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CONTACT: NW Illinois Economic Development
815-297-7361
dschmit@nwiled.org

1826 CREATIVE COMPANY AWARDED GENZ FUND

HANOVER, ILLINOIS - Northwest Illinois Economic Development (NWILED) has announced the presentation of the organization's Genz Small Business Development Fund to the 1826 Creative Company. A check for \$9,625 was issued to co-owners Michelle and Brendan Sullivan from the fund, NWILED's largest award yet. According to the Sullivans, the grant will specifically be used to assist in the purchase of a 2023 Mac Studio workstation and an industry specific camera package.

“Having been awarded the Genz Small Business Development Fund from NWILED is a major game-changer for our developing company,” said Brendan. “We’ll be able to provide our current and prospective clients with industry standard high-end content using state-of-the-art photo and video equipment. With the awarded funds, we plan to purchase a formidable Apple MacStudio workstation and a robust 6K video camera package from DJI. We look forward to combining our community’s classic feel with the modern contemporary digital landscape.”

Established in 2020, the Genz Small Business Development Fund was formed by the late John "Jack" Genz of Galena to provide gap financing to retailers, small manufacturers, wholesalers, and hospitality industry genres, along with farmers and food processors. Awards can be used for capital projects, to purchase an existing business or farm or for startup and pilot projects. Administered by IL Bank & Trust, a division of HTLF Bank, the fund does have requirements.

“As the fifth recipient of the Genz Small Business Development Fund, NWILED is proud to help another business make their dreams a reality,” said David Schmit, Regional Director for NWILED. “The award is assisting 1826 in a way that will help accent and accelerate the services that they can offer to their clients.”

Established in March of 2023 1826 Creative Company came from the need to provide powerful, customized solutions to help small businesses strengthen their brand identities and better engage with customers across digital touch points. They offer services like that of their competitors such as graphic design, website and mobile app creation, and photo and video production; but also focus on a niche of services such as 3D modeling, motion graphics, animation, and instructional design. By bundling these services, 1826 can provide their clients with comprehensive, yet budget-friendly digital brand makeovers and unique services that are not widely offered in the Galena community and surrounding area. Their website is www.1826creative.com and their phone number is 563-590-8972.

ABOUT NWILED:

Northwest Illinois Economic Development was formed in 2008 by the Jo-Carroll Energy Board of Directors whose main goals were to spearhead economic development structures, funding and progress in Jo Daviess, Carroll, and Whiteside counties in Northwest Illinois. The Board’s focus was to form a regional development entity concentrating on growing the economy and public/private partnerships.

Today, NWILED promotes economic development by fostering business growth and assisting expanding and relocating businesses in determining their needs for growth with cooperation of government and business partners. NWILED encourages entrepreneurs by assisting with access to resources to begin and grow their businesses and employ all available resources to create a welcoming business environment, aligning the skills of the available workforce with the needs of businesses, and building political and economic capital.