

Company name and address

River's Edge Salon
610 South Grand Avenue
Charles City, Iowa 50616

Name and title of the company contact

Amanda Boehmer - Owner
Brandi Lantz – Owner

What assistance was provided? What is the name of the program?

Iowa Foundation for Microenterprise & Community Vitality provided a new business loan valued at \$9,400 for **River's Edge Salon** through its **IowaMicroLoan** program in August, 2009. In addition to small business loans for start-ups, expansions or refinancing, **IowaMicroLoan** also helps to develop a Technical Assistance Plan tailored to the specific needs of each microbusiness client, as well as Technical Assistance Grants that are reimbursable at up to \$500 per calendar year to help provide access to technical resources for each clients.

Who provided the assistance? Were multiple organizations involved?

Assistance was provided through the **Iowa Foundation for Microenterprise & Community Vitality's** IowaMicroLoan program. The Foundation was founded in 2008 and provides "Gap" financing for new and existing microbusinesses throughout Iowa. Funded through the Small Business Administration (SBA) Microloan Program, **IowaMicroLoan** is the only statewide micro-lender in Iowa. To date, **IowaMicroLoan** has helped finance over 30 new and existing small businesses in Iowa.

What was the success?

Please provide further comments describing your experience

Amanda Boehmer and Brandi Lantz are two young women who decided to open a hair salon in Charles City during 2009. Both had either worked in other salons or had clients who would come to their home to get their hair styled. Since opening River's Edge Salon in this town of 7,300 people, they have continued to grow and expand their business. They are now a full-service salon providing haircuts for women, men and children, as well as coloring, highlights and perms primarily for their female clientele. In addition to providing full-time income for both Amanda and Brandi, their salon now also employs another full-time stylist, as well as a part-time receptionist. They also rent space in their shop to a massage therapist who now works full-time at River's Edge as she builds her business as well.