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RCEDC Launches BizStarts Racine Program to Support Local Entrepreneurs

Racine County, WI—The Racine County Economic Development Corporation (RCEDC) launched the BizStarts Racine program on September 5, 2024, bringing Milwaukee's BizStarts Institute's proven success to the Racine community. This year-long program is designed for individuals looking to start or grow their businesses, offering comprehensive support through education, mentoring, and consulting.

The inaugural session occurred at Racine's Gateway Technical College and included six in-person sessions held Thursdays from September 5 to October 10, 2024. These sessions, led by Dr. Jason William Johnson, provided participants valuable entrepreneurial insights that ranged from marketing, operations, financial statements, and capitalization. The first phase of the program concluded with a graduation ceremony on October 10 with City of Racine Alderman, Terry McCarthy, recognizing the 12 participants who successfully completed the 6-week course. The second phase, one-on-one mentoring with local business leaders, will begin in November. In the third and final phase, beginning in February, each entrepreneur will work with Carthage College students on projects ranging from website development, pricing structure research, or business plan completion.

“The BizStarts program is a transformational program for entrepreneurs. Whether you're thinking about growing your business or you're just in the idea stage and don't know exactly what to do, you should apply for the BizStarts Racine program. You'll get the tools, the entrepreneurial mindset, and the network you need to be successful,” said Dr. Jason William Johnson, facilitator for the BizStarts Racine Program.

The next BizStarts Racine session is scheduled to begin in the winter of 2025, continuing its mission to empower local entrepreneurs with the tools and resources needed to thrive.

Program Details:

- **Duration:** Six consecutive Thursdays
- **Dates:** Winter 2025
- **Time:** 4:30 PM – 7:30 PM
- **Location:** Gateway Technical College, Racine Campus
- **Cost:** \$500 (scholarships available)
- **Application:** Available online

For more information and to start an application, visit: rcedc.org/bizstarts.

About RCEDC

The Racine County Economic Development Corporation is a private, non-profit organization providing Racine County businesses with technical and financial resources for nearly 40 years. The mission of RCEDC is to increase Racine County's property tax base and create employment opportunities in the County.

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