

# annuah progress eport. 2020-2021

recognizing the resiliency of Racine County businesses and communities, and the proactive steps deployed in 2020.

# leadership message.

a change in trajectory took creative solutions and urgent action

At the core of every decision, program, and project is RCEDC's mission to **grow the local property tax base and create jobs by facilitating business expansion projects in Racine County**. This mission is guided by a hands-on Board of Directors and an engaged Leadership Council, that together, oversee our programs and elevate accountability. **Active engagement was key** as we faced unforeseen challenges this past year. With the 2020 strategic plan foiled by the COVID-19 pandemic, it became essential to pivot- meeting the new and urgent needs of our businesses.

Looking back on the actions taken and the results tallied, the clear and definitive element that stands out is the sheer volume increase. In 2020, RCEDC completed **93 projects that included comprehensive site selection, loans, grants, and incentives- resulting in \$137M in private investment and \$72M in new construction**. These projects, when completed, will create or retain more than 1,200 full-time jobs. To remain connected with our community and partners, RCEDC completed a **record setting number of outreach calls to 446 businesses** offering assistance and making referrals to other partners.

The RCEDC family of websites served as trusted sources of information for businesses in the grip of the pandemic. Collectively, the RCEDC, Business Lending Partners (BLP), and Greater Racine County (GRC) **websites traffic increased 44%** from the previous year, tallying nearly 50,000 visits.

Without question, **2020 was a year like no other**. We are grateful for the resiliency of our businesses, partners, and community leaders that persevered. Join us in recognizing the numerous activities and business projects that were accomplished in 2020.

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# investors.

## RCEDC's mission is to grow the local property tax base and create jobs by facilitating business expansion projects in Racine County.

Businesses and individuals enjoy the tax-deduction benefit of our 501(c)3 status as they directly support the work of RCEDC staff.

Investors have **access to information, opportunities, and direct communication with leaders throughout our community**. In addition, RCEDC Leadership Council, Board of Directors and Loan Advisory Committee members are chosen from our investor list.

# + new loan fund capitalized

#### new RCEDC funded community loan program

Thanks to the generosity of RCEDC investors, a new loan program was created that boasts greater flexibility to account for our current challenges. The **RCEDC Board of Directors allocated \$200,000** to this program.

#### loan terms

- + Up to 1.5 years principal deferrals to provide cash flow relief
- + No required match from a financial institution
- + Streamlined approval and closing process

### become a contributing investor.

Contact Jenn RCEDC's Exec	y Trick, cutive Director	GOLD	\$2,000 <b>+</b>
(262) 89	98-7424	SILVER	\$750 <b>+</b>
⊻ JTrick@	RCEDC.org	BRONZE	\$200 <b>+</b>
Access your i www.rcedc.o	nvestor form at <b>rg/investors</b>	CORE	\$50 <b>+</b>

### + accounting / finance

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#### + financial institutions

RCEDC

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Advia Credit Union

Johnson Financial Group JPMorgan Chase Bank McHenry Savings Bank PNC Bank State Bank of the Lakes Town Bank Tri City National Bank US Bank

#### + human resources / education

ActionCOACH of Elm Grove Carthage College/Arthur Cyr **Express Employment Professionals** Gateway Technical College Halpin Staffing Services

Living As A Leader MRA - The Management Association Siena Catholic Schools of Racine The Prairie School UW Parkside

#### + insurance / legal

**CRB** Insurance Agency David Insurance Agency DeMark, Kolbe & Brodek, S.C. O'Neil, Cannon, Hollman, DeJong & Laing SC

Ogletree, Deakins, Nash, Smoak & Stewart, P.C. Stafford Rosenbaum, LLP

#### + manufacturing / distribution

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Emerson Electric Company InSinkErator Fischer USA, Inc. Fischer Spindle Group, Inc. Foxconn Technology Group Great Northern Corporation Hestia Heat Treat Imperial Dade DBA Kranz Jensen Metal Products, Inc. Knapp Manufacturing, Inc LEMAN USA Lynch Motor Vehicle Group McLane Foodservice Modine Manufacturing ND Packaging Poclain Hydraulics Inc. R & B Grinding Co., Inc. Racine Metal-Fab, Ltd.

Racine Railroad Products. Inc. SC Johnson Seda North America Shurpac, Inc.

Spee-Dee Packaging Machinery, Inc. Twin Disc Inc. Unico Inc Wisconsin Plating Works of Racine Inc

#### + real estate / construction

Abacus Architects Allume Architects Ashley Capital, LLC Berghammer Construction Corp. Bukacek Construction/BCI Group, Inc. CBRE | Industrial & Logistics Corporate Contractors, Inc Cushman & Wakefield | Boerke **EnviroForensics** First Weber Group Realtors Foth Infrastructure & Environment, LLC Foundersl3 Commercial Services. Inc. Franke Development Advisors LLC Gerald Nell Inc. Gilbane Building Company Gorman & Company Hiram Power Horizon Retail Construction Inc HSA Commercial Real Estate Jasperson Realty Jon Hendersen Real Estate Keller, Inc. Knight-Barry Title Inc Land and Lakes Company

#### + retail / services

Ascension | Wheaton Franciscan Healthcare - All Saints Foundation AT&T Aurora Health Care CableCom, LLC Cannella Response Television LLC CCB Technology CH Coakley Corporate Images, Inc. Crescent Electric Supply Company Delta Hotels By Marriott Racine Delzer Lithograph Company DesignsTouch LLC **Dover Partners LLC** Downtown Racine Corporation e-vergent Farthwise Environmental Inc. FASTSIGNS Mount Pleasant/Racine Grand Appliance and TV

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Journal Times Lee Procurement Solutions Kapur & Associates, Inc. Laughlin Constable McDonalds (2100 Lathrop, Inc.) Midwest Fiber Networks **Mueller** Communications North Shore Animal Hospital O&H Danish Bakery, Inc. Partners in Design Architects Pearle Vision Racine Smiling Georgie Porgie's, Inc. Southport Engineered Systems Strategy House UAW Local 180 United Way of Racine County We Energies WHEDA/Wisconsin Housing and Economic Development Authority

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# small business relief.

# + pivoting with a **purpose**

The Board of Directors adopted the 2020 Strategic Plan that included our continued focus on RCEDC's **business expansion and recruitment activities**. When the COVID-19 pandemic interrupted this plan, RCEDC, local communities and a local foundation worked together to **develop relevant programs for current times**. Below are a few examples:



#### pandemic response financial resources

#### + ZERO loan program

As a long-time administrator of multiple Economic Development Administration (EDA) loan programs, RCEDC was awarded a **\$3.6 million grant to capitalize the new ZERO Loan Program**. The program's goal is to keep workers employed, stabilize businesses, and strengthen our local economy. Loan recipients enjoy the **0% interest rate and no principal payments until July 2022**.

#### + RCEDC small business relief loans

RCEDC's Board of Directors designated funds from existing loan programs and modified terms to meet current conditions. As a result, the Small Business Relief Loan program was launched. This program offered **\$20,000 loans to businesses and deferred payments to assist businesses negatively impacted by the COVID-19 pandemic.** 

#### + Union Grove small business relief loan

The Village of Union Grove leadership allocated money from its existing Revolving Loan Fund program to assist local businesses. The relief program offered small loans, \$5,000 per business, at 0% interest, with up to six-months of principal deferral. In addition, the Village created a matching grant program of up to \$2,500 for existing businesses making improvements.

#### + Waterford road construction

In support of local businesses challenged by the negative impacts of road construction, the Village of Waterford sought RCEDC's support to administer a **0% interest loan program with payment deferrals**.

#### + Andis<sup>®</sup> grant program

As a long-time investor, Andis Foundation, contacted RCEDC to design and administer a grant program for companies negatively impacted by the safer-at-home order. A total of \$50,000 was divided into **\$5,000** grants and awarded to 10 eligible businesses. Businesses used the grant awards to support operating expenses, debt payments, and other business overhead costs.

#### + pandemic response communications.

Accurate and timely distribution of COVID-19 recovery resources was our top priority in 2020. Our goal was to research, compile and deliver information to local chambers, government partners, and businesses to ensure these resources reached Racine County businesses.

#### websites +

The websites of RCEDC and its financial arm, Business Lending Partners, were updated frequently to ensure the most current information was collected and distributed. Information included resources from the Small Business Administration. Wisconsin **Economic Development Corporation and** other foundations and organizations that were funding or administering business stabilization programs. Once the safer-at-home order ended and businesses started to open. RCEDC launched the "Open-for-Business Listing Tool" platform to highlight businesses' hours of operation. The platform was featured by Milwaukee's Business Journal and Fox-6 as a ground-breaking tool in Racine County.

#### RCEDC RCGDC Search Results Son By Name | B 1-30 of 151 De 1175 Sports Park & Fate A Little R & R Cafe nical Th 144: 619 Wa City: Par tw: Racine County Zie Code: 53135 rs: 10 Am To 10 Pm unc BAn-2Pm View Details Alliant Physical Therapy Address: 1300 S Green Bay Ros City; Racine eu- Rarine Courts In: 53408 F Ram To Bot

#### newsletter + email updates

Regular communications to investors, government, and stakeholders have always been a focus for RCEDC. Our frequency of communication increased in 2020. In a span of a year, RCEDC and its specialty areas, Business Lending Partners and Greater Racine County, **sent 67 newsletters, announcements and press releases to more than 200,000 individuals and businesses.** 

#### events +

There was a clear distinction of events before and after the height of the pandemic. In January RCEDC was awarded **Milwaukee 7's outstanding regional economic development partner of the year** at its Annual Meeting. In January, RCEDC partnered with Racine County to host a **Housing Presentation** in an effort to inform the development community about Racine County's need for multi- and single-family residential development. In February, WTMJ-4 and the Racine Journal Times highlighted RCEDC's talent attraction events planned for the summer of 2020. Then, in March the impacts of the COVID-19 pandemic hit and new plans were needed.

RCEDC's strategy shifted from in-person experiences to virtual events. We launched a webbased series of **webinars focused on grants and loans**. As the year progressed and businesses continued to stabilize, we rolled out programs featuring new financial resources and experts to help businesses navigate workplace re-entry and talent attraction in a post-pandemic environment.

# small business relief.

### technical assistance



### direct inquiries to RCEDC staff that result in providing either a referral, data or information

Direct support generally takes two forms: proactive outreach and responses to requests.

#### + proactive assistance

Intentional outreach to identify opportunities to **spur business expansion** is a core responsibility of an economic development organization. In 2020, proactive outreach engaged past and current loan and grant recipients to help RCEDC understand business needs and connect businesses with resources. **In a span of one month, RCEDC staff completed more than 200 telephone calls and interviews.** In the second half of the year, **RCEDC staff hit the streets** – the staff walked multiple community commercial corridors throughout Racine County to distribute grant and loan materials to business owners. In addition to the commercial corridor visits, **direct mailings** to local business parks were delivered

#### + reactive assistance

With a reputation for technical expertise, RCEDC maintained **timely and informative responses to the needs of businesses and partners**. Consistent with past years, information about available programs and accessibility was the largest concern in 2020.

As the only SBA Certified Development Company headquartered in southeast Wisconsin and a recipient of funds to launch the ZERO Loan Program, RCEDC's business finance staff were juggling multiple applications and projects throughout the year. **Companies of all sizes and industries reached out to see if they qualified and if so, how to apply.** The RCEDC staff, the Loan Advisory Committees and Board of Directors met more frequently to process a record number of loans and grants. 5

# small business relief. + lending support SBA 504

attractive financing solutions for Wisconsin's growing business community at historically low interest rates

<sup>\$</sup>26.4M<sub>financing</sub>

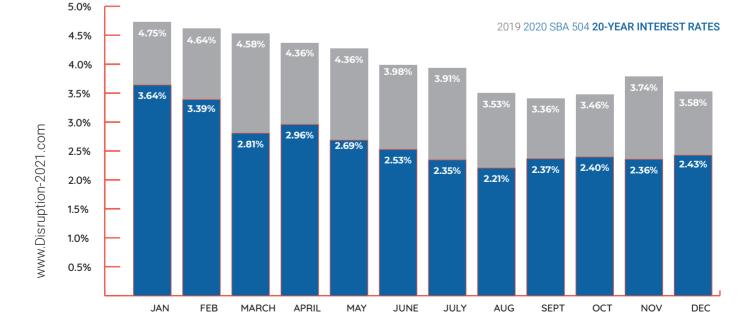
+27<sub>projects</sub>

In 2020, the U.S. Small Business Administration (SBA) 504 loan program was offered at **historically low interest rates**. In February, before the impacts of the pandemic, the interest rate for a 20-year SBA 504 loan was 3.39%, lower than the same month in 2019 (4.01%). In March, interest rates dropped to 2.81%, the **lowest rate in the program's 62-year history**.

Amidst the challenges of the pandemic, the SBA programs were a great value to businesses. Throughout Wisconsin, companies utilized the SBA 504 program for **refinancing**, **equipment purchases and real estate expansion projects**. The fundamental structure of an SBA 504 loan includes 50% from a partnering financial institution at their rate, 40% from the SBA, administered by BLP at the respective monthly rate, and 10% down from the borrower.

+239<sub>iobs</sub>

In 2020 the **volume of SBA 504 loans increased three-fold** compared to 2019. Through solid partnerships with banks, support of the RCEDC Board of Directors and Loan Advisory Committees, a record number of projects were approved through RCEDC's dedicated staff.





### lending support community loans + grants

Since RCEDC's inception in 1983, small business financing has been a focus. In the mid-1980's, we received a US EDA grant to establish the first Racine County **Revolving Loan Fund (RLF)** program, RCEDC then pursued the Certified Development Company (CDC) status through SBA. The combination of SBA and RLF resources set the foundation to support entrepreneurs and small businesses. Over the years, other Federal and State grants were awarded to RCEDC allowing the BLP staff sufficient resources to **help businesses of all sizes and industries**.

Having access to a variety of loans and grants is critical to RCEDC's mission to **grow the local tax base and create jobs**. The flexibility, attractive terms, low interest rates and low equity requirements encourage business investment and growth. Program requirements such as job creation, familysupporting wages, redevelopment of former brown-fields and more, result in benefits to local communities and residents. +93 community loans and grants

#### **disadvantaged business enterprises + 31 of the 93 projects completed** were to Disadvantaged Business Enterprises (women-owned or ethnic-minorityowned businesses)



# Recruitment + Development.

Despite the impacts from the pandemic, **business** recruitment decisions are driven by access to talent, transportation, and energy.

RCEDC

Racine County is well positioned for growth given its access to current talent and future graduates of **more than 150,000 college students throughout the region**. With the Wisconsin Department of Transportation's completion of I-94 expansion in Racine County as well as numerous roadways built or improved in and around Wisconn Valley Science and Technology Park, **Racine County's transportation assets are exceptional**. And for the 10th year in a row We Energies was named "Best in Midwest" as the most reliable utility provider in the region.

Racine County leadership and RCEDC work together to recruit and support business development in Racine County.



### + residential market

With a growing need for additional residential development, Racine County engaged The Lakota Group to complete a **county-wide planning activity that identified target development areas in each community**. To engage residential developers, Tracy Cross & Associates were contacted to measure residential supply and demand in our area. Racine County Executive Jonathan Delagrave and the Racine County Heads of Government hosted a residential development forum to formally invite residential developers to consider Racine County. As we look back, we are enthused by the projects



completed or underway by companies such as:

- + Bear Development
- + Cardinal Capital
- + Fiduciary
- + J. Jeffers & Company
- + Hovde
- + Pre-3
- + Sawall Development
- + Wangard Partners

These developments are critical to facilitate talent retention and attraction to Racine County.

# + healthcare additions

#### Ascension opened its new 80,000 square foot

**medical center** in Mount Pleasant- adding primary and specialty care, an imaging center, urgent care,

rehab, occupational health and a surgery center to its new facility.



Advocate Aurora's new medical center in Mount Pleasant was under construction in 2020 and in early 2022, this 198,000 square foot facility will

include a surgical center, intensive care, operating rooms, specialty physicians in sports health, rehab



🕂 😋 Advocate Aurora Health

services and a conference center. Advocate Aurora also added two additional medical centers, one in Mount Pleasant and a second in the City of Racine.

# business parks + infrastructure

Long-term planning by local communities is necessary to **guide land use development and transportation improvements**. These planning processes determine areas that are ideal for economic development investment.

### A few historical examples of public planning and investments:

- + Mount Pleasant's extension of public water and wastewater in Highway 20/I-94
- + Caledonia's investment in public water and wastewater in Highway K/I-94
- + Sturtevant's investment to extend public infrastructure from the Renaissance Business Park to Highway 11
- + Mount Pleasant and Racine County's investment in the expansion of public water and sanitary sewer to secure Foxconn and Foxconn Industrial Internet to be the first of many tenants in the Wisconn Valley Science and Technology Park

These communities, in partnership with RCEDC, researched the development opportunities and financial investments needed to expand the public infrastructure.

As a result of this, new business parks were formed, developers were attracted, businesses recruited, and jobs were created.

In 2020, communities continued to reap the rewards of past planning with more construction and expansion projects such as BRP, Amazon, and ND Paper. As a result, approximately **1,200 new** jobs will be available in Racine County. Within the Wisconn Valley Science and Technology Park, approximately **\$300M in capital investment** has occurred including four new buildings, making Foxconn the largest taxpayer in Racine County.

### The reason we keep coming back to Racine County is its continued commitment to infrastructure improvements.

Don Schoenheider, Hillwood

	ama	zon	
	2020 GOAL	2020 RESULTS	% COMPLETION
Businesses Assisted	57	93	165%
Women and Ethnic Minority Owned (%)	20%	33%	155%
Jobs Created/Retained	280	1,270	431%
Business, Private Investment	\$95M	\$138M	145%
Construction Investment	\$44M	\$72M	164%
Number of Loans Approved	18	49	272%
Number of Microloans Approved	9	7	78%
Amount of Loans Approved	\$13M	\$31M	238%
Number of Grants Approved	31	38	123%

# talent attraction initiative explore + work + live advertising campaign

GreaterRacineCounty.com is bridging the talent gap in racine county.

+40k website

+400 daily job postings

Fifty years ago, it was said that companies established locations to be near lumber, copper or resources needed for operations. Today, people are the resources. Acknowledging the importance of talent, in **2020 RCEDC continued to invest in its talent attraction activities** include a dynamic digital advertisement campaign. RCEDC customized its marketing materials to **highlight the assets of working and living in Racine County**.

Using storytelling, photography and video from multiple Racine County residents and business owners, their perspective is shared with targeted audiences. Delivering these stories to northern Illinois professionals working in industries that we are trying to attract is proving to be a valuable way to celebrate Racine County's assets and attract new talent and residents. RCEDC's talent attraction website-

**GreaterRacineCounty.com**, features more than **80 local companies and 400+ daily job postings**. The job board is connected to Indeed as well as Job Center of Wisconsin. With over 50% more traffic in 2020 from 2019, we are reaching the right audiences.

56<sup>%</sup> increased engagement

Racine County has really grown on me. When I go to Chicago now, I really want to come back home.

Dr. Debbie Reddick Kennedy, Blue Door Dental





# first-person **perspective**

Successful talent attraction activities require patience, adjustments based on analytics, engaged partners to share results and, long-term funding. We found all these characteristics to be true in 2020. We adapted our campaigns in light of the COVID-19 pandemic.

Generally, talent attraction is an effort that thrives in communities that have:

- + a healthy, growing job market
- + a variety of education opportunities
- + lower than the national average cost of living
- + desirable locational assets

Research indicates that between 2019 and 2020 there was a **greater willingness for talent to relocate for new job opportunities**. A survey taken in 2019 indicated a 57% chance for talent to relocate more than 100 miles away for a better job opportunity. In 2020 this number increased to 69%. GRC's website promotes two critical factors, **plenty of good job opportunities and a lower cost of living in Racine County**.

+2.2M video impressions

After traveling the world and living in a some of the largest metropolitans, we finally found a home in Racine County.

Susan Kegel, freelance actor

The U-Haul company tracks one-way migration data and **in 2020, Wisconsin ranked #13** (up from #41 in 2019) in the nation for in-state migration. **Racine County's natural assets, location between two large metropolitans, lower cost of living, and diverse community options make our county a talent magnet**.

A growing and diverse talent pipeline will be critical to the ongoing health of Racine County and **we are grateful to our partners at Racine County, Mount Pleasant Tourism Commission and Real Racine** for providing the funds to launch and sustain this campaign to increase visitors, talent and residents in Racine County. 11





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# program **agenda**

6.3.21 live broadcast

+ welcome remarks	Greg Barron	President RCEDC
+ volunteer of the year introduction	Jim Ladwig	Sr. Director Global Community Affairs SC Johnson
+ 2020 business financing overview	Carolyn Engel	Finance Manager RCEDC
+ lenders of the year introduction	Kristin McManmon	Regional President Ascension
+ 2020 business development overview	Laura Million	Deputy Director RCEDC
+ business development projects of the year introduction	Andrew Dodge	Senior VP, Commercial Banking Johnson Financial Group
+ keynote speaker	Shawn Kanungo	Disruption is Opportunity
+ host introduction	Jenny Trick	Executive Director RCEDC
+ host closing remarks	Dr. Jay Lee	Vice Chairman + Board Member Foxconn Technology Group

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# award recipients.

# +2020 Sam Johnson Volunteer of the year

Ralph Malicki Piggly Wiggly

Our goal is to make Racine a better place than before we got here.

Ralph Malicki, Piigly Wiggly



### + NE Wisconsin 2020 Lender of the year

16

RCEDC

David La Duke Oostburg State Bank



### + SE Wisconsin 2020 Lender of the year

Robert Pieroni Community State Bank



### + 2020 Business Dev. Project of the year

Gary Rosercrans Ashley Capital



# + 2020 Business Dev. Project of the year

Don Schoenheider Hillwood



# keynote presentation.

# + Shawn Kanungo disruption is opportunity

A globally recognized innovation strategist.

Shawn Kanungo previously spent 12 years at Deloitte working closely with leaders to better plan for the opportunities associated with disruptive innovation. Kanungo's mandate at the firm was to help corporate executives to better understand and plan for the opportunities and threats associated with disruptive innovation.

Kanungo is a practitioner who has worked with hundreds of organizations on their journey to digital transformation. He has been on the ground floor leading complex projects incorporating artificial intelligence, robotic process automation, cloud technologies, behavioural economics, human-centered design, and film. Kanungo is a Partner with Queen & Rook, where he advises leading organizations and executives on disruptive trends, and invests in early-stage ventures.

Kanungo's work and interviews have been featured in The Globe & Mail, The Guardian, CBC, and CTV. He has been recognized in Avenue Magazine's "Top 40 Under 40" and Inc's 100 Most Innovative Leaders. In 2021, he was named in Forbes as the "Best Virtual Keynote Speaker I've Ever Seen". His content on innovation has also garnered millions of views, respectively across LinkedIn, TikTok, YouTube & Facebook.

Shawn Kanungo id the best virtual keynote speaker I've ever seen.





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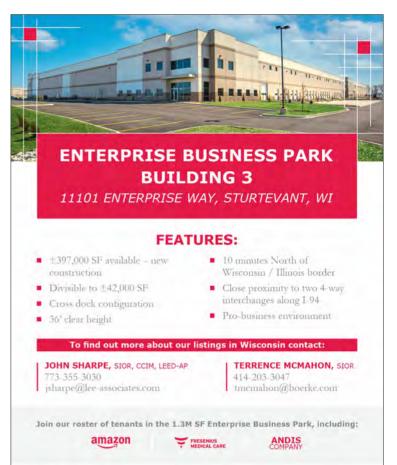




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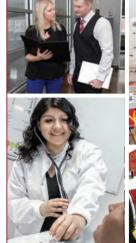
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For More Information Contact Carolyn Engel Business Finance Manager 262.898.7420 carolyn@blp504.org

The U.S. Small Business Administration (SBA) 504 loan program was developed to assist growing businesses by offering an attractive financing option for real estate and equipment needs. 504 loans are an attractive option for businesses because they provide long-term, fixed-rate financing with a low down payment requirement. Banks often find 504 loans an easy alternative route to conventional financing with many advantages.

Your Wisconsin SBA 504 Lender



an RCEDC talent recruitment initiative

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# BUSINESS 1 2 3 4 SOLUTIONS FINANCING TOOLS

SITE **SELECTION** TALENT

RESOURCES











RCEDC facilitates business expansion & retention projects as well as recruits new development and businesses to Racine County

2021





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