

Tribal Enterprises

The Tribal Enterprises that completed the survey had the following total impact in 2023:

- ❖ \$293.9 million in revenue
- ❖ 1,088 full-time workers
- ❖ \$584.8 million in economic output
- ❖ \$195.4 million in earnings to households in the state
- ❖ Added 3,320 jobs in the state

\$293.9 million
in revenue

1,088
full-time workers

\$86.5 million
in payroll

\$195.4 million
in household earnings

3,320
new jobs

Tribal Enterprises (28 responses)							
Industry	Revenue	Jobs (FTE)	Payroll	Output	Earnings	Employment	
Agriculture, Forestry, Fishing and Hunting	\$ 3,582,579	48	\$ 1,993,247	\$ 8,237,911	\$ 2,313,328	50	
Construction	\$ 96,000,000	48	\$ 17,392,430	\$ 202,502,400	\$ 65,990,400	1,110	
Manufacturing	\$ 13,312,865	149	\$ 7,748,417	\$ 30,291,850	\$ 7,081,114	132	
Wholesale and Retail Trade	\$ 15,334,131	64	\$ 1,456,392	\$ 28,746,519	\$ 8,704,266	236	
Transportation and Warehousing	\$ 400,000	6	\$ 230,000	\$ 860,120	\$ 267,440	8	
Information	\$ 1,108,473	11	\$ 691,555	\$ 1,972,860	\$ 560,517	9	
Finance and Insurance	\$ 12,778,574	39	\$ 3,362,884	\$ 20,569,670	\$ 5,087,150	85	
Real Estate and Rental and Leasing	\$ 3,288,342	15	\$ 466,228	\$ 5,177,166	\$ 1,069,369	29	
Professional, Scientific, and Technical Services	\$ 115,624,435	499	\$ 43,424,477	\$ 222,831,411	\$ 82,336,160	1,255	
Administrative and Support and Waste Management and Remediation Services	\$ 760,000	13	\$ 371,000	\$ 1,472,956	\$ 376,200	7	
Educational Services	\$ 14,583,295	62	\$ 4,753,459	\$ 27,033,054	\$ 10,303,098	210	
Health Care and Social Assistance	\$ 10,977,469	91	\$ 1,991,444	\$ 22,133,871	\$ 8,020,139	132	
Public Administration	\$ 6,221,212	44	\$ 2,689,378	\$ 13,007,932	\$ 3,341,413	57	
Total:	\$ 293,971,375	1,088	\$ 86,570,912	\$ 584,837,720	\$ 195,450,593	3,320	

Figure 29. Summary of Tribal enterprise responses (table)

Industries (Tribal Enterprises)

Industries by Revenue (Tribal Enterprises):			
1	Professional, Scientific, and Technical Services	\$ 115,624,435	39%
2	Construction	\$ 96,000,000	33%
3	Wholesale and Retail Trade	\$ 15,334,131	5.2%
4	Educational Services	\$ 14,583,295	5.0%
5	Manufacturing	\$ 13,312,865	4.5%
6	Finance and Insurance	\$ 12,778,574	4.3%
7	Health Care and Social Assistance	\$ 10,977,469	3.7%
8	Public Administration	\$ 6,221,212	2.1%
9	Agriculture, Forestry, Fishing and Hunting	\$ 3,582,579	1.2%
10	Real Estate and Rental and Leasing	\$ 3,288,342	1.1%
11	Information	\$ 1,108,473	0.4%
12	Administrative and Support and Waste Management and Remediation Services	\$ 760,000	0.3%
13	Transportation and Warehousing	\$ 400,000	0.1%

Figure 30. Industries by revenue (Tribal Enterprises) table.

The top industries by revenue for Tribal Enterprises are:

- ❖ Professional, scientific, and technical services (39%)
- ❖ Construction (33%)
- ❖ Wholesale and retail trade (5.2%)

Industries by Percent of FTE Jobs (Tribal Enterprises):		
1	Professional, Scientific, and Technical Services	46%
2	Manufacturing	14%
3	Health Care and Social Assistance	8.4%
4	Wholesale and Retail Trade	5.9%
5	Educational Services	5.7%
6	Construction	4.4%
7	Agriculture, Forestry, Fishing and Hunting	4.4%
8	Public Administration	4.1%
9	Finance and Insurance	3.5%
10	Real Estate and Rental and Leasing	1.4%
11	Administrative and Support and Waste Management and Remediation Services	1.1%
12	Information	1.0%
13	Transportation and Warehousing	0.6%

Figure 31. Industries by percent of FTE jobs (Tribal Enterprises) table.

Comparatively, the top industries by jobs (FTE) for Tribal Enterprises are:

- ❖ Professional, scientific, and technical services (46%)
- ❖ Manufacturing (14%)
- ❖ Health care and social assistance (8.4%)

Projections (Tribal Enterprises)

Looking at projections of all non-gaming tribal enterprises in the state, we find that these businesses likely generated the following impact in 2023:

- ❖ **\$1.3 billion - \$1.8 billion** in revenue
- ❖ **4,788 - 6,713** employees
- ❖ **\$381 million - \$534 million** in payroll
- ❖ **\$2.5 - \$3.6 billion** in economic output (the value of additional goods and services purchased in the economy)
- ❖ **\$860.2 million - \$1.2 billion** in earnings to households in the state
- ❖ **14,613 - 20,486** total jobs added in the state

**\$1.3 - \$1.8
billion**
in revenue

4,788 - 6,713
employees

**\$381 - \$534
million**
in payroll

**\$2.5 - \$3.6
billion**
in economic output

**\$860.2 million
- \$1.2 billion**
in earnings

**14,613 -
20,486**
total jobs



Revenue, Jobs, and Payroll Projections - Tribal Enterprises (148)			
	Projected Revenue:	Projected Jobs (FTE):	Projected Payroll:
Agriculture, Forestry, Fishing and Hunting	\$15,767,846 - \$22,105,132	209 - 293	\$8,772,790 - \$12,298,679
Construction	\$422,520,549 - \$592,336,594	211 - 296	\$76,548,533 - \$107,314,301
Manufacturing	\$58,593,325 - \$82,142,681	656 - 919	\$34,102,766 - \$47,809,074
Wholesale and Retail Trade	\$67,489,434 - \$94,614,242	283 - 396	\$6,409,955 - \$8,986,192
Transportation and Warehousing	\$1,760,502 - \$2,468,069	26 - 37	\$1,012,289 - \$1,419,140
Information	\$4,878,671 - \$6,839,467	46 - 65	\$3,043,710 - \$4,267,014
Finance and Insurance	\$56,241,770 - \$78,846,008	169 - 238	\$14,800,912 - \$20,749,576
Real Estate and Rental and Leasing	\$14,472,836 - \$20,289,641	66 - 93	\$2,051,989 - \$2,876,707
Professional, Scientific, and Technical Services	\$508,892,705 - \$713,422,750	2,196 - 3,079	\$191,122,228 - \$267,936,529
Administrative and Support and Waste Management and Remediation Services	\$3,344,954 - \$4,689,331	55 - 77	\$1,632,866 - \$2,289,134
Educational Services	\$64,184,810 - \$89,981,451	274 - 384	\$20,921,191 - \$29,329,667
Health Care and Social Assistance	\$48,314,648 - \$67,732,882	401 - 561	\$8,764,854 - \$12,287,554
Public Administration	\$27,381,144 - \$38,385,952	195 - 274	\$11,836,640 - \$16,593,927
Total:	\$1,293,843,195 - \$1,813,854,200	4,788 - 6,713	\$381,020,722 - \$534,157,492

Figure 32 Projections for Tribal enterprises (table)



Output, Earnings, and Employment Projections - Tribal Enterprises (148)			
	Projected Output:	Projected Earnings:	Projected Employment:
Agriculture, Forestry, Fishing and Hunting	\$36,257,152 - \$50,829,333	\$10,181,547 - \$14,273,632	221 - 310
Construction	\$891,264,845 - \$1,249,474,812	\$290,440,625 - \$407,172,175	4,886 - 6,849
Manufacturing	\$133,322,177 - \$186,905,949	\$31,165,792 - \$43,691,695	582 - 816
Wholesale and Retail Trade	\$126,520,781 - \$177,370,991	\$38,309,699 - \$53,706,823	1,038 - 1,455
Transportation and Warehousing	\$3,785,608 - \$5,307,089	\$1,177,072 - \$1,650,151	35 - 49
Information	\$8,683,063 - \$12,172,890	\$2,466,979 - \$3,458,488	39 - 55
Finance and Insurance	\$90,532,377 - \$126,918,419	\$22,389,849 - \$31,388,596	372 - 522
Real Estate and Rental and Leasing	\$22,786,033 - \$31,944,011	\$4,706,566 - \$6,598,191	128 - 179
Professional, Scientific, and Technical Services	\$980,738,020 - \$1,374,908,323	\$362,382,495 - \$508,028,340	5,522 - 7,741
Administrative and Support and Waste Management and Remediation Services	\$6,482,856 - \$9,088,393	\$1,655,752 - \$2,321,219	29 - 41
Educational Services	\$118,979,383 - \$166,798,616	\$45,346,569 - \$63,571,895	925 - 1,297
Health Care and Social Assistance	\$97,416,826 - \$136,569,809	\$35,298,682 - \$49,485,643	583 - 817
Public Administration	\$57,251,234 - \$80,261,188	\$14,706,413 - \$20,617,095	252 - 353
Total:	\$2,574,020,355 - \$3,608,549,823	\$860,228,039 - \$1,205,963,943	14,613 - 20,486

Figure 33. Projections for Tribal enterprises (table)

Additional Findings

11.5% of the total survey responses (23 out of 200) were from new businesses started in 2024. While they were not included in our analysis because they were not in operation in 2023, this is worth noting and continuing to track going forward.

15% of survey respondents own multiple businesses, and in many cases, these businesses are in very different industries.

33% (66 out of 200) of all survey respondents have at least one type of certification for their business. Of those that have at least one certification, 67% are Minority Business Enterprise (MBE) certified, 30% are Woman-Owned Small Business / Women's Business Enterprise (WOSB / WBE) certified, and 20% are Disadvantaged Business Enterprise (DBE) certified. 5% of all survey respondents expressed that they were in the process of obtaining a certification or were interested and would like to learn more. 52% of survey respondents did not answer the question about whether they had any certifications.

86% of survey respondents said "Yes" in response to the question "Would you like to receive a follow-up email with information about business resources (e.g. grant opportunities, technical assistance, etc.)?"

40% of surveyed businesses reported that they are located on Federally-recognized Tribal Reservation/Trust lands, while 44% said they are not.

68% of respondents shared that their business is registered with the state, while 9% said their business was not registered with the state, 6% were unsure whether it was or not, and 19% did not answer the question.





Wisconsin's Eleven Federally- Recognized Tribal Nations:

**Brief Overviews and Tribal Member-Owned
Business Highlights**





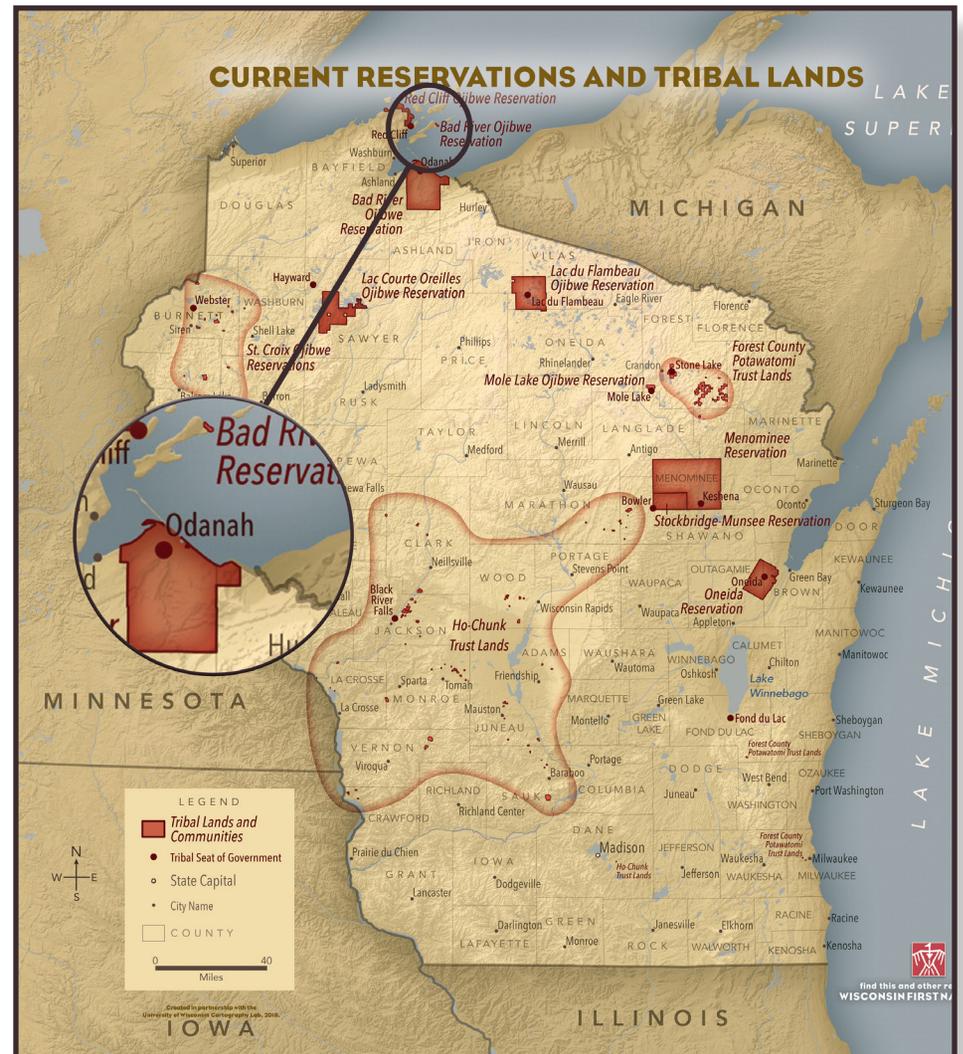
Bad River Band of Lake Superior Chippewa

The Bad River Reservation, along the shores of Lake Superior and Chequamegon Bay, was established by the 1854 Treaty of La Pointe. It is the largest Ojibwe reservation in Wisconsin, encompassing 124,459 acres, including 200 acres on Madeline Island¹⁰. The total population of enrolled members is 9,015, with 1,027 members residing on Tribal lands.

The Bad River Tribe earns revenue from a diverse array of Tribal services and enterprises, in addition to gaming. The Bad River Casino also includes a lodge, gift shop, and restaurant. Across the parking lot, the Tribe also owns the Moccasin Trail Center which includes a convenience store and Superior Connections, a broadband internet service owned and operated by the Tribe. Bad River's tribal enterprises also include Gitchigami Cabin Rentals on the north shore of Madeline Island available for rental by Tribal members.

The Bad River Tribe also generates revenue and provides services to community members through programs including its transit service, fish hatchery, health and wellness center, recycling, and utilities. A new Aquatics Fitness Center is currently being installed as a part of a significant expansion of the Wellness Center. Bad River also boasts the largest solar micro grid in Wisconsin, with a 5-megawatt system coming online in 2027, and is working to install roof-top solar on residential properties owned by tribal members.

The Bad River Tribe has developed a Sustainable Business program dedicated to supporting entrepreneurs in their journeys to success. The Tribe's website hosts a directory of businesses owned by tribal members and includes over thirty businesses across the state.



source: wisconsinfirstnations.org



Business Highlight: Belonger Corporation



Belonger Corporation is a complete mechanical and plumbing contractor in the specialty trades service industry. Launched from her basement in 2000, Jean Marie Thiel immediately entered the Small Business Administration's 8(a) Business Development program, taking advantage of its offerings and contracting opportunities to grow her business.

The only Native American, woman-owned mechanical contractor in the nation when it was founded, Belonger Corporation was also the first business in the state of Wisconsin to participate in the SBA's Mentor-Protege Program. Today, Belonger offers complete installation and service of boilers, furnaces, air conditioning, refrigeration, chillers, process equipment, and more. The firm employs a field staff of 30 – 36, as well as operations and management staff.

While the COVID pandemic had a significant impact on Belonger's operations, the firm is actively rebuilding and leveling up. In March 2025, Belonger will celebrate 25 years. "I'm pleased that we're here after 25 years," says Thiel. "Looking forward I'm trying to grow and level up the firm to an expanded capacity."

In addition to her role at Belonger Corporation, Thiel provides consulting and training services to start-up businesses through JT Consulting. Prioritizing work with small, minority, and veteran businesses, JT Consulting focuses on training emerging businesses on obtaining and leveraging certifications, engaging in joint ventures and partnerships, proposal writing, and project execution. As Thiel starts to look toward the future of her businesses, she hopes to continue this consulting work into her retirement.





Forest County Potawatomi

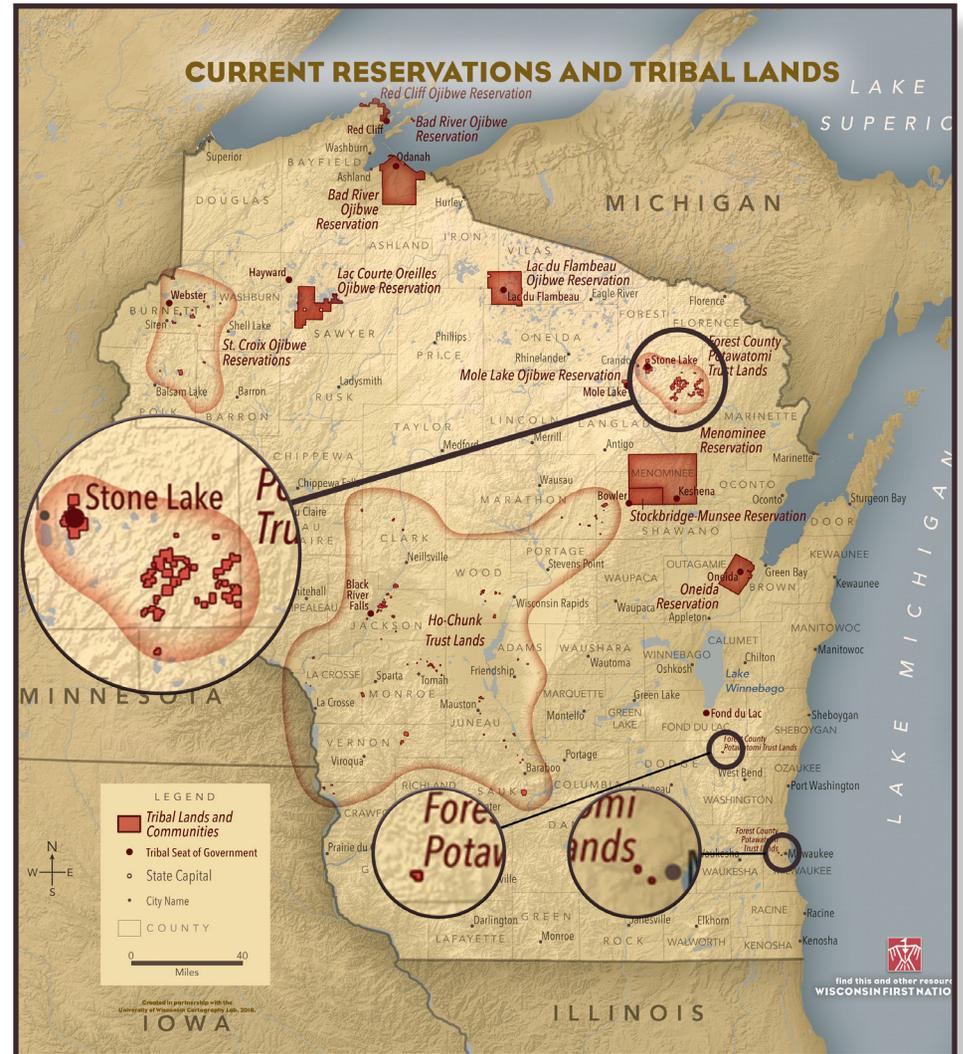
Located primarily in Forest County, Wisconsin, the Forest County Potawatomi Reservation has a total of 12,000 acres. The Tribe has a population of approximately 1,760 enrolled members, with 411 living on reservation¹¹. In addition to their land in Forest County, the Forest County Potawatomi Community has 7 acres of trust land and a large population of tribal members in the City of Milwaukee.

In addition to its casino in Milwaukee, the Tribe has numerous Tribal enterprises housed within Potawatomi Ventures, the economic and income diversification business of the Tribe. The mission of Potawatomi Ventures is to generate wealth and improve the quality of life for the Tribe by making strategic investments, acquisitions, and prudent asset management decisions. The company has subsidiary investments in commercial and federal operations, as well as a portfolio of passive investments.

One of these subsidiaries is Greenfire Management Services, LLC, a construction company with locations in Milwaukee and Wausau. Founded in 2010, Greenfire has managed hundreds of projects, including multi-family properties, mixed use commercial spaces, healthcare and education facilities, and the Potawatomi Hotel & Casino.

Potawatomi Ventures will be opening Fireside Market, a new convenience store in Slinger, WI in summer 2025.

The Forest County Potawatomi also operate Bodwéwadmī Ktëgan (Potawatomi Farm), whose mission is to provide a natural, sustainable source of vegetables, fruits, greens and animal proteins to the community. All products are available to the Tribal community and general public¹².



source: wisconsinfirstnations.org



Business Highlight: Native Clarity



Native Clarity is a photography company founded by Clarissa Friday in 2021. While Friday had been an active photographer for years, capturing life moments and events of friends and family, it wasn't until the COVID pandemic that she took the plunge to create her business to contribute to her family's finances.

Native Clarity specializes in milestone photography, such as maternity and children, and event photography. In the last few years, she has photographed events such as Indigenous Business Conference (2022), State of the Tribes (2023), and Manoomin/Psínj Symposium (2023). Since launching her business, Friday has succeeded in finding clients through word of mouth and networking at conferences, Pow Wows, and other events. "What I enjoy about owning my own business is that my work has the ability to highlight a moment, a feature, an individual, or families," she says, "and that these images can be shared across many media channels."

While Native Clarity was a part time endeavor for Friday in the first couple years as she went back to school to study photography, having completed her degree in May of 2024 she is looking forward to investing more time in growing her business. Native Clarity has become a member of the AICCW and Friday is excited to take advantage of programming offered through WIEDC, WWBIC, NATOW, and others. She is also interested in identifying and collaborating with a mentor who can help her to develop a strategic plan for sustainable growth.

Friday's family, including her six children and one grandson, are the center and motivation for Native Clarity. While her home base is in Wisconsin, Friday hopes to develop a national client base as well as a team.



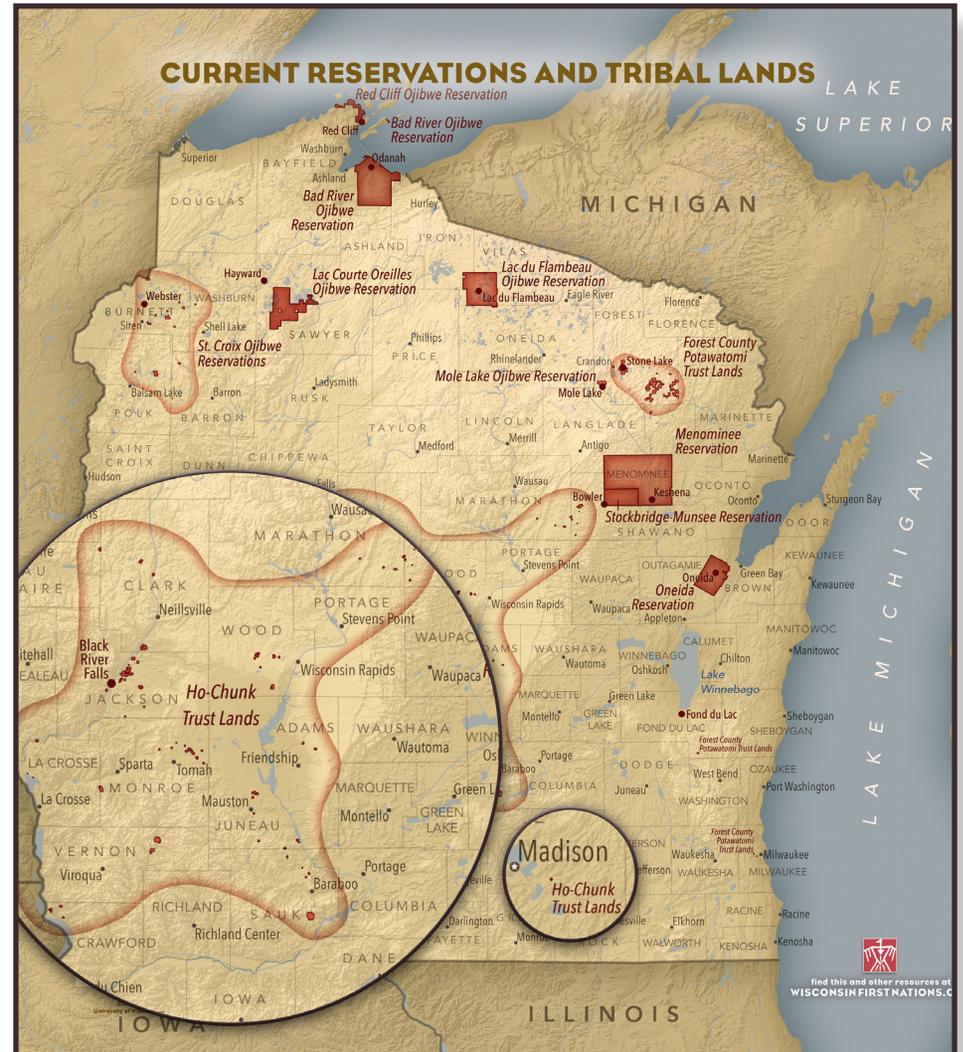
Ho-Chunk Nation

The Ho-Chunk Nation is comprised of a total of 8,863 acres in trust and fee land throughout western and central Wisconsin¹³, and the Ho-Chunk (Ho-Chungra)'s traditional lands span Wisconsin, Minnesota, Iowa, Missouri, and Illinois¹⁴. While the Tribe is headquartered in Black River Falls, Wisconsin, the 7,742 enrolled members of the Ho-Chunk Nation are spread out throughout the state¹⁵.

Even with such a dispersed population, the Ho-Chunk Nation provides many services to its citizens, including operating health clinics, agricultural programs, early education centers, social services, economic development activities, and more¹⁶.

From approximately 1993 to 2010 the Ho-Chunk Nation operated a bison ranch and organic beef enterprise on Tribal trust lands in Wisconsin, growing the herd to almost 150 animals before ceasing operations due to economic concerns and the "fractured nature of the existing Ho-Chunk land base."¹⁷

In addition to casinos and bingo halls, Ho-Chunk Nation's revenue-generating enterprises include multiple hotels, restaurants, convenience stores, and campgrounds.



source: wisconsinfirstnations.org



Business Highlight: Christopher Sweet



Christopher Sweet is a Ho-Chunk/White Earth Ojibwe fine artist based in Baraboo, Wisconsin. Artistic all his life, Sweet did not pursue art professionally until 2016 when he was offered the opportunity for a solo exhibition. With his confidence boosted by this experience, and with the support of family and others, Sweet took on more and more opportunities to create and show his work.

In 2021, Sweet opened Blue Bear Studio, a workspace and brick and mortar storefront in Baraboo. In addition to the studio, Sweet travels to exhibit at art shows around the country and creates commissioned pieces including canvas paintings, murals, and sculptures.

Sweet's work is inspired by his heritage, storytelling, and traditional cultural teachings. The feminine form is a common feature of his work, honoring the long line of very strong women he comes from. "A true introvert, art is a primary way for me to express myself & my artworks are an extension of me," he says. "Part of my creative process is to set intentions of healing and unity so that as I put paint to canvas those intentions will become part of my creation".

Sweet enjoys working on commission and he is interested in growing the business to meet these opportunities as they arise. This includes obtaining a bigger vehicle and tools to continue mural and installation work across the state. Sweet has won numerous awards in juried art shows and his work has been featured in printed materials, corporate spaces, schools, medical facilities and procured for private collections.





Lac Courte Oreilles Band of Lake Superior Chippewa

Established by the Treaty of 1854, the Lac Courte Oreilles reservation totals 76,465 acres, of which 10,500 acres are lakes. There are currently 8,190 Lac Courte Oreilles Tribal members, 2,306 of which live on reservation. With 900 employees, the Tribe is the largest employer in Sawyer County.

Lac Courte Oreilles' non-gaming enterprises include Big Fish Golf Club, LCO Development, LCO Federal Credit Union, The Landing Resort, Pineview Funeral Services, LCO Financial Services, and WOJB - Lac Courte Oreilles Ojibwa Public Broadcasting.

WOJB is currently the only Native American radio station in Wisconsin, broadcasting 100 miles in every direction and reaching a worldwide audience online. The station is eclectic in their programming, offering a live DJ seat, Saturday night honky-tonk, and themed shows to engage their audience. Primarily grant funded, WOJB also earns revenue from advertising, underwriting, renting its tower to cellular providers, and through sponsorship from the Corporation for Public Broadcasting. The station employs 5 full-time staff, 1 part-time contractor, a Wisconsin Senior Employment Program participant, and over 20 volunteers.



source: wisconsinfirstnations.org



Business Highlight: O'Keefe's Automotive Service & Repair



For over 20 years, **O'Keefe's Automotive Service & Repair** has provided quality mechanic service with a personal touch. An enrolled member of the Lac Courte Oreilles Band, Duane O'Keefe grew up in foster homes in Bad River and Red Cliff before moving to Superior. In Superior, O'Keefe completed auto mechanic school and achieved his Master Mechanic certification in 1987. After a long battle with alcoholism, O'Keefe decided to get sober and move to Kenosha at the age of thirty. There, he started a job in the automotive service industry, eventually working his way up to lead mechanic and manager.

In 2002, O'Keefe ventured out on his own, spending his hard-earned savings on a cash register, scan tool, and rent on a 52nd Street garage. While O'Keefe has occasionally employed family to assist in the business, much of the work over the last two decades has been done with his own two hands.

"My name is on the building," he says. "People come here and they want to talk to me. I'm the one doing the work and I stand behind what I do."

This honesty and integrity in his work, along with his expertise and professionalism, has earned O'Keefe many positive reviews and returning customers.

O'Keefe is proud of his Native roots and has chosen the symbols of the bear and medicine wheel to represent his business. He is also a member of the American Indian Chamber of Commerce - Wisconsin and has recently employed another Native entrepreneur to paint a mural on his garage.

In addition to his automotive service business, O'Keefe has pursued many other interests. He was a volunteer public safety diver for the Kenosha County Dive team for nine years, volunteered for the Kenosha County Racial & Ethnic Equity Commission, holds a charter boat captain license, and ran for the Kenosha County Board of Supervisors.

O'Keefe considers his journey from alcoholism to sobriety, from a handheld toolbox to his own garage, to be a success story.



Lac du Flambeau Band of Lake Superior Chippewa Indians

The Lac Du Flambeau Reservation was established by treaty in 1854. The Reservation, located primarily in Vilas County, includes 86,600 acres, of which 24,000 acres are water or wetlands. The Tribe has 4,173 enrolled members, of which about half live on reservation¹⁸.

Created in 2012, the mission of the Lac du Flambeau Business Development Corporation (LDF BDC) is to diversify the Tribe's non-gaming revenue sources and create career opportunities for the community. LDF BDC's companies include LDF Holdings, Ojibwe Market, LDF Campground and Marina, and Simpson Electric.

Simpson Electric, a leader in the panel and test instrument industry, was founded by Ray Simpson in 1936. In 1946, Simpson purchased an old school building in Lac Du Flambeau and converted it into the Simpson Electric molding plant. In 1985, the Lac du Flambeau Band of Lake Superior Chippewa Indians purchased the company and brought it under its Tribal Enterprises¹⁹.

The LDF BDC also owns and operates the Workforce Training and Business Development Center, which offers 1-6 week training programs for job seekers to grow skills and obtain certifications. The Workforce Training and Business Development Center is also home to a fab lab – short for “fabrication laboratory” – that houses 3D printers and computers for class participants to learn and use. One of the projects to come out of the 3D printing classes is a 3D-printed beading loom, bringing together new technologies and traditional art practices. The Workforce Training and Business Development Center has also given out 62 3D printers and computers directly to members of the community. Other programs and certifications offered by the Center include a trades program, Microsoft certification, ServSafe certification, and Red Cross CPR training. The original goal was to have 80 people going through these programs each year; now in their third year, 300 people so far have gotten certifications.

Additionally, the LDF BDC will soon open Woodland Cannabis, a holistic enterprise in the hemp industry, as well as Eighth Fire Communications, a broadband internet provider.



source: wisconsinfirstnations.org



Business Highlight: First Nations Business Solutions



First Nations Business Solutions is a consulting firm that specializes in supporting Tribal health services in accessing and implementing new health care technologies. Founder Randy Soulier started his career in Indian gaming marketing before moving to business operations for his home Tribe at Lac du Flambeau. While in his role with the Tribe, Soulier supported the launch of LDF BDC, and spearheaded operations at several startup Enterprises.

In 2021, Soulier launched First Nations Business Solutions, providing consulting services to Tribes on growing their economic development initiatives. Through this work, Soulier began to observe a gap in the market: while Wisconsin's Tribes were providing robust health services to their members, they were often overlooked by health care technology companies. This meant that they were missing out on innovations in key services, such as earlier detection of chronic diseases like diabetes and heart disease.

To bridge this gap, First Nations Business Solutions has developed several strategic partnerships with leading vendors of health care services and technologies. This includes everything from revenue cycle management to the earliest available diabetes detection technology. "The intent behind doing this work is that I want to make an impact that goes beyond myself," Soulier says. "To impact generational health growth of my Indigenous relatives nationally is of the greatest honor."

Soulier has also founded a nonprofit, First Nations Solutions, Inc., to begin supporting some of his work with Tribes in the areas of addiction recovery, education, and other critical community needs.





Menominee Indian Tribe of Wisconsin

Located in the same geographic area as Menominee County, the Menominee Indian Reservation, comprised of 235,523 acres, was established by treaty in 1854. The Tribe has 8,890 enrolled members, with 3,781 residing on reservation²⁰.

Menominee Tribal Enterprises (MTE) is a revenue generating forest management company owned and operated by the Tribe. The main purpose of MTE is sustainable forest management of the reservation's full acreage. This forestry practice allows for approximately 20 million board feet of timber to be harvested and manufactured annually into wood products for sale. This lumber is Forest Stewardship Council (FSC) certified and sought by buyers looking for sustainably grown wood. MTE's core mission, and what guides their business decisions, is sustainability and taking care of the forest and its biodiversity. Their deep knowledge of sustainable forestry practices and care for the forest is what gives them a competitive advantage in the marketplace, and what makes Menominee's reservation boundary able to be seen from space.

Outside of gaming and MTE, the Tribal enterprises of the Menominee Indian Tribe of Wisconsin are housed under the Wolf River Development Company (WRDC). These enterprises include the Menominee Fuel Station, Save a Lot, Standing Pines Convenience Store, Five Clans Lending, Four Directions Lending, and Primal Wood Products. WRDC and their enterprises, collectively, have approximately 100 staff, with lending as the largest employer with 26 staff.

The Menominee Chamber of Commerce is an economic development business association independently organized by Native and non-Native business owners located on or near the Menominee Reservation.



source: wisconsinfirstnations.org



Business Highlight: Sweetgrass Behavioral Health



Sweetgrass Behavioral Health is a mental health private practice founded by Alegra Fowler in 2022. Fowler began her practice as a licensed clinical social worker at Oneida Behavioral Health after completing her master's degree in social work from the University of Wisconsin Green Bay. After a few years, Fowler decided to make the leap to private practice to allow for more flexibility to be present with her family.

Sweetgrass Behavioral Health specializes in trauma focused therapy, including brainspotting and eye movement desensitization reprocessing (EMDR), as well as cognitive behavioral therapy, solution focused, play therapy, and grief therapy. While most of Fowler's clients are youth and adults, she has also recently received her Medicare credential to start serving the elder population.

Fowler loves her job. "For me, the best part is helping clients begin their path towards wellbeing. Seeing the healing process has been so rewarding."

The name Sweetgrass Behavioral Health comes from the sacred medicine of the sweetgrass herb. When Fowler first decided to launch her business, she and her daughter were walking one day and smelled the scent of sweetgrass but couldn't see it. In that moment, she thought of the purifying and healing effects of sweetgrass and felt that the name Sweetgrass Behavioral Health was just right.

Fowler has big dreams about the future of her business. She recently hired a billing specialist with support from the Transitional Jobs program from UMOS. She'd like to add another provider and move into a larger space to expand the practice and serve more children and families. Fowler would also like to pursue continuing and specialized coursework, network with other Native providers, and take on new projects such as developing curriculum for a girls' group at the local high school.



Oneida Nation

The Oneida Reservation, established by treaty in 1838, totals 65,400 acres within both Brown and Outagamie Counties, just outside of Green Bay. There are 17,283 citizens of the Oneida Nation, of whom 4,474 live on reservation²¹.

Oneida Nation generates revenue through many diverse enterprises. Lodging, dining, and the Thornberry Creek golf course provide non-gaming revenue streams outside of the Oneida Casino. The Oneida Retail Division includes seven convenience stores and three smoke shops. Agricultural programs, including Oneida Nation Farm, Oneida Nation Orchard, Oneida Nation Cannery, the Farmer's Market, and Tsyunhehkwa Farm, also generate revenue as well as advance the Tribe's food sovereignty strategic plan.

Oneida Nation also owns businesses under Oneida ESC Group, a family of diversified subsidiaries focused on engineering, science, and construction services. Subsidiaries of the OESC Group have designations including SBA 8(a) certified, Small Disadvantaged Business (SDB), and Disadvantaged Business Enterprises (DBE), and provide services to government agencies and commercial customers. Eleven subsidiaries are housed within the OESC Group.

Additionally, Oneida Nation co-founded and is currently the sole owner of Bay Bank. In addition to supporting any enrolled Native American in obtaining housing through the U.S. Department of Housing and Urban Development Section 184 Indian Home Loan Guarantee Program, the bank administers the Oneida Small Business Project 2000 that has supported over 100 Oneida small business owners with a total of over \$5 million in investments.

Tribal citizen entrepreneurship is a priority for Oneida Nation's economic development strategic plan.



source: wisconsinfirstnations.org



Business Highlight: D&T Construction



Founded in 2013, **D&T Construction, LLC** is a general contractor that builds residential and commercial properties. Owner Daniel Doyen grew up in the trades, learning roofing and siding from his father, then expanding his knowledge and experience across all aspects of construction.

Doyen got his start in the industry by working under many different contractors, including on projects such as Oneida Nation's Anna John Resident Centered Care Community. Through many of these jobs, Doyen observed many issues in the treatment of Natives doing work for non-Native companies. When his father passed in 2013, leaving Doyen with the tools and equipment from his roofing and siding business, he decided to take the leap to work for himself.

For most of the last ten years, Doyen has managed the business on his own, hiring subcontractors as needed. In the last two years, recalling his early experience in the industry and planning for his future, Doyen has started a workforce with a focus on hiring and training young Natives. Since 2023, D&T Construction has employed eight Oneida Nation citizens, as well as two non-Natives, and provided them with skill training and access to certifications such as CPR, OSHA, forklift, and others. Employees are also supported with professional development opportunities, financial literacy, home ownership programs, and mental health resources.

Doyen has also incorporated cultural practices such as smudging, clan collaboration, and Oneida language into the work environment on the job site. His goal is to create an environment where Native employees feel proud of their culture and identity. "In turn, they take pride in their work for their community, and in doing so building better communities," Doyen says.

Currently, Doyen is building a site which will include a 6,000 square foot building housing his own shop and other spaces for commercial lease as well as 76 storage units in four smaller buildings. His long-term dream is to purchase and develop properties for sub-divisions. Working toward this goal, Doyen was recently drafted for the Packers Mentor-Protege Program and is receiving support and mentorship from Northwestern Mutual. He was also recognized as one of Wisconsin's Most Influential Native American Leaders for 2024 by Madison 365.



Red Cliff Band of Lake Superior Chippewa

Located along the Apostle Islands National Lakeshore in Northwest Wisconsin, the Red Cliff Reservation was established through a series of treaties including the 1854 Treaty of LaPointe and an 1863 amendment to that treaty. In total, the reservation is 14,541 acres with 1,133 of 8,016 enrolled Tribal members living on reservation²². The Tribe is the largest employer in Bayfield County.

The Red Cliff Band of Lake Superior Chippewa owns and operates several enterprises including the Buffalo Bay Store, Buffalo Bay Campground and Marina, the Red Cliff Fish Company, RC Storage, Frog Bay Tribal National Park, and Mino Bimaadiziwin Farm.

The Mino Bimaadiziwin Farm is a not-for-profit Tribal enterprise that furthers the Tribe's food sovereignty goals and serves Tribal members through a variety of programs. The 35-acre farm produces about 10,000 lbs. of produce annually and is primarily grant funded, through sources including the USDA and Wisconsin's Local Food Purchasing Assistance Program. Their programs include a sliding scale CSA, a free weekly farm stand, elder distribution, an equipment loan program, springtime plant and seed giveaway, workshops, and community garden beds. The farm also sells produce to the Bayfield school district, of which 80% of students are Tribal members. With support from the state's Local Food Purchasing Assistance Program, the farm also stocks their farm stand with approximately \$30,000 worth food purchased from local producers annually.

In July 2021, the Tribe adopted an economic diversification strategy to strengthen the Red Cliff Business Development Corporation, seize opportunities in tourism and outdoor recreation, redesign and expand the Tribal Tax Code, and prioritize development planning. This strategy led to the adoption of the Tribe's new Commercial Zone Master Plan in January 2023, which includes the development of a new Buffalo Bay Store and future phase "village center", a mixed-use retail space and visitors center.

The Red Cliff Tribe's website provides a directory of more than 30 Tribal member-owned businesses.



source: wisconsinfirstnations.org



Business Highlight: Copper Crow Distillery



Copper Crow Distillery is the first distillery in Bayfield County and the first Native-owned distillery in the country. With backgrounds in law enforcement and education, respectively, Curt and Linda Basina didn't have any prior experience in the distilling industry when they noticed a gap in the market in Bayfield and founded Copper Crow in 2016. Because the concept was new for the area, it took quite a bit of time and support from the community and the Tribe to get the new venture off the ground, and production began in 2017.

Now, Copper Crow Distillery produces 12 different distilled spirits, including vodkas, gins, amaretto, aquavit, whiskey, apple brandy, and rum. Half of these spirits are made from whey, a byproduct of the cheese-making process. A nod to Wisconsin as the dairy state, these products also exemplify the Basinas' commitment to sustainability as they create a value-added product from what is typically considered waste.

Their 3,500 square foot production facility and tasting room is located on the Red Cliff reservation and can seat 20 people indoors and 25 outdoors. The tasting room offers custom cocktails to enhance the flavors of their spirits and showcase seasonal fruits, vegetables, and herbs through in-house made syrups and infusions. While the tasting room is 90% tourist driven with summer as the busiest season, the local regulars – (who are also working all summer) flock to the tasting room – and the heated outdoor patio – in the winter months.

Copper Crow also bottles onsite and distributes throughout the state of Wisconsin. They have been widely recognized and awarded for their spirits, cocktails, and the success of their business. They are members of the American Indian Chamber of Commerce of Wisconsin, the Bayfield Chamber of Commerce, the American Distilling Institute, the American Craft Spirits Association, and the Wisconsin Distillers Guild. The Basinas are very appreciative of the programs available throughout the state to support small businesses and encourage others to leverage these resources.

"There's never a dull day," Curt says of this business. Currently the Basinas are excited about increasing production through the installation of a new still, releasing a new American Single Malt, making improvements to their green space to allow for more outdoor seating, and launching an in-house bitters program.



Sokaogon Chippewa Community Mole Lake Band of Lake Superior Chippewa

The Mole Lake Reservation was established through provisions of the 1934 Reorganization Act. The reservation is 4,904 acres in southwestern Forest County. Currently there are 1,377 enrolled members of the Sokaogon Chippewa Community, with 468 residing on the Mole Lake Reservation²³.

The Sokaogon Chippewa Community operates several enterprises. The Sokaogon Chippewa Community Cenex, a convenience store and gas station, has been in operation for 20 years. The Tribe's Economic Development Department is currently developing an infrastructure project to increase space at the Cenex to expand its offerings.

Additionally, the Tribe owns and operates Sokaogon Finance, Inc., also known as White Pine Lending, that offers consumer loans.

The Tribe is also exploring other revenue generating initiatives, including mobile broadband units and other enterprises to support and grow tourism in the area.



source: wisconsinfirstnations.org



Business Highlight: Good Words Travel



Photo Credit: Native Clarity



Founded in 2024 by Sokaogon Chippewa Community member Cheyenne Landru and Oneida Nation citizen Apache Danforth, Good Words Travel is a new travel agency to promote tourism to Wisconsin's Tribal Nations. While working together as Board Member and Executive Director, respectively, of Native American Tourism of Wisconsin (NATOW), Landru and Danforth visited each of the State's 11 federally recognized Tribes to forge relationships and grow the Native tourism economy.

Through this work, Landru and Danforth also met with tour operators from other countries interested in bringing groups to Wisconsin to experience Indigenous culture. While the COVID-19 pandemic slowed the tourism industry for a few years, Landru and Danforth recognized an opportunity to provide this service and leverage their passion to establish Good Words Travel.

Good Words Travel will offer tour itineraries and host both domestic and international groups for tours of Wisconsin's Tribal Nations. They will highlight the cultural traditions of dance, food, and art to create authentic, engaging experiences for guests that also boost local economies. "When we bring visitors to these communities, we're there to patronize businesses, sleep in their hotels, buy gas at their gas stations, buy traditional crafts, eat their foods," Landru says.

In addition to her role at Good Words Travel, Landru also serves as the Sokaogon Chippewa Community's Director of Education, responsible for overseeing K-12 and higher education as well as cultural education. As a side business, Landru is also a harvester and processor of wild rice, a food with historic and cultural significance for the Sokaogon Chippewa Community which has one of the largest ancient rice beds in the state on their reservation. In a good year, Landru harvests about 10,000 lbs. of wild rice, and sells the processed rice to the Tribe and in the local grocery store in Crandon.

"All my work goes together," she says. "I'm proud of where I come from and love to meet new people and share what we do."



St. Croix Chippewa Indians of Wisconsin

The St. Croix Chippewa Indians of Wisconsin have 4,689 total acres of reservation, trust, and fee land spread out in eleven communities over a four-county area in northwest Wisconsin. There are currently 1,054 Tribal members, 735 of whom live on or near the reservation²⁴.

The St. Croix Chippewa Indians of Wisconsin generate revenue through a growing number of enterprises beyond their casinos. These Tribal Enterprises include the St. Croix Turtle Lake Hotel, St. Croix Lodge Hotel Danbury, Eagles Landing Campground in Danbury, St. Croix Casino Express Convenience Store & St. Croix Tribal Smoke Shop in Hertel, Fourwinds Market in Siren, and Fourwinds Express Convenience Store in Siren. These enterprises as well as the Tribe's three casino complexes collectively have 870 employees, 35% of whom are enrolled members.

In addition to these enterprises, the St. Croix Chippewa Indians of Wisconsin also own the St. Croix Tribal Economic Development Corporation (SCTEDC). SCTEDC is led by a board and organized to promote economic development and engage in business for the benefit of the Tribe and its members. The enterprises under SCTEDC include Zhshagiins Event Center, Maamigin Bead Store, STX Fireworks, Kid Central, and Southwinds Plaza.

Along with the bead and fireworks stores, Zhshagiins Event Center is a relatively new enterprise. Located on the former site of the Fourwinds Market, the building sat empty for five years after the market's new location opened. Recognizing the need for an event center in the community, the Village of Siren approached the St. Croix Chippewa Indians of Wisconsin Tribal Council to ask that the space be converted. Since opening in summer of 2023, Zhshagiins has quickly become a popular site for weddings, birthday parties, fundraisers and other events.

The SCTEDC offers grants to Tribal Members who are interested in starting and/or growing a business. To be eligible for these grants, business owners must complete an application and share a business plan.



source: wisconsinfirstnations.org



Business Highlight: Aunties & Uncles Snack Shack



Aunties & Uncle's Snack Shack is a family run food truck serving Pow Wows and other community events across Wisconsin and the region. Founded in 2021 by Tyler and Butch Buck, Aunties & Uncle's just wrapped up their fourth Pow Wow season and have come to be well known for their walleye tacos, elote, carnitas, loaded fries, and burritos.

Quickly outgrowing the canopies they started with in their first season, the team received a grant from GLITC's Vocational Rehabilitation for Native Americans program to purchase and build out a trailer. By growing a following on Facebook and on the Pow Wow trail, Aunties & Uncle's is booked every weekend throughout the summer. "I enjoy this work because it's family oriented," says Tyler Buck. "We're always with good people on the Pow Wow trail."

While Aunties & Uncle's is currently a seasonal endeavor, the team has expanded into catering and is considering adding this service on a more regular basis through the rest of the year.

In addition to Aunties & Uncle's Snack Shack, Tyler Buck has also recently launched a spray foam insulation business called Recovery Foam. A former contractor and union glazer, Buck already had significant experience contracting with the Tribe and others on construction projects. Through these previous connections and organic word-of-mouth promotion, his business is already quickly growing.



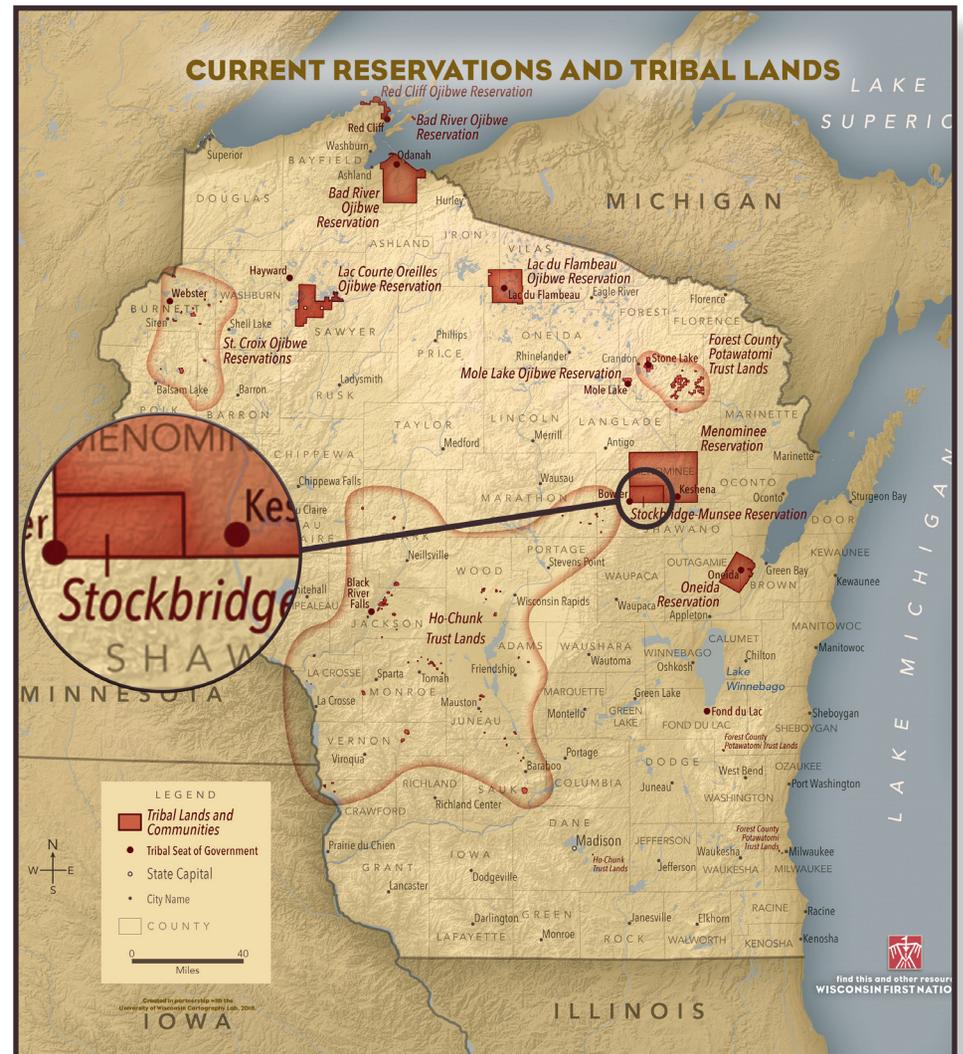
Stockbridge-Munsee Community Band of Mohican Indians

The Stockbridge Munsee reservation, encompassing 24,734 acres and the two townships of Red Springs and Bartelme, was established by treaty in 1856. The Tribe has about 1,470 members, 34% of whom live on reservation²⁵.

Aside from the North Star Mohican Casino Resort, which is the largest employer in Shawano County, Stockbridge Munsee's Tribal enterprises include the Little Star Convenience Store, Mohican LP Gas, Pine Hills Golf Course, and a 5-unit strip mall.

Beyond these enterprises, the Tribe also generates revenue through Tribal services including transit, forestry, and housing. For example, the Housing Department receives HUD grants and rents to low-income and elderly Tribal members. They will be breaking ground on a new sub-division next summer.

The Stockbridge Munsee Community is also home to the Arvid E. Miller Memorial Library and Museum which preserves and protects the Tribe's historical and cultural artifacts. The Library and Museum has a gift shop which sells items produced by Native artists and businesses.



source: [wisconsinfirstnations.org](http://www.wisconsinfirstnations.org)



Business Highlight: Bowman Performance Consulting



Bowman Performance Consulting (BPC) is a consulting firm offering research, development services, technical assistance, and evaluation. Dr. Nicole Bowman, an active traditional community member of the Mohican and Lunaape Nations, founded BPC in 2001 after completing her Master of Education degree and working in the public education sector. While working for a public regional educational services agency, Bowman and a couple of colleagues were involved in an equity-focused social justice movement that the broader educational system was not ready for. As a result of her involvement in this movement, Bowman's contract with this agency was ultimately not renewed, leading her to seek a shift to a career pathway that was committed to justice, addressed systemic inequities, contributed to scholarship, and informed evidence-based and empowered practices of Indigenous and non-Indigenous across sectors and geographic regions.

Bowman Performance Consulting was founded on and continues to uphold these ethics as core principles of their work. Their portfolio includes clients across public, private, Tribal, and philanthropic sectors, both domestically and internationally. Bowman is very particular about the clients she chooses to work with, prioritizing partnerships with those that commit to investing the time, resources, and attitudes needed to bring about change. While leading BPC as its President, Bowman earned her PhD as an Academic Fellow in Educational Leadership and Policy Analysis from the University of Wisconsin-Madison in 2015, and continues to publish scholarship on systems, culturally responsive, and Indigenous research, policy, and evaluation.

As she approaches 25 years in business, Bowman is proud of many achievements, including her purposeful and natural blending of her identities as a businesswoman, academic, and Indigenous community member. "I'm proud of being able to braid together traditional knowledge and language with my business and academic work," she says. This braiding of identities is highlighted in BPC's logo, an emblem representing the seven directions.

Other personal highlights for Bowman include growing the business from her home to a commercial building, publishing academic scholarship in her spirit name, and committing to decolonized contracts that ensure data remains in the possession of the community.

In addition to continuing to be a caretaker of impactful projects, Bowman is once again braiding her identities to develop a new lane within systems thinking: an indigenous systems paradigm.

Nonprofit Highlight: Little Eagle Arts Foundation

Founded by lifelong artist and enrolled Ho-Chunk citizen Melanie Tallmadge Sainz in 2013, **Little Eagle Arts Foundation (LEAF)** is a nonprofit dedicated to preserving and promoting American Indian art by cultivating the entrepreneurial spirit of Native artists.

Tallmadge Sainz's appreciation of the role of Native artists in cultural preservation and the tourist economy began with the Winnebago Public Indian Museum owned by her parents in Wisconsin Dells. This early exposure to the economic engine of Native arts sparked an interest in arts education and a long-term vision for an organization to support Native artists.

After retiring from her thirty-five year career as an arts educator and undertaking a feasibility study to confirm her vision, Tallmadge Sainz launched Little Eagle Arts Foundation to support Native visual, performing, and culinary artists across Wisconsin. LEAF's programming includes pop-up markets, classes and workshops, collaborations with institutions, curatorial services, LEAF art collection loan services, and providing opportunity referrals to their roster of 57 Native artists.

While the organization currently does not have a physical headquarters, they are in the midst of a pre-development project called "Manifesting our Creative Space" to identify such a location. This project will engage artists in their network to understand their needs and purposes for the space, including a commercial kitchen, performance space, classroom, exhibition and gift shop space, and land to grow food and share cultural practices.

LEAF is an intertribal organization that accepts any artists of any enrolled Tribal membership or with proof of descendency. Their goal is to promote authentic Native art and to be a resource for Native artists.

In addition to her role as Founding Director of LEAF, Melanie is a mixed media artist herself, specializing in porcupine quill embroidery and public art installations.



Conclusion

This Economic Impact Analysis demonstrates the significant contributions of non-gaming Tribal Enterprises and Native-owned businesses on Wisconsin's economy. Despite the impact of the COVID-19 Pandemic, as well as historic and contemporary inequities that persistently disadvantage Indigenous communities, Tribes and Native business owners have continued to launch and grow businesses with reverberating impact across their communities and the region.

As the first of its kind in the State of Wisconsin, this study will provide a baseline understanding of the economic impact of non-gaming Tribal Enterprises and Native-owned businesses. Beyond the analysis, this study also provided opportunities for increased engagement with organizational partners (Native CDFIs, WIHEDC, AICCW, Indigenous Business Group, etc.), new entrepreneurs, and established businesses within the Native business community, connecting them with technical assistance and resources and providing the opportunity to be listed in a non-membership-based statewide directory of Native-owned businesses.

While participation of non-gaming Tribal Enterprises and Native-owned businesses in this study was encouraging and supported a strong economic impact analysis, increased participation in future iterations of the study will lead to more robust results. Now that a first study has been completed, it can provide a reference point to encourage others to understand the purpose and impact of their participation.

Going forward, the following additional data points may be beneficial to gather through future surveys:

- Business owner demographic data (e.g. gender self-identification).
- Estimated total business expenses or estimated taxable revenue in order to calculate estimated impact on taxes in the state of Wisconsin.
- Qualitative data on challenges faced by the business/business owner and support they are looking for, and growth opportunities they are exploring.

In addition to providing a benchmark against which future studies can be compared, this Economic Impact Analysis also highlights some key opportunities to support Native-owned businesses in the near term. Service providers/business resource organizations can immediately respond to the interest expressed by the majority of survey participants to learn about resources available to support and grow their businesses. Business owners we met with also indicated they would appreciate more opportunities for networking and mentorship.

The hope for this and continuing studies is that Tribes and other policymakers, Wisconsin's Native CDFIs, other economic development and entrepreneurial support organizations, and businesses themselves will use this data to both showcase the significant impacts of Indigenous-owned businesses and Tribal enterprises in Wisconsin and identify opportunities to provide additional support for these businesses.

Appendix

A. Survey Questions

Respondent Information

Please share the following information about yourself prior to starting the survey.

1. Your Name *
2. What is your relationship to the business or organization (e.g. owner, accountant, receptionist, etc.)?*
3. Please share a phone number and/or email address where we can follow up with any questions or clarifications.*
4. What type of business or organization do you represent?*

 - a. For-profit Business
 - b. Non-profit Organization (if selected, skip to Non-Profit Information section)

Business Information

Please share some general information about your business. Some information from this section will be used to create a public business/organization directory if you choose to have it included.

5. Business Name
6. Business Address (if business is mobile/online, use owner's street address or business mailing address).
7. Business Website
8. Which industry sector does your business primarily operate in?
 - a. Agriculture, Forestry, Fishing & Hunting
 - b. Mining
 - c. Utilities
 - d. Construction
 - e. Manufacturing
 - f. Wholesale Trade
 - g. Retail Trade
 - h. Transportation & Warehousing
 - i. Information

- j. Finance & Insurance
- k. Real Estate Rental & Leasing
- l. Professional, Scientific, & Technical Services
- m. Management of Companies & Enterprises
- n. Administrative, Support, Waste Management, & Remediation Services
- o. Educational Services
- p. Health Care & Social Assistance
- q. Arts, Entertainment, & Recreation
9. Accommodation & Food Services
 - a. Other Services (except Public Administration)
 - b. Public Administration
 - c. Other: _____
10. Businesses are often classified by federal or state agencies with a NAICS Code. NAICS stands for North American Industrial Classification System. It can be anywhere from 2 - 8 digits long. Please enter the business's NAICS code, if known. Skip if not known.
11. Business Description (please share what the business does). *
12. What year was the business established?
13. Which tribal community are you and/or the business affiliated with?
14. Are you an enrolled member?
 - a. Yes
 - b. No
15. Is your business located on Federally recognized Tribal Reservation/Trust Lands?
 - a. Yes
 - b. No
16. If yes, please specify:
17. Where do you conduct business?
 - a. On Reservation only
 - b. Off Reservation only
 - c. Both on and off Reservation
18. Business Owner Name (if you are not the owner)
19. Business Owner Email Address
20. Business Owner Phone Number
21. Business Owner Mailing Address (if different from business address)



22. Is this business a Tribal Enterprise (managed or controlled by a Tribe)?

- a. Yes
- b. No

23. Please share any certifications your business may have (e.g. MBE (minority business enterprise), WOSB (women-owned small business), etc.)

24. Is your business registered or listed with any local, state, or federal agencies as a MBE or DBE? If so, which agencies?

25. Is your business registered with the state?

- a. Yes
- b. No
- c. Unsure

26. Would you like your business name, description, and contact information included in a public directory of tribal enterprises and Indigenous-owned businesses in Wisconsin?

- a. Yes
- b. No
- c. Unsure at this time

Non-Profit Information

Please share some general information about your non-profit organization. Some information from this section will be used to create a public business/organization directory if you choose to have it included.

1. Organization Name *

2. Organization Address

3. Organization Website

4. Which industry sector does your non-profit primarily operate in? *

- a. Agriculture, Forestry, Fishing & Hunting
- b. Mining
- c. Utilities
- d. Construction
- e. Manufacturing
- f. Wholesale Trade
- g. Retail Trade
- h. Transportation & Warehousing

i. Information

j. Finance & Insurance

k. Real Estate Rental & Leasing

l. Professional, Scientific, & Technical Services

m. Management of Companies & Enterprises

n. Administrative, Support, Waste Management, & Remediation Services

o. Educational Services

p. Health Care & Social Assistance

q. Arts, Entertainment, & Recreation

r. Accommodation & Food Services

s. Other Services (except Public Administration)

t. Public Administration

u. Other:_____

5. Organizations are often classified by federal or state agencies with a NAICS Code. NAICS stands for North American Industrial Classification System. It can be anywhere from 2 - 8 digits long. Please enter the non-profit's NAICS code, if known. Skip if not known.

6. What is your non-profit's designation? *

a. 501(c)(3)

b. 501(c)(4)

c. 501(c)(6)

d. Other:_____

7. Organization Description (please share your non-profit's mission and target population).

8. Approximately what percentage of your Board of Directors identify as Indigenous/American Indian/Native American?

9. What year was the organization established?

10. Which tribal community, if any, is the organization affiliated with?

11. Are you an enrolled member?

a. Yes

b. No

12. Is the organization located on Federally recognized Tribal Reservation/Trust Lands?

a. Yes

b. No

13. If yes, please specify:



14. Where does your organization conduct business and/or provide services?
 - a. On Reservation only
 - b. Off Reservation only
 - c. Both on and off Reservation
15. Executive Director Name (if not you)
16. Executive Director Email Address
17. Executive Director Phone Number
18. Executive Director Mailing Address (if different from organization address)
19. Would you like your organization's name, description, and contact information included in a public directory of tribal enterprises and Indigenous-owned businesses and non-profits in Wisconsin?
 - a. Yes
 - b. No
 - c. Unsure at this time

Business/Non-profit Financial Information

Please share some information related to your business or non-profit financials. This information will help us to assess the economic contribution of Tribal Enterprises and Indigenous-owned businesses to the state of Wisconsin. For this section, your best guess or an estimate is sufficient. This information will be kept confidential.

1. What was the business's/non-profit's total revenue in 2023? This will help us calculate the total GDP (gross domestic product) of all Indigenous-owned/led organizations in Wisconsin.
2. How many paid employees did the business/non-profit have in 2023? This will help us calculate the total employment impact.
3. Of those paid employees, how many were part-time (working less than 30 hours per week)?
4. Of those paid employees, approximately how many identify as Indigenous/American Indian/Native American?

5. What was your total payroll amount (wages paid to employees) in 2023?
6. What was the total amount paid to independent contractors in 2023? The amount paid to employees and contractors for work performed will help us calculate the multiplier effect on the rest of the economy - the number of times a dollar paid gets turned over by being spent on other goods and services in the local economy.

Business/Non-profit Story

We would like to learn more about the businesses and non-profits participating in this survey through a select number of in-depth interviews. If you (or someone else) would like to share your story through an in-depth interview, please provide the following contact information.

1. Contact Name
2. Contact Email Address
3. Contact Phone Number
4. Would you like to receive a follow-up email with information about business resources (e.g. grant opportunities, technical assistance, etc.)?
 - a. Yes
 - b. No

Other Contacts

1. Are there other Indigenous-owned businesses or non-profits you think we should connect with? Please share their name and contact information below so we can reach out.
2. Do you own multiple businesses/lead multiple non-profits? *
 - a. Yes - - if yes, please complete the survey for each business you own or non-profit you represent.
 - b. No

B. Detailed Methodology Notes

Estimating Revenue and Payroll

The study team calculated estimated revenue or payroll amounts for survey responses missing one or the other. To calculate missing payroll or revenue information, we used the U.S. Bureau of Labor Statistics' Quarterly Census of Employment and Wages data (accessed via <https://jobcenterofwisconsin.com/wisconomy/query>, file name "Payroll Wages By Industry 3 - QCEW") to get average annual payroll wages by industry. We then used 2022 Economic Census data (accessed via <https://data.census.gov/table/ECNBASIC2022>, file name "Census Industry Sales and Payroll Ratio") to determine the ratio of revenue to payroll by industry. We then calculated missing payroll amounts by dividing revenue by the revenue to payroll ratio for that industry. We calculated missing revenue amounts by multiplying payroll by the revenue to payroll ratio.

We calculated estimated revenue amounts for 17 responses and estimated payroll amounts for 59 responses.

Estimating Business Owner's FTE

To try to account for business owner participation as workers in their businesses, we included an estimation of the owner's FTE status (based on revenue), only when that business reported no other employees, and only for the full analysis of all businesses together (total of tribal enterprises, employer and non-employer businesses).

- ❖ If revenue was equal to or less than \$25,000 but more than \$0, owner = 0.25 FTE
- ❖ If revenue was between \$25,001 and \$50,000, owner = 0.5 FTE
- ❖ If revenue was between \$50,001 and \$75,000, owner = 0.75 FTE
- ❖ If revenue was above \$75,000, owner = 1.0 FTE

This added the equivalent of 29.0 FTEs to the total of 1,875.7 FTEs of all businesses.

NAICS Codes

Once we had 2023 revenue, payroll, and FTE amounts for each of the 177 responses, we then aggregated each of these by industry (NAICS code).

In total, there were 64 different NAICS represented:

1 - Farms
11200 - Vegetable and melon farming
11900 - Other crop farming
112A00 - Animal production, except cattle and poultry and eggs
113000 - Forestry and logging
2211A0 - Electric power generation, transmission, and distribution
7 - Construction
23030A - Maintenance and repair construction
2322TH - Transportation structures and highways and streets
311420 - Fruit and vegetable canning, pickling, and drying
311920 - Coffee and tea manufacturing
311990 - All other food manufacturing
312140 - Distilleries
313300 - Textile and fabric finishing and fabric coating mills
321100 - Sawmills and wood preservation
3219A0 - All other wood product manufacturing
323110 - Printing
325610 - Soap and cleaning compound manufacturing
337122 - Nonupholstered wood household furniture manufacturing
337127 - Institutional furniture manufacturing
420000 - Wholesale trade
441000 - Motor vehicle and parts dealers



445000 - Food and beverage stores
446000 - Health and personal care stores
447000 - Gasoline stations
448000 - Clothing and clothing accessories stores
452000 - General merchandise stores
484000 - Truck transportation
485A00 - Transit and ground passenger transportation
4B0000 - All other retail
515100 - Radio and television broadcasting
517A00 - Satellite, telecommunications resellers, and all other telecommunications
519130 - Internet publishing and broadcasting and web search portals
522A00 - Nondepository credit intermediation and related activities
52A000 - Monetary authorities and depository credit intermediation
531000 - Real estate
541200 - Accounting, tax preparation, bookkeeping, and payroll services
541300 - Architectural, engineering, and related services
541400 - Specialized design services
541512 - Computer systems design services
541610 - Management consulting services
541700 - Scientific research and development services
541800 - Advertising, public relations, and related services
541920 - Photographic services
5419A0 - All other miscellaneous professional, scientific, and technical services
561700 - Services to buildings and dwellings
562000 - Waste management and remediation services
611A00 - Junior colleges, colleges, universities, and professional schools
611B00 - Other educational services
621100 - Offices of physicians

621300 - Offices of other health practitioners
621400 - Outpatient care centers
623B00 - Residential mental health, substance abuse, and other residential care facilities
624100 - Individual and family services
711500 - Independent artists, writers, and performers
713900 - Other amusement and recreation industries
721000 - Accommodation
72110 - Full-service restaurants
722A00 - All other food and drinking places
811100 - Automotive repair and maintenance
812100 - Personal care services
812900 - Other personal services
813B00 - Civic, social, professional, and similar organizations
S00A00 - Other government enterprises

Ultimately, we aggregated these sub-sectors into the 17 “top level” NAICS codes:

Agriculture, Forestry, Fishing and Hunting	Professional, Scientific, and Technical Services
Utilities	Administrative and Support and Waste Management and Remediation Services
Construction	Educational Services
Manufacturing	Health Care and Social Assistance
Wholesale and Retail Trade	Arts, Entertainment, and Recreation
Transportation and Warehousing	Accommodation and Food Services
Information	Other Services (except Public Administration)
Finance and Insurance	Public Administration
Real Estate and Rental and Leasing	



RIMS 2 Multipliers²⁶:

Once we had totals of revenue, FTE (employees), and payroll for each NAICS (industry), we then calculated total Output, Earnings, and Employment for each NAICS using the Bureau of Economic Analysis' Regional Input-Output Modeling System (RIMS 2) Final Demand Multipliers. The multipliers represent the change (in dollars) of output resulting from a one dollar change in input to the industry.

These multipliers are used to estimate the total economic impact of a "project" on a region. For this study, we were estimating the economic impact of Indigenous-owned businesses and non-gaming Tribal enterprises in Wisconsin in 2023.

The RIMS multipliers are based on the idea that an initial change in economic activity results in other rounds of spending in other industries. For this study, the "change in economic activity" is 2023 revenue of Indigenous-owned businesses and non-gaming tribal enterprises in Wisconsin. The resulting economic impact is then expressed in terms of the Output (purchases of goods and services in the economy as a result of these businesses), Earnings (earnings to households in the state because of these businesses), and Employment (total change in jobs in the state because of these businesses) on all industries in the region's (the State of Wisconsin's) economy.

Output multipliers are ratios of the total change in local output (sales/revenue) to the change in local output purchased by final users.

The earnings multipliers measure the total change in local household earnings per dollar of final-demand change. Earnings consist of wages and salaries and of proprietors' income, which is the net earnings of sole-proprietors and partnerships.

The employment multipliers measure the total change in the number of local jobs per dollar of final-demand change.

For more information on RIMS 2 multipliers and how they are calculated, see the RIMS 2 User's Guide: <https://www.bea.gov/resources/methodologies/RIMSII-user-guide>

Projections and Margin of Error:

In addition to calculating the economic impact of those businesses that completed the survey, we wanted to estimate what the total economic impact might be of all Indigenous-owned businesses and Tribal enterprises in the State of Wisconsin.

To do this, we used 2019 U.S. Census Data of American Indian and Alaska Native-owned businesses to find the estimated total number of these businesses. This data includes employer businesses (those businesses with at least one employee) and non-employer businesses (those businesses with no employees) but does not include Tribal enterprises. To estimate the total number of Tribal enterprises in the state, we referred to our database of businesses that we had been adding to since the beginning of this study. This database includes Tribal enterprises listed on Tribe's websites, those we learned about through conversations with Tribal leaders/staff, and those listed in other publicly-available directories such as the U.S. Government's Sam.gov business database, the American Indian Chamber of Commerce of Wisconsin's member directory, and others.

From these sources we found the following totals:

- ❖ 3,400 non-employer businesses (2019 U.S. Census Data)
- ❖ 353 employer businesses (2019 U.S. Census Data)
- ❖ 148 Wisconsin-based Tribal Enterprises (our compiled database)

These totals became our study's "population" sizes, and our survey responses (63 non-employer businesses, 86 employer businesses, and 28 Tribal enterprises) became our "sample" sizes.

Before calculating projections, we broke our existing aggregated revenue, payroll, FTE, Output, Earnings, and Employment data out by employer businesses, non-employer businesses, and Tribal enterprises.



To calculate our projections, we started by calculating our response rate for each category (employer businesses, non-employer businesses, and tribal enterprises).

Business Type:	Population Size:	Sample Size:	Response Rate:
Non-Employer Businesses	3,400	63	1.9%
Employer Businesses	353	86	24.4%
Tribal Enterprises	28	28	18.9%

Margin of Error:

We then were able to calculate our margin of error using an online margin of error calculator (<https://goodcalculators.com/margin-of-error-calculator/>). Margin of error measures the maximum amount by which the sample results may differ from the full population. It is expressed as a percentage. The smaller your margin of error, the more accurate your results.

Margin of Error (MOE) Calculator

Confidence Level (α)

Sample Size (n)

Proportion Percentage (p)

Population Size (N) (optional)

Results

Margin of Error: **±9.204%**

The Margin of Error (MOE) is calculated according to the formula: $MOE = z * \sqrt{p * (1 - p) / \sqrt{(N - 1) * n / (N - n)}}$

Where: $z = 1.96$ for a confidence level (α) of 95%, $p =$ proportion (expressed as a decimal), $N =$ population size, $n =$

$z = 1.96$, $p = 0.5$, $N = 353$, $n = 86$

$MOE = 1.96 * \sqrt{0.5 * (1 - 0.5) / \sqrt{(353 - 1) * 86 / (353 - 86)}}$

$MOE = 0.98 / 10.648 * 100 = 9.204\%$

The margin of error (with finite population correction) is **±9.204%**



Business Type:	Population Size:	Sample Size:	Margin of Error:
Non-Employer Businesses	3,400	63	12.234%
Employer Businesses	353	86	9.204%
Tribal Enterprises	148	28	16.733%

After calculating our margin of error, we were then able to make our projections.

For each business category (non-employer businesses, employer businesses, and Tribal enterprises), we projected the total number of businesses in each industry (using the RIMS NAICS codes matched to our survey results) by calculating the percentage of responses received in each industry and multiplying the total population by that percentage. We projected total revenue for all industries by dividing the total revenue for all industries by the total response percentage. We then projected revenue for each industry (not yet taking into account margin of error) by multiplying the total projected revenue by the revenue percentage for each industry. We then calculated projected jobs (FTEs) and payroll the same way. Then, we calculated projected output, earnings, and employment by multiplying the projected revenue by the output, earnings, and employment RIMS multipliers.

Then, we calculated projections taking into account our margin of error. To do this we multiplied the margin of error percentage by projected revenue for each industry to get the margin of error “amount” of revenue. We then subtracted that amount from the projected revenue to get the “low end” of the projected range and added that amount to the projected revenue to get the “high end” of the projected range. This gives us a more accurate range of projected revenue for each industry. We then multiplied these numbers by the output, earnings, and employment multipliers to calculate those ranges of projections.



C. Directory of Businesses, Alphabetical

* businesses listed opted-in through the economic impact study survey

Business Name	Business Description	Categories	Location	Business Website	Contact Name	Contact Email Address	Contact Phone Number
1st Choice Drywall LLC	Drywall, painting, stucco, both residential and commercial customers	Residential Construction Commercial Construction	Bayfield	www.1stchoicedrywall.net	Thomas Gordon	thomas.gordon77@yahoo.com	715-779-3147
7ton Creative Wood Working Designs	Furniture maker	Art, Crafts, Handmade Goods	Marshfield		Todd Preston	7toncwwd@gmail.com	715-615-2465
A-1 Snowmobile Sales	Outdoor recreational equipment	Recreation	De Pere		Franklin Cornelius	f1cchrome@gmail.com	920-366-7392
Aambe	Utilities, Construction, Manufacturing, Insurance, Health care, Nutrition, Finance	Tribal Economic Development	Slinger	www.Aambe.com		info@aambe.com	262-573-2126
AJM Simply Lashes	I provide eyelash extensions, brow services, waxing and haircuts	Beauty	Chippewa Falls	https://ajmsimply-lashesllc.square.site/	Alexandria Beedle	simplylashes@gmail.com	715-638-6556
All My Relations, LLC	Native American owned and operated online retail store. Featuring custom designed, handmade gifts, jewelry, home decor, and other unique items.	Art, Crafts, Handmade Goods	Green Bay	https://allmyrelationsllc.square.site/			920-413-0500
Apostle Islands Rustic Makwa Den LLC	Provide guided kayak tours & rentals in the Apostle Islands.	Recreation	Bayfield	www.Rusticmakwaden.com	Troy Gordon	Rusticmakwaden@gmail.com	715-209-3319
AR Industries LLC	Masonry restoration, brick, block, stone, concrete	Masonry Concrete	Greenfield		James Kraemer	Arindustriesgeneral@gmail.com	262-573-3196
Arrow-Crete Construction, LLC	Concrete road construction	Concrete	Waukesha	www.arrowcrete.com	Ann Neshek	Aneshek@arrowcrete.com	414-443-1911
Asylum Rage Room	Asylum Rage Room is an extreme entertainment and a great way to release negative energy	Recreation	Green Bay	https://asylumrageroom.com/	Cameron Cunningham	asylumrageroom@gmail.com	920-770-2060

Aunties and Uncles Snack shack	Food truck that sells walleye tacos, elote, carnitas, loaded fries, burritos. Primarily at pow-wows all over, well known in the community.	Food & Beverage	Luck	https://www.facebook.com/p/Aunties-uncles-snack-shack-100083229581738/	Butch Buck	bbuck2011@gmail.com	715-566-0103
B&D Contractors Inc	Glass and glazing contractor	Commercial Construction	New Berlin	www.b-dcontractors.com	Brian Holmes	bholmes@b-dcontractors.com	262-784-9393
Bay Bank	We provide banking services to the community	Financial Services	Green Bay & Keshena	www.baybankgb.com		baybank@baybankgb.com	920-490-7600
Believe Nutrition	Nutrition club. Healthy meal replacement shakes, weight loss programs, energy teas with vitamin B	Food & Beverage	Green Bay		Larissa Cornelius	Believe.nutrition20@gmail.com	920-480-3111
Bella Beautique LLC	Hair salon/stylist, Paramedical Tattoo Artist, Tattoo Artist, creating 3D areolas & nipple for breast cancer survivors and the trans community	Beauty	Union Grove	https://www.facebook.com/Mariabellabeautique/	Maria Graham	Mrgraham15@yahoo.com	414-702-8003
Belonger Corporation Inc.	Mechanical / plumbing / specialty trades firm.	Commercial Construction	West Bend	www.belonger.net	Jean Marie Thiel	jeanmariethiel@belonger.net	262-334-9111
Better Brows LLC	Better Brows is a minority women owned business located within the Oneida Nation boundaries. Better Brows offers permanent make up brow tattooing to both males and females age 18+.	Beauty	Green Bay	www.Betterbrowsgb.com			
Bill's Busy Bee Honey Farm	We produce raw honey	Food & Beverage	Shawano	https://billsbusybeehoneyf.wixsite.com/bill-s-busy-bee-hone	William	billsbusybeehoneyfarm@gmail.com	715-851-3851
Bobalicious	My business serves a wide variety of boba beverages and bakery items that pair with them.	Food & Beverage	Keshena	https://bobaliciousbiz.company.site/	Shavonne Corn	Shcom@icloud.com	715-584-7122

Bowman Performance Consulting	Research, evaluation, technical assistance, partnership and capacity building, and training services for government, non-profit, foundation, and for profit agencies. A focus on diversity, equity, and inclusion with a particular experience and expertise in helping Indigenous and non-Indigenous studies and initiatives. National and global expertise on evaluation topics (systems, organizational, grant, project, programs, policy, governance, etc.).	Consulting	Shawano	www.bpcwi.com	Dr. Nicole Bowman	info@bpcwi.com	715-526-9240
Broken Oak Boutique	We sell women's clothing for all sizes and ages. We are still in the starting stages of our business. Growing on social media and focusing on growth of our company. Our goal is to make women feel confident in themselves.	Clothing	Cumberland	https://brokenoakboutique.com	Tiffani Fowler	brokenoakboutique@gmail.com	715-419-9410
Butter Makes Me Happy	We started as a shop that offered clothing, jewelry, stickers & a variety of things we created. Over the years we slowly zeroed in on being a hand painted shoes & moccasins only, but I still do offer necklaces & stainless steel pins. We also just created a shoe cleaner & art kits we plan on adding to our website. Lastly, my husband does a lot of sign painting & interior painting as well.	Art, Crafts, Handmade Goods	Milwaukee	www.ButterMakesMeHappy.com	Lizz Tsosie Stachura	buttermakesmehappy@gmail.com	312-662-2898

Cadotte Drywall LLC	Drywall installation, finishing, painting	Residential Construction Commercial Construction	Ashland				
Championship Window Cleaning	Window cleaning; office cleaning	Cleaning Services	Milwaukee	www.championshipwindowcleaning.com			
Chippewa Landscapes LLC	Landscaping, hardscaping, concrete, fertilizer and weed control	Environmental/ Outdoor Services	Chippewa Falls		Tony Bender	Chippewalandscapes@gmail.com	715-450-9196
Christopher Sweet / Blue Bear Studio	Native American Artist, Christopher Sweet (Ho-Chunk / White Earth Ojibwe), creates authentic contemporary Native American art inspired by personal cultural experiences, storytelling, history, traditional and contemporary life ways.	Art, Crafts, Handmade Goods	Baraboo	www.Csweetnativeart.com			
Clarissa Friday Photography	Event and Portrait Photographer	Photography	West Bend	www.nativeclarity.com	Clarissa Friday	clarissa@fridayphotography	262-721-6287
Com Link, Inc.	Computer store sales and service and commercial property inspection	Computer Sales and Service	Sun Prairie	www.comlinkcomputers.com	Kevin Sullivan	kevin.comlink@gmail.com	608-825-7226
Copper Creek Roofing and Construction, LLC	Residential building construction & remodeling	Residential Construction	Ashland		Cheryl Cloud	CopperCreekRC@gmail.com	715-292-1933
Copper Crow Distillery, LLC	Distillery and tasting room.	Food & Beverage	Bayfield	www.coppercrowdistillery.com	Curtis P Basina	brokenarrow1560@gmail.com	715-779-0275
Country Boy Detailing, LLC	Auto Detailing and Graphics; It is a business that specializes in automotive detailing. Additional services include graphic design and installation, snow plowing and removal.	Automotive Services	Washburn		Marcus Warren	countryboydetailingllc@gmail.com	715-373-0474

Couture Tile LLC	Tile installation company. I work primarily in residential homes, both new construction and remodeling. Mostly bathrooms, full tile showers, wheelchair accessible (curbless) showers, floors and kitchen backsplashes.	Residential Construction	Milwaukee		Shannon Couture	shantronic5@gmail.com	414-303-2569
Creative Vixen Design	Marketing, branding, advertising, graphic design, website design, illustration	Marketing, Media, Graphic Design	Madison	www.creativevixendesign.com	Charlotte Easterling	charlotte@creativevixendesign.com	608-334-2668
Creatively Indigenous	Jewelry and art	Art, Crafts, Handmade Goods	Cumberland	https://creativelyindigenous.com/			
D&T Construction LLC	We are a General Contractor that builds residential/Commercial properties.	Residential Construction Commercial Construction	De Pere	www.dandtconstructionllc.com	Daniel Doyen	Ddoyen02@gmail.com	920-412-6366
D'Vina's Adult Family Home, LLC	An all-female Adult family group home serving individuals that have intellectual disabilities, mental illness, dramatic brain injury, Partial Physical disability and/or substance/ alcohol abuse treatment.	Disability Services	Manitowoc		Desiree	desiree@dvinasafh.com	920-901-7044
Daisy's Wild Rice Co	Harvesting, processing and sale of wild rice	Food & Beverage	Wittenberg				
Derusha Construction	General Contractor	Residential Construction Commercial Construction	Ashland		David John Derusha	derushaconstruction@yahoo.com	715-730-0734
Diamond HVAC LLC dba Diamond Heating & Cooling	Heating, Cooling and Air Conditioning, Indoor Air Quality Control: Maintenance, New Construction, Replacements, Service, Residential, Light Commercial	Residential Construction Commercial Construction	Green Bay	https://www.diamondhvacgb.com			920-764-2482

Dream Catcher Cafe	Event planning	Event Planning	Milwaukee		Mason James	Masonjameselo@gmail.com	710-403-9951
DreamCatcher Painting LLC	General contractor	Residential Construction	Milwaukee		Victoria Soulier	dreamcatcherpaintingllc@gmail.com	414-629-4463
Eagle Auto LLC	Auto Sales and collision repair	Automotive Services	Green Bay		Cole Peters	Eagleautogb@gmail.com	920-707-4404
ENV Property Solutions	Mold, lead, asbestos sampling	Environmental / Outdoor Services	Butternut	www.envpropertiesolutions.com	Barb Herbst	Envpropsolutions@hotmail.com	715-661-0561
Famous Motion Film And Photography & Art As An Outlet - Wisconsin	Music Video Director/ Wedding Photographer/ photography instructor	Photography	Milwaukee	https://www.facebook.com/FamousMotionFilmAndPhotography/	Bradley	btperich@gmail.com	414-430-9831
First Nations Business Solutions	Health Services provider to tribal clinics, urban Indian Health clinics, and diabetes management programs.	Consulting	Woodruff	https://firstnationsbusinesssolutions.com/	Randy Soulier	rsoulier@firstnationsbusinesssolutions.com	715-892-1413
Freedomgiant Construction LLC	My business is involved with interior remodel, renovations and concrete	Residential Construction Commercial Construction	Lake Mills		Damien Wilson	dllwilson3891@gmail.com	920-342-2070
Go Broke Farms	We are a family farm that offers farm fresh burger and pork products to consumers from small to large orders. We also provide the option of buying whole animals or 1/4 and 1/2 animals for consumption in some instances.	Farm	Chetek		Alvin Kangas	Aj935@yahoo.com	715-733-0107
Go Green Painting	Painting and Staining	Residential Construction	Green Bay	www.go-greenpainting.com			920-366-0778

Good Sky Guidance	Good Sky Guidance is a consulting firm specializing in the integration of Indigenous Knowledges and culture in environmental initiatives and advising institutions on respectful tribal engagement.	Consulting	Ashland	www.goodskyguidance.com	Bazile Panek	bazile@goodskyguidance.com	715-209-0562
Goodeagle Kitchen	Provides healthy Indigenous foods to the community through pow wows and other invited/hired events	Food & Beverage	Oneida		Miya Goodeagle	Goodeagle.gourmet@gmail.com	920-883-2012
HealingGround	Therapeutic bodywork	Health Care/Holistic Medicine	Hayward	www.HealingGroundHayward.com	Phyllis Wolf	contact@HealingGroundHayward.com	715-934-2014
Hill Fix It LLC	Home remodeling and small commercial construction - bathrooms, kitchens, windows and doors, finished basements, flooring, trim and baseboard, whole house renovations, additions	Residential Construction	Oneida			hillfixitllc@gmail.com	920-413-7214
Ikes Place LLC	Specialty coffee and breakfast and lunch foods	Food & Beverage	Bayfield	Facebook: Ike Place Coffee on fb	Brittany	Gordbrit4423@lco.edu	715-292-1251
Indigenous Advise	Consulting	Consulting	Keshena	www.indigenousadvise.com	Nicole Fish	Nicolef@indigenousadvise.com	715-851-3293
Indigenous Birth Services	Offer culturally enriched midwifery/doula care, educational trainings, and cultural teachings to BIPOC and tribal individuals	Health Care/Holistic Medicine	Odanah	www.Indigenousbirthservices.com	Hope Mayotte	indigenousbirthservices@gmail.com	715-413-1008

Indigenous Think Tank LLC	Provide agricultural research and grant writing services to clients that need solutions to the challenges we face in the 21st century.	Consulting	Keshena		Marcus Grignon	Indigthink@gmail.com	920-562-9518
JPS Photography	Photography services and photobooth rental	Photography	Keshena	https://arwinblue.wixsite.com/jpsphotography		arwinblue@yahoo.com	715-584-2196
JT Consulting Services	Business Consulting - focus on start-ups, certifications, federal, joint ventures, and strategic partnering	Consulting	West Bend		Jean Marie Thiel	thielhouse6113@gmail.com	262-629-1045
Lisa's Ribbon Skirts	I do sewing of Native American regalia	Art, Crafts, Handmade Goods; Clothing	Lac du Flambeau		Lisa Schuman	Schuman_6@hotmail.com	715-892-5029
Looking Lovely Beauty & Body Bar	Eyelash Extensions, Facial Threading, Body Sculpting	Beauty	Green Bay	https://lookinglovely.glossgenius.com/	Tianna Hackett	Tiannahackett25@gmail.com	920-819-0437
Lowe Hospitality, LLC	We operate a 16 unit motel.	Lodging	Reedsburg	www.willowoodinn.com	Angela Lowe	anglowe67@gmail.com	608-356-5474
Mashkiizibii Made LLC DBA Gitch Nutrition	My original business Mashkiizibii Made is utilized for contractual work for wood working, I've made birch bark baskets and cradleboards. I have a store front where I serve healthy shakes, teas and snacks.	Art, Crafts, Handmade Goods; Food and Drinks	Ashland	https://www.facebook.com/gitchnutrition/		gitchnutrition@gmail.com	715-292-6362
Mavid Construction Services LLC	Furnish and install: metal stud & dry wall, glass & glazing hard/soft flooring, acoustical ceilings, renewable energy systems, design and finance systems	Commercial Construction	Green Bay	www.mavidconstruction.com	Zoar Fulwilder	zoar@mavidconstruction.com	877-494-0515
Me Time T Time	Provides handmade jewelry and personalized products	Art, Crafts, Handmade Goods	Keshena	www.Metimetime.com	Michelle Bailey	Metime.ttime143@gmail.com	715-584-3265

Meltz Industries LLC	Sewer, Water, Excavation, Landscape Services,	Environmental/ Outdoor Services	Seymour	www.meltzindustries.com	Crystal Meltz		920-609-1548
Native American Creations	Native American jewelry and crafts	Art, Crafts, Handmade Goods	Oneida		Edward Smith	edsmith589@yahoo.com	920-217-1203
NativeAmericans.com	Education, Resources, Arts and entertainment for Native Americans	Entertainment	Green Bay	www.NativeAmericans.com	Cole Peters	Cole@nativeamericans.com	920-707-4404
Natural Health and Allergy	We use an alternative holistic approach to healthcare. We have a functional medicine based philosophy finding the root cause to your symptoms and provide a natural treatment plan to help with your overall health and wellness. No needles, No waiting for test results. Answers the very first visit.	Health Care/Holistic Medicine	Eau Claire	www.naturalallergynurse.com	Laura Hoehn	care@naturalallergynurse.com	715-450-2186
Nikki Andrews Professional Services, LLC	We are a full-service tax office, including representation services.	Professional Services	New Richmond	www.msnap.com	Nikki Andrews	nikki@msnap.com	715-246-7774
NJK TRUCKING LLC	Trucking, tractor trailer dump	Trucking	Milwaukee		Norman J Kitchenakow Jr	Nkitchenakow@yahoo.com	414-750-7798
Northern Lights Wreaths	We create evergreen Christmas wreaths for the holidays	Art, Crafts, Handmade Goods	Montreal		Matt Eitrem	matteitrem@gmail.com	715-862-0074
Northland General Contracting LLC	Residential and light business remodeling, metal roofs, and bath, kitchen, decks, siding, flooring.	Residential Construction Commercial Construction	Odanah				
Northwoods Precision Construction, LLC	Small construction projects	Residential Construction	Lac du Flambeau		Stephanie Lerdal	Stephanierldal@yahoo.com	920-809-5130

NWG Creation	Assortment of Native Crafts - Each piece is a unique creation of its own - birchbark house, candle holders, leather and hide work, medallions and barrettes, photography	Art, Crafts, Handmade Goods	Red Cliff	https://www.nwgcreation.com/	Nathan Gordon		
O.T.G. MUNCHEEZ LLC	Whole Sale Fresh deli sandwiches to local businesses in Milwaukee county .	Food & Beverage	Greendale	www.Otgmuncheezllc.com	Sabrina Zamora	Otgmuncheezllc@gmail.com	414-698-6565
OJIBWE DREAMS	Selling goods ie. jewelry, mugs, tumblers, artwork, etc.	Art, Crafts, Handmade Goods	Hayward	www.ojibwedreams.com	Angel	Angelfroemel@gmail.com	715-558-4547
O'keefes Automotive Service and Repair Inc	Automotive Service and Repair	Automotive Services	Kenosha		Duane Okeefe	okeefesautomotive@yahoo.com	262-358-3106
Partners In Grime	Residential and commercial cleaning services located in Oneida Wisconsin	Cleaning Services	De Pere		Hailey Skenandore	Hailey_skenandore@yahoo.com	920-360-7710
Pdice Entertainment llc	Mascots and concession entertainment for community	Entertainment	Madison	www.pdiceent.com	Precious Goston	Precious@pdiceent.com	608-225-6505
Perodigm Media	Media agency	Marketing, Media, Graphic Design	Cambridge	www.Perodigm.com	Robert Pero	info@perodigm.com	608-400-0086
Potawatomi Honey Farm	We are dedicated to sustainable beekeeping practices and produce high quality pure honey and other bee related products	Food & Beverage	Leona		Yates	yates1972@outlook.com	715-120-4795
Pride Performance LLC	Lawn care and snow removal services	Environmental/ Outdoor Services	Green Bay		Marques Danforth	kateridan4th@gmail.com	920-784-6044
Primal Woods Products	Firewood Sales and Delivery Service	Forestry, Timber, Firewood	Keshena	https://www.wolfriverdevelopment.com/	Kim Latender	kim.latender@wolfriverdev.com	

Process General Store LLC	PROCESS offers low waste home goods, personal care items, a Native food market and REFILLERY located in central Wisconsin. We offer sustainable products and we prioritize Native producers.	Retail	Stevens Point	www.Lowwaste.shop	Rubina Martini	processgeneralstore@gmail.com	715-445-6278
Queen Deja Boutique	Stylish Trendy Wear for the whole family	Clothing	De Pere		Debra Tucker	Qdeja22@gmail.com	920-384-0400
Recovery Foam	Spray foam insulation	Residential Construction	Luck		Tyler Buck	tylerbuck2012@gmail.com	763-200-0757
Red Willow Indigenous Designs LLC	We create handcrafted, culturally-inspired furniture	Arts, Crafts, Handmade Goods	Odanah		Georgina	daisygeorginaevelyn@outlook.com	
Reeny fishery	I make roasted and dried fishes at home and get it delivered to my various clients. I purchase raw cat fish, it can be roasted or dried depending on the customer choice	Food & Beverage	Madison		Reeny Nick	reenynick@gmail.com	718-912-9434
Reziliant Fitness LLC	I offer personal training to those looking to improve their physical and mental health	Personal Training	Milwaukee		Maria Farias	Reziliantfitness@gmail.com	920-366-8204
Samonpie hair llc	Hair salon	Beauty	Milwaukee				
Save a Lot	Grocery Store	Retail	Keshena	www.wolfriverdevelopment.com	Angel Reiter	angel.reiter@wolfriverdev.com	715-444-0757
Seven Generation Contractors Corporation	Commercial, residential, agricultural, and military concrete company, specializing in footings, frostwalls, and flatwork.	Residential Construction Commercial Construction	Fort Atkinson	www.7generationcontractors.com	Brian C Wilson Jr	brian@7generationcontractors.com	608-642-0241

Shado Rose LLC	Photography and retail consignment	Photography Retail	Seymour	https://www.facebook.com/shado.rose.photos/	Shado LaCount	Shadorosellc@gmail.com	920-264-4398
Sokaogon Chippewa Community Cenex	Retail convenience gas station	Retail	Crandon				
Stone House Weavers	Maker of fine black ash baskets and other weavings, offering workshops and one on one studio time	Art, Crafts, Handmade Goods	Ashland	www.stonehouseweavers.com	April Ogimaakwe Stone	april@stonehouseweavers.com	
Styled by Stephanie	Business Strategic Planning	Consulting	Green Bay		Stephanie Taylor	Styledbystephaniellc@outlook.com	920-371-8368
Sweetgrass Behavioral Health	Mental Health Counseling	Mental Health Services	Shawano	www.sweetgrassbh.com	Alegra Fowler	afowler@sweetgrassbh.com	715-280-8130
The Frybread Shack	Mobile food truck business.	Food & Beverage	Odanah	https://www.facebook.com/TheFrybreadShack54861/	Ezra Leoso	ezraleoso@gmail.com	715-292-3490
The Matriarch Group	Professional consulting company providing technical assistance and consulting to non profits and CDFIs	Consulting	Lac du Flambeau	www.thematriarchgroup.com	Fern Orié	fem@thematriarchgroup.com	715-614-4840
Thunderbird Engineering, Inc.	Consulting engineering for MEP/FP - Mechanical, electrical, plumbing and fire protection. We also provide construction management and Level 2 Commissioning for MEP and building envelope.	Engineering	Middleton	www.thunderbirdengineering.com	Shawn Woldt	shawnw@thunderbirdeng.com	608-358-9077
Tomorrow River Homestead	Tomorrow River Homestead offers short term rentals and artist stays year round. This 4.5 acre property offers a peaceful place to connect with nature along the Tomorrow River.	Lodging	Nelsonville	www.Tomorrowriverhomestead.com	Rubina Martini	rubinamariemartini@gmail.com	715-445-6278

Tonn Enterprise LLC	Excavation & Landscaping	Environmental/ Outdoor Services	Black Creek		Justine Tonn	justinetonn21@gmail.com	920-851-6344
Tootsie's Tea	We create all our own loose leaf tea blends, sometimes even growing our own ingredients. We sell them retail, along with tea accessories. We currently do farmers markets, pop ups & sell on our squaresite as well, but plan on pushing our website soon too.	Food & Beverage	Milwaukee	www.TootsiesT.com	Lizz Tsosie Stachura	tootsiestea@gmail.com	312-662-2898
Turtle Island Gifts LLC	We're an actual store that features over 40 local artists/ crafters who rent space to sell their handmade goods.	Art, Crafts, Handmade Goods	Green Bay	www.Facebook.com/ turtleislandgifts	Darleen Denny	Ddenny526@gmail.com	920-562-0762
Universal Consulting Solutions	I provide services for leadership development, strategic planning, organizational development, facilitation & training, and transformational coaching.	Consulting	Green Bay	https://www.uconsolutions.com			
Waabigwan	Native Culture & Arts Specialist	Professional Services	Odanah		Gloria Waabigwan Wiggins	Smartwaabigwan@gmail.com	715-685-8116
Wakajapi Workz	Arts, Crafts, Education	Art, Crafts, Handmade Goods	Baraboo			wakajapi.workz@gmail.com	

WeeyaCalif.com	I am a professional artist who has work shown in art shows and galleries. I also am hired on commission to design flyers, t-shirt designs, logos, banners, etc. for businesses. I also work in and around the Oneida community and the Green Bay community teaching digital art classes and I teach artists how to create logos, websites, etc.	Art, Crafts, Handmade Goods	Green Bay	www.weeyacalif.com	Weeya Calif	weeyacalif@gmail.com	920-213-4418
White Buffalo Trucking LLC	White Buffalo Trucking currently owns and operates 4 quad axle dump trucks throughout the State of Wisconsin with 7 leased on owner operators. We haul aggregate material such as but not limited to sand, stone, and clay for heavy highway projects like the 41 mega project as well as work with smaller companies to do sewer and water.	Trucking	Seymour	www.whitebuffalotrucking.com	Amy Hacker	amy.whitebuffalo@gmail.com	920-649-0099
Wild Rice WoodCrafters LLC.	Installation, sanding and refinishing Hardwood Flooring	Residential Construction	Grantsburg		Reuben James Rice		651-707-2086
Winnerz Only	My business specializes in creating visually compelling and impactful designs that effectively communicate brand messages. We focus on bringing ideas to life through innovative and creative graphic solutions, tailored to meet the unique needs of each client.	Marketing	Appleton	www.Facebook.com/winnerzonlyllc	Phillip Lopez	plopez@winnerzonlyllc.com	917-405-9420

Wisconsin Indigenous Housing and Economic Development Corporation	Our mission is to expand Native economic development by building the financial sovereignty of Native individuals, families, Native-owned businesses, Tribal enterprises and communities in Wisconsin.	Economic Development	Lac du Flambeau	https://wiedc.org/	Fern Orié	femo@wiedc.org	715-614-4840
wni wiconi construction	We specialize in sustainable construction and environmental service	Construction	Lac du Flambeau		Ava	avamoonwh@outlook.com	



D. Directory of Businesses by Category

* businesses listed opted-in through the economic impact study survey

Arts, Crafts, Handmade Goods							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
Christopher Sweet / Blue Bear Studio	Native American Artist, Christopher Sweet (Ho-Chunk / White Earth Ojibwe), creates authentic contemporary Native American art inspired by personal cultural experiences, storytelling, history, traditional and contemporary life ways.	Art, Crafts, Handmade Goods	Baraboo	www.Csweetnativeart.com	Christopher Sweet	bluebearartstudio@gmail.com	608-581-8100
Creatively Indigenous	Jewelry and art	Art, Crafts, Handmade Goods	Cumberland	https://creativelyindigenous.com/			
Butter Makes Me Happy	We started as a shop that offered clothing, jewelry, stickers & a variety of things we created. Over the years we slowly zeroed in on being a hand painted shoes & moccasins only, but I still do offer necklaces & stainless steel pins. We also just created a shoe cleaner & art kits we plan on adding to our website. Lastly, my husband does a lot of sign painting & interior painting as well.	Art, Crafts, Handmade Goods	Milwaukee	www.ButterMakesMeHappy.com	Lizz Tsosie Stachura	buttermakesmehappy@gmail.com	312-662-2898
Lisa's Ribbon Skirts	Sewing of Native American regalia	Art, Crafts, Handmade Goods; Clothing	Lac du Flambeau		Lisa Schuman	Schuman_6@hotmail.com	715-892-5029
Me Time T Time	Provides handmade jewelry and personalized products	Art, Crafts, Handmade Goods	Keshena	www.Metimettime.com	Michelle Bailey	Metime.ttime143@gmail.com	715-584-3265

Native American Creations	Native American jewelry and crafts	Art, Crafts, Handmade Goods	Oneida		Edward Smith	edsmith589@yahoo.com	920-217-1203
Northern Lights Wreaths	We create evergreen Christmas wreaths for the holidays	Art, Crafts, Handmade Goods	Montreal		Matt Eitrem	matteitrem@gmail.com	715-862-0074
NWG Creation	Assortment of Native Crafts - Each piece is a unique creation of its own - birchbark house, candle holders, leather and hide work, medallions and barrettes, photography	Art, Crafts, Handmade Goods	Red Cliff	https://www.nwgcreation.com/	Nathan Gordon		
Stone House Weavers	Maker of fine black ash baskets and other weavings, offering workshops and one on one studio time	Art, Crafts, Handmade Goods	Ashland	www.stonehouseweavers.com	April Ogimaakwe Stone	april@stonehouseweavers.com	
Turtle Island Gifts LLC	We're an actual store that features over 40 local artists/ crafters who rent space to sell their handmade goods.	Art, Crafts, Handmade Goods	Green Bay	www.Facebook.com/turtleislandgifts	Darleen Denny	Ddenny526@gmail.com	920-562-0762
All My Relations, LLC	Native American owned and operated online retail store. Featuring custom designed, handmade gifts, jewelry, home decor, and other unique items.	Art, Crafts, Handmade Goods	Green Bay	https://allmyrelationsllc.square.site/			920-413-0500
OJIBWE DREAMS	Selling goods ie. jewelry, mugs, tumblers, artwork, etc.	Art, Crafts, Handmade Goods	Hayward	www.ojibwedreams.com	Angel	Angelfroemel@gmail.com	715-558-4547
Wakajapi Workz	Arts, Crafts, Education	Art, Crafts, Handmade Goods	Baraboo			wakajapi.workz@gmail.com	

WeeyaCalif.com	I am a professional artist who has work shown in art shows and galleries. I also am hired on commission to design flyers, t-shirt designs, logos, banners, etc. for businesses. I also work in and around the Oneida community and the Green Bay community teaching digital art classes and I teach artists how to create logos, websites, etc.	Art, Crafts, Handmade Goods	Green Bay	www.weeyacalif.com	Weeya Calif	weeyacalif@gmail.com	920-213-4418
Mashkiizibii Made LLC DBA Gitich Nutrition	My original business Mashkiizibii Made is utilized for contractual work for wood working, I've made birch bark baskets and cradleboards. I have a store front where I serve healthy shakes, teas and snacks.	Art, Crafts, Handmade Goods; Food and Drinks	Ashland	https://www.facebook.com/gitichnutrition/		gitichnutrition@gmail.com	715-292-6362
7ton Creative Wood Working Designs	Furniture maker	Art, Crafts, Handmade Goods	Marshfield		Todd Preston	7toncwwd@gmail.com	715-615-2465
Red Willow Indigenous Designs LLC	We create handcrafted, culturally-inspired furniture	Art, Crafts, Handmade Goods; Food and Drinks	Odanah		Georgina	daisygeorginaevelyn@outlook.com	
Automotive Services							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
Country Boy Detailing, LLC	Auto Detailing and Graphics; It is a business that specializes in automotive detailing. Additional services include graphic design and installation, snow plowing and removal.	Automotive Services	Washburn		Marcus Warren	countryboydetailingllc@gmail.com	715-373-0474

Eagle Auto LLC	Auto Sales and collision repair	Automotive Services	Green Bay		Cole Peters	Eagleautogb@gmail.com	920-707-4404
O'keefes Automotive Service and Repair Inc	Automotive Service and Repair	Automotive Services	Kenosha		Duane O'Keefe	okeefesautomotive@yahoo.com	262-358-3106
Beauty							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
AJM Simply Lashes	I provide eyelash extensions, brow services, waxing and haircuts	Beauty	Chippewa Falls	https://ajmsimply-lashesllc.square.site/	Alexandria Beedle	simplylashes@gmail.com	715-638-6556
Bella Beautique LLC	Hair salon/stylist, Paramedical Tattoo Artist, Tattoo Artist, creating 3D areolas & nipple for breast cancer survivors and the trans community	Beauty	Union Grove	https://www.facebook.com/Mariabellabeautique/	Maria Graham	Mrgraham15@yahoo.com	414-702-8003
Better Brows LLC	Better Brows is a minority women owned business located within the Oneida Nation boundaries. Better Brows offers permanent make up brow tattooing to both males and females age 18+.	Beauty	Green Bay	www.Betterbrowsgb.com			
Looking Lovely Beauty & Body Bar	Eyelash Extensions, Facial Threading, Body Sculpting	Beauty	Green Bay	https://lookinglovely.glossgenius.com/	Tianna Hackett	Tiannahackett25@gmail.com	920-819-0437
Samonpie hair llc	Hair salon	Beauty	Milwaukee				
Cleaning Services							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
Championship Window Cleaning	Window cleaning; office cleaning	Cleaning Services	Milwaukee	www.championshipwindowcleaning.com			

Partners In Grime	Residential and commercial cleaning services located in Oneida Wisconsin	Cleaning Services	De Pere		Hailey Skenandore	Hailey_skenandore@yahoo.com	920-360-7710
Clothing							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
Broken Oak Boutique	We sell women's clothing for all sizes and ages. We are still in the starting stages of our business. Growing on social media and focusing on growth of our company. Our goal is to make women feel confident in themselves.	Clothing	Cumberland	https://brokenoakboutique.com	Tiffani Fowler	brokenoakboutique@gmail.com	715-419-9410
Queen Deja Boutique	Stylish Trendy Wear for the whole family	Clothing	De Pere		Debra Tucker	Qdeja22@gmail.com	920-384-0400
Lisa's Ribbon Skirts	Sewing of Native American regalia	Art, Crafts, Handmade Goods; Clothing	Lac du Flambeau		Lisa Schuman	Schuman_6@hotmail.com	715-892-5029
Construction							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
B&D Contractors Inc	Glass and glazing contractor	Commercial Construction	New Berlin	www.b-dcontractors.com	Brian Holmes	bholmes@b-dcontractors.com	262-784-9393
Belonger Corporation Inc.	Mechanical / plumbing / specialty trades firm.	Commercial Construction	West Bend	www.belonger.net	Jean Marie Thiel	jeanmariethiel@belonger.net	262-334-9111
Mavid Construction Services LLC	Furnish and install: metal stud & dry wall, glass & glazing hard/soft flooring, acoustical ceilings, renewable energy systems, design and finance systems	Commercial Construction	Green Bay	www.mavidconstruction.com	Zoar Fulwilder	zoar@mavidconstruction.com	877-494-0515
Arrow-Crete Construction, LLC	Concrete road construction	Concrete	Waukesha	www.arrowcrete.com	Ann Neshek	Aneshek@arrowcrete.com	414-443-1911

wni wiconi construction	We specialize in sustainable construction and environmental service	Construction	Lac du Flambeau		Ava	avamoonwh@outlook.com	
Thunderbird Engineering, Inc.	Consulting engineering for MEP/FP - Mechanical, electrical, plumbing and fire protection. We also provide construction management and Level 2 Commissioning for MEP and building envelope.	Engineering	Middleton	www.thunderbirdengineering.com	Shawn Woldt	shawnw@thunderbirdeng.com	608-358-9077
AR Industries LLC	Masonry restoration, brick, block, stone, concrete	Masonry Concrete	Greenfield		James Kraemer	Arindustriesgeneral@gmail.com	262-573-3196
Copper Creek Roofing and Construction, LLC	Residential building construction & remodeling	Residential Construction	Ashland		Cheryl Cloud	CopperCreekRC@gmail.com	715-292-1933
Couture Tile LLC	Tile installation company. I work primarily in residential homes, both new construction and remodeling. Mostly bathrooms, full tile showers, wheelchair accessible (curbless) showers, floors and kitchen backsplashes.	Residential Construction	Milwaukee		Shannon Couture	shantronic5@gmail.com	414-303-2569
DreamCatcher Painting LLC	General contractor	Residential Construction	Milwaukee		Victoria Soulier	dreamcatcherpaintingllc@gmail.com	414-629-4463
Go Green Painting	Painting and Staining	Residential Construction	Green Bay	www.go-greenpainting.com			920-366-0778
Hill Fix It LLC	Home remodeling and small commercial construction - bathrooms, kitchens, windows and doors, finished basements, flooring, trim and baseboard, whole house renovations, additions.	Residential Construction	Oneida			hillfixitllc@gmail.com	920-413-7214

Northwoods Precision Construction,LLC	Small construction projects	Residential Construction	Lac du Flambeau		Stephanie Lerdal	Stephanielerdal@yahoo.com	920-809-5130
Recovery Foam	Spray foam insulation	Residential Construction	Luck		Tyler Buck	tylerbuck2012@gmail.com	763-200-0757
Wild Rice WoodCrafters LLC.	Installation, sanding and refinishing Hardwood Flooring	Residential Construction	Grantsburg		Reuben James Rice		651-707-2086
1st Choice Drywall LLC	Drywall, painting, stucco, both residential and commercial customers	Residential Construction; Commercial Construction	Bayfield	www.1stchoicedrywall.net	Thomas Gordon	thomas.gordon77@yahoo.com	715-779-3147
Cadotte Drywall LLC	Drywall installation, finishing, painting	Residential Construction; Commercial Construction	Ashland				
D&T Construction LLC	We are a General Contractor that builds residential/Commercial properties.	Residential Construction; Commercial Construction	De Pere	www.dandtconstructionllc.com	Daniel Doyen	Ddoyen02@gmail.com	920-412-6366
Derusha Construction	General Contractor	Residential Construction; Commercial Construction	Ashland		David John Derusha	derushaconstruction@yahoo.com	715-730-0734
Diamond HVAC LLC dba Diamond Heating & Cooling	Heating, Cooling and Air Conditioning, Indoor Air Quality Control: Maintenance, New Construction, Replacements, Service, Residential, Light Commercial	Residential Construction; Commercial Construction	Green Bay	https://www.diamondhvacgb.com			920-764-2482
Freedomgiant Construction LLC	My business is involved with interior remodel, renovations and concrete	Residential Construction; Commercial Construction	Lake Mills		Damien Wilson	dlwilson3891@gmail.com	920-342-2070
Northland General Contracting LLC	Residential and light business remodeling, metal roofs, and bath, kitchen, decks, siding, flooring.	Residential Construction; Commercial Construction	Odanah				

Seven Generation Contractors Corporation	Commercial, residential, agricultural, and military concrete company, specializing in footings, frostwalls, and flatwork.	Residential Construction; Commercial Construction	Fort Atkinson	www.7generationcontractors.com	Brian C Wilson Jr	brian@7generationcontractors.com	608-642-0241
Computer Sales / IT Services							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
Com Link, Inc.	Computer store sales and service and commercial property inspection	Computer Sales and Service	Sun Prairie	www.comlinkcomputers.com	Kevin Sullivan	kevin.comlink@gmail.com	608-825-7226
Professional Services							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
Bowman Performance Consulting	Research, evaluation, technical assistance, partnership and capacity building, and training services for government, non-profit, foundation, and for profit agencies. A focus on diversity, equity, and inclusion with a particular experience and expertise in helping Indigenous and non-Indigenous studies and initiatives. National and global expertise on evaluation topics (systems, organizational, grant, project, programs, policy, governance, etc.).	Consulting	Shawano	www.bpcwi.com	Dr. Nicole Bowman	info@bpcwi.com	715-526-9240
First Nations Business Solutions	Health Services provider to tribal clinics, urban Indian Health clinics, and diabetes management programs.	Consulting	Woodruff	https://firstnationsbusinesssolutions.com/	Randy Soulier	rsoulier@firstnationsbusinesssolutions.com	715-892-1413

Good Sky Guidance	Good Sky Guidance is a consulting firm specializing in the integration of Indigenous Knowledges and culture in environmental initiatives and advising institutions on respectful tribal engagement.	Consulting	Ashland	www.goodskyguidance.com	Bazile Panek	bazile@goodskyguidance.com	715-209-0562
Indigenous Advise	Consulting	Consulting	Keshena	www.indigenousadvise.com	Nicole Fish	Nicolef@indigenousadvise.com	715-851-3293
Indigenous Think Tank LLC	Provide agricultural research and grant-writing services to clients that need solutions to the challenges we face in the 21st century.	Consulting	Keshena		Marcus Grignon	Indigthink@gmail.com	920-562-9518
JT Consulting Services	Business Consulting - focus on start-ups, certifications, federal, joint ventures, and strategic partnering	Consulting	West Bend		Jean Marie Thiel	thielhouse6113@gmail.com	262-629-1045
Styled by Stephanie	Business Strategic Planning	Consulting	Green Bay		Stephanie Taylor	Styledbystephaniellc@outlook.com	920-371-8368
The Matriarch Group	Professional consulting company providing technical assistance and consulting to non profits and CDFIs	Consulting	Lac du Flambeau	www.thematriarchgroup.com	Fern Orié	fern@thematriarchgroup.com	715-614-4840
Universal Consulting Solutions	I provide services for leadership development, strategic planning, organizational development, facilitation & training, and transformational coaching.	Consulting	Green Bay	https://www.uconsolutions.com			

Thunderbird Engineering, Inc.	Consulting engineering for MEP/FP - Mechanical, electrical, plumbing and fire protection. We also provide construction management and Level 2 Commissioning for MEP and building envelope.	Engineering	Middleton	www.thunderbirdengineering.com	Shawn Woldt	shawnw@thunderbirdeng.com	608-358-9077
Dream Catcher Cafe	Event planning	Event Planning	Milwaukee		Mason James	Masonjameselo@gmail.com	710-403-9951
Winnerz Only	My business specializes in creating visually compelling and impactful designs that effectively communicate brand messages. We focus on bringing ideas to life through innovative and creative graphic solutions, tailored to meet the unique needs of each client.	Marketing	Appleton	www.Facebook.com/winnerzonllyc	Phillip Lopez	plopez@winnerzonllyc.com	917-405-9420
Creative Vixen Design	Marketing, branding, advertising, graphic design, website design, illustration	Marketing, Media, Graphic Design	Madison	www.creativevixendesign.com	Charlotte Easterling	charlotte@creativevixendesign.com	608-334-2668
Perodigm Media	Media agency	Marketing, Media, Graphic Design	Cambridge	www.Perodigm.com	Robert Pero	info@perodigm.com	608-400-0086
Clarissa Friday Photography	Event and Portrait Photographer	Photography	West Bend	www.nativeclarity.com	Clarissa Friday	clarissa@fridayphotography	262-721-6287
Famous Motion Film And Photography & Art As An Outlet - Wisconsin	Music Video Director/ Wedding Photographer/ photography instructor	Photography	Milwaukee	https://www.facebook.com/FamousMotionFilmAndPhotography/	Bradley	btperich@gmail.com	414-430-9831
JPS Photography	Photography services and photobooth rental	Photography	Keshena	https://arwinblue.wixsite.com/jpsphotography		arwinblue@yahoo.com	715-584-2196
Shado Rose LLC	Photography and retail consignment	Photography Retail	Seymour	https://www.facebook.com/shado.rose.photos/	Shado LaCount	Shadorosellc@gmail.com	920-264-4398

Nikki Andrews Professional Services, LLC	We are a full-service tax office, including representation services.	Professional Services	New Richmond	www.msnaps.com	Nikki Andrews	nikki@msnaps.com	715-246-7774
Waabigwan	Native Culture & Arts Specialist	Professional Services	Odanah		Gloria Waabigwan Wiggins	Smartwaabigwan@gmail.com	715-685-8116
Aambe	Utilities, Construction, Manufacturing, Insurance, Health care, Nutrition, Finance	Tribal Economic Development	Slinger	www.Aambe.com		info@aambe.com	262-573-2126
Wisconsin Indigenous Housing and Economic Development Corporation	Our mission is to expand Native economic development by building the financial sovereignty of Native individuals, families, Native-owned businesses, Tribal enterprises and communities in Wisconsin.	Tribal Economic Development	Lac du Flambeau	https://wiedc.org/	Fern Orié	ferno@wiedc.org	715-614-4840
Entertainment and Recreation							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
NativeAmericans.com	Education, Resources, Arts and entertainment for Native Americans	Entertainment	Green Bay	www.NativeAmericans.com	Cole Peters	Cole@nativeamericans.com	920-707-4404
A-1 Snowmobile Sales	Outdoor recreational equipment	Recreation	De Pere		Franklin Cornelius	flcchrome@gmail.com	920-366-7392
Apostle Islands Rustic Makwa Den LLC	Provide guided kayak tours & rentals in the Apostle Islands.	Recreation	Bayfield	www.Rusticmakwaden.com	Troy Gordon	Rusticmakwaden@gmail.com	715-209-3319
Asylum Rage Room	Asylum Rage Room is an extreme entertainment and a great way to release negative energy	Recreation	Green Bay	https://asylumrageroom.com/	Cameron Cunningham	asylumrageroom@gmail.com	920-770-2060
Pdice Entertainment llc	Mascots and concession entertainment for community	Entertainment	Madison	www.pdiceent.com	Precious Goston	Precious@pdiceent.com	608-225-6505

Environmental / Outdoor Services							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
Chippewa Landscapes LLC	Landscaping, hardscaping, concrete, fertilizer and weed control	Environmental / Outdoor Services	Chippewa Falls		Tony Bender	Chippewalandscapes@gmail.com	715-450-9196
ENV Property Solutions	Mold, lead, asbestos sampling	Environmental / Outdoor Services	Butternut	www.envpropertysolutions.com	Barb Herbst	Envpropsolutions@hotmail.com	715-661-0561
Meltz Industries LLC	Sewer, Water, Excavation, Landscape Services,	Environmental / Outdoor Services	Seymour	www.meltzindustries.com	Crystal Meltz		920-609-1548
Pride Performance LLC	Lawn care and snow removal services	Environmental / Outdoor Services	Green Bay		Marques Danforth	kateridan4th@gmail.com	920-784-6044
Tonn Enterprise LLC	Excavation & Landscaping	Environmental / Outdoor Services	Black Creek		Justine Tonn	justinetonn21@gmail.com	920-851-6344
Agriculture, Food and Beverage							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
Go Broke Farms	We are a family farm that offers farm fresh burger and pork products to consumers from small to large orders. We also provide the option of buying whole animals or 1/4 and 1/2 animals for consumption in some instances.	Farm	Chetek		Alvin Kangas	Aj935@yahoo.com	715-733-0107
Aunties and Uncles Snack shack	Food truck that sells walleye tacos, elote, carnitas, loaded fries, burritos. Primarily at pow-wows all over, well known in the community.	Food & Beverage	Luck	https://www.facebook.com/p/Aunties-uncles-snack-shack-100083229581738/	Butch Buck	bbuck2011@gmail.com	715-566-0103

Believe Nutrition	Nutrition club. Healthy meal replacement shakes, weight loss programs, energy teas with vitamin B	Food & Beverage	Green Bay		Larissa Cornelius	Believe.nutrition20@gmail.com	920-480-3111
Bill's Busy Bee Honey Farm	We produce raw honey	Food & Beverage	Shawano	https://billsbusybeehoneyfi.wixsite.com/bill-s-busy-bee-hone	William	billsbusybeehoneyfarm@gmail.com	715-851-3851
Bobalicious	My business serves a wide variety of boba beverages and bakery items that pair with them.	Food & Beverage	Keshena	https://bobaliciousbiz.com/company-site/	Shavonne Corn	Shcom@icloud.com	715-584-7122
Copper Crow Distillery, LLC	Distillery and tasting room.	Food & Beverage	Bayfield	www.coppercrowdistillery.com	Curtis P Basina	brokenarrow1560@gmail.com	715/779-0275
Daisy's Wild Rice Co	Harvesting, processing and sale of wild rice	Food & Beverage	Wittenberg				
Goodeagle Kitchen	Provides healthy Indigenous foods to the community through pow wows and other invited/hired events	Food & Beverage	Oneida		Miya Goodeagle	Goodeagle.gourmet@gmail.com	920-883-2012
Ikes Place LLC	Specialty coffee and breakfast and lunch foods	Food & Beverage	Bayfield	Facebook: Ike Place Coffee on fb	Brittany	Gordbrit4423@lco.edu	715-292-1251
O.T.G. MUNCHEEZ LLC	Whole Sale Fresh deli sandwiches to local businesses in Milwaukee county .	Food & Beverage	Greendale	www.Otgmuncheezllc.com	Sabrina Zamora	Otgmuncheezllc@gmail.com	414-698-6565
Potawatomi Honey Farm	We are dedicated to sustainable beekeeping practices and produce high quality pure honey and other bee related products	Food & Beverage	Leona		Yates	yates1972@outlook.com	715-120-4795
Reeny fishery	I make roasted and dried fishes at home and get it delivered to my various clients. I purchase raw cat fish, it can be roasted or dried depending on the customer choice	Food & Beverage	Madison		Reeny Nick	reenynick@gmail.com	718-912-9434

The Frybread Shack	Mobile food truck business.	Food & Beverage	Odanah	https://www.facebook.com/TheFrybreadShack54861/	Ezra Leoso	ezraleoso@gmail.com	715-292-3490
Tootsie's Tea	We create all our own loose leaf tea blends, sometimes even growing our own ingredients. We sell them retail, along with tea accessories. We currently do farmers markets, pop ups & sell on our squaresite as well, but plan on pushing our website soon too.	Food & Beverage	Milwaukee	www.TootsiesT.com	Lizz Tsosie Stachura	tootsiestea@gmail.com	312-662-2898
Forestry, Timber, Firewood							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
Primal Woods Products	Firewood Sales and Delivery Service	Forestry, Timber, Firewood	Keshena	https://www.wolfriverdevelopment.com/	Kim Latender	kim.latender@wolfriverdev.com	
Health and Human Services / Holistic Medicine / Fitness							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
HealingGround	Therapeutic bodywork	Health Care/Holistic Medicine	Hayward	www.HealingGroundHayward.com	Phyllis Wolf	contact@HealingGroundHayward.com	715-934-2014
Indigenous Birth Services	Offer culturally enriched midwifery/doula care, educational trainings, and cultural teachings to BIPOC and tribal individuals	Health Care/Holistic Medicine	Odanah	www.Indigenousbirthservices.com	Hope Mayotte	indigenousbirthservices@gmail.com	715-413-1008

Natural Health and Allergy	We use an alternative holistic approach to healthcare. We have a functional medicine based philosophy finding the root cause to your symptoms and provide a natural treatment plan to help with your overall health and wellness. No needles, No waiting for test results. Answers the very first visit.	Health Care/Holistic Medicine	Eau Claire	www.naturalallergynurse.com	Laura Hoehn	care@naturalallergynurse.com	715-450-2186
Sweetgrass Behavioral Health	Mental Health Counseling	Mental Health Services	Shawano	www.sweetgrassbh.com	Alegra Fowler	afowler@sweetgrassbh.com	715-280-8130
D'Vina's Adult Family Home, LLC	An all-female Adult family group home serving individuals that have intellectual disabilities, mental illness, dramatic brain injury, Partial Physical disability and/or substance/ alcohol abuse treatment.	Disability Services	Manitowoc		Desiree	desiree@dvinasafh.com	920-901-7044
Reziliant Fitness LLC	I offer personal training to those looking to improve there physical and mental health	Personal Training	Milwaukee		Maria Farias	Reziliantfitness@gmail.com	920-366-8204
Retail							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
Shado Rose LLC	Photography and retail consignment	Photography Retail	Seymour	https://www.facebook.com/shado.rose.photos/	Shado LaCount	Shadorosellc@gmail.com	920-264-4398
Process General Store LLC	PROCESS offers low waste home goods, personal care items, a Native food market and REFILLERY located in central Wisconsin. We offer sustainable products and we prioritize Native producers.	Retail	Stevens Point	www.Lowwaste.shop	Rubina Martini	processgeneralstore@gmail.com	715-445-6278

Save a Lot	Grocery Store	Retail	Keshena	www.wolfriverdevelopment.com	Angel Reiter	angel.reiter@wolfriverdev.com	715-444-0757
Sokaogon Chippewa Community Cenex	Retail convenience gas station	Retail	Crandon				
Financial Services							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
Bay Bank	We provide banking services to the community	Financial Services	Green Bay & Keshena	www.baybankgb.com		baybank@baybankgb.com	920-490-7600
Nikki Andrews Professional Services, LLC	We are a full-service tax office, including representation services.	Professional Services	New Richmond	www.msnaps.com	Nikki Andrews	nikki@msnaps.com	715-246-7774
Trucking							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
NJK TRUCKING LLC	Trucking, tractor trailer dump	Trucking	Milwaukee		Norman J Kitchenakow Jr	Nkitchenakow@yahoo.com	414-750-7798
White Buffalo Trucking LLC	White Buffalo Trucking currently owns and operates 4 quad axle dump trucks throughout the State of Wisconsin with 7 leased on owner operators. We haul aggregate material such as but not limited to sand, stone, and clay for heavy highway projects like the 41 mega project as well as work with smaller companies to do sewer and water.	Trucking	Seymour	www.whitebuffalotrucking.com	Amy Hacker	amy.whitebuffalo@gmail.com	920-649-0099

Lodging and Accommodations							
Business Name	Business Description	Categories	Location	Business Website	Contact Name	Email Address	Phone Number
Tomorrow River Homestead	Tomorrow River Homestead offers short term rentals and artist stays year round. This 4.5 acre property offers a peaceful place to connect with nature along the Tomorrow River.	Lodging	Nelsonville	www.Tomorrowriverhomestead.com	Rubina Martini	rubinamariemartini@gmail.com	715-445-6278
Lowes Hospitality, LLC	We operate a 16 unit motel.	Lodging	Reedsburg	www.willowoodinn.com	Angela Lowe	anglowe67@gmail.com	608-356-5474

E. References

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- 4 Bureau of Economic Analysis, RIMS 2 User's Guide <https://www.bea.gov/resources/methodologies/RIMSII-user-guide>
- 5 U.S. Bureau of Economic Analysis
- 6 U.S. Bureau of Economic Analysis
- 7 U.S. Bureau of Labor Statistics
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- 9 U.S. Census Data, 2019, American Indian and Alaska Native-owned Businesses in Wisconsin (WI AINA ABS NESD 2019)
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- 12 Forest County Potawatomi Farm Website Page: <https://farm.fcpotawatomi.com/>
- 13 Wisconsin Department of Administration https://doa.wi.gov/DIR/Tribes_of_Wisconsin.pdf
- 14 Ho-Chunk Nation Website About Page: <https://ho-chunknation.com/about/>
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- 21 Data from the Oneida Tribal Enrollment Office
- 22 Data from the Red Cliff Tribal Enrollment Office
- 23 Sokaogon Chippewa Community Website History Page: <https://sokaogonchippewa.com/our-history/about-us/>
- 24 Wisconsin Department of Administration https://doa.wi.gov/DIR/Tribes_of_Wisconsin.pdf
- 25 Stockbridge-Munsee Website Visitors Page: <https://www.mohican.com/visitors>
- 26 Bureau of Economic Analysis, RIMS 2 User's Guide <https://www.bea.gov/resources/methodologies/RIMSII-user-guide>

