



# BUSINESS DEVELOPMENT SERVICES PORTFOLIO

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SUMMER, 2017

RACINE, WI



## DEPARTMENT OF CITY DEVELOPMENT

WE SHALL RESPOND TO THE NEEDS OF OUR CITIZENS BY ENHANCING  
QUALITY OF LIFE AND PROMOTING ECONOMIC GROWTH.



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## INTRODUCTION

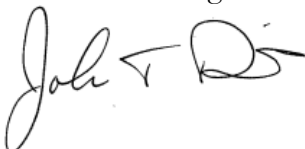
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Whether you have the next big idea to revolutionize an industry or are seeking to start a home-based business, the City of Racine makes it easy for you to navigate the local, state, and federal programs available to help build your business and enjoy success.

The City of Racine has a rich history of innovation and manufacturing. Did you know that The Brookings Institute found that Racine ranks in the top twenty metropolitan areas in the nation with the largest increase in patents per worker from 1980 to 2010?

As we look to the future, we are creating a community that centers on a renewed sense of innovation. Our emphasis on water technologies will protect our great lake, generate food and energy for generations to come and provide a space of adventure and calm for all who enjoy our shores.

Use this booklet as a resource to help you identify key resources and partners that may help you start, relocate, expand or keep your business in Racine. I hope you find it a beacon to point you in the right direction. Let's move Racine forward together!



Mayor John Dickert  
City of Racine

Photo Credit: [www.jamesjordanphoto.com](http://www.jamesjordanphoto.com)

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## OUR ECONOMIC DEVELOPMENT PARTNERS

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### RACINE COUNTY ECONOMIC DEVELOPMENT CORPORATION:

RCEDC assists businesses with expansion, relocation, financing, or workforce development projects through a variety of technical and financial resources. Assistance is customized to meet your needs and may include assistance in seeking local and State incentives, applying for a low interest loan through RCEDC, accessing City of Racine grant funding or accessing customized reports through ESRI's Business Analyst program. In addition to the available general economic development resources, RCEDC contracts with the City of Racine to manage its brownfield program and to administer the City's financing programs.



### WISCONSIN WOMEN'S BUSINESS INITIATIVE CORPORATION:



WISCONSIN  
WOMEN'S  
BUSINESS  
INITIATIVE  
CORPORATION

WWBIC has provided quality business and financial education, coupled with access to fair capital and financial products, for more than 25 years to men and women. WWBIC's impact is seen through the many entrepreneurs, business owners and individual whom they assist. WWBIC manages the City's Microenterprise Assistance Program and small business development revolving loan fund.

### DOWNTOWN RACINE CORPORATION:

For thirty-five years, the Downtown Racine Corporation (DRC) has worked fervently to ensure that Downtown is one of the Midwest's most unique and vibrant lakefront communities. We serve as the voice of downtown, facilitating and coordinating efforts that support existing businesses and attract new businesses, residents and tourists.



### RACINE AREA MANUFACTURERS AND COMMERCE:

RAMAC is Racine's Business Champion serving as a voice representing the common interests of every organization in Racine - small and large, industrial and retail, for profit and nonprofit. In support of its broad and diverse membership base, RAMAC offers a variety of pro-business and pro-community programs and initiatives. These programs aim to improve the business climate and vitality of the greater Racine area.



### GATEWAY TECHNICAL COLLEGE'S BUSINESS RESOURCE CENTER:

If you are looking to grow your business or are a new and emerging entrepreneur, Gateway has the resources you need to tackle tough questions. They can help you find focus when creating a sustainable plan for your business. If you need a workspace, they can assist you with their co-working space at Launch Box in Downtown Racine. If you would like to turn your idea into reality, they can work with you on the design process or prototyping your product in their Industrial Design FabLab.



### THE SMALL BUSINESS DEVELOPMENT CENTER AT UW-PARKSIDE:

The Small Business Development Center at UW-Parkside annually assists more than 300 small business owners and entrepreneurs in Southeast Wisconsin. Whether you are at the discovery level of becoming an entrepreneur, someone researching ideas to develop into a business or if you're looking for methods to grow an existing business, they can assist you.





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## SMALL BUSINESS DEVELOPMENT

### REVOLVING LOAN FUND

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The Small Business Development Revolving Loan Fund is designed to help make economically feasible projects that will **create or retain jobs** in the City of Racine. Loan terms and conditions are tailored to the needs of each individual project, and can be subordinate to primary lenders. As funds are repaid, they are reinvested back into the fund to be lent out again, making it a “revolving loan fund,” or RLF.

The RLF is funded through federal Community Development Block Grant (CDBG) funds and is subject to certain requirements. The City of Racine and our partnering Small Business Development Organizations work together to make these requirements as easy as possible for you to meet. To see if the RLF is the right source of capital for your needs, and to get a loan:



Contact a partnering Small Business Development Organization (SBDO) like the Racine County Economic Development Corporation or the Wisconsin Women’s Business Initiative Corporation. They may also have other programs that complement the RLF or are better suited to your needs.



The SBDO will submit a pre-application to the City for review on your behalf.



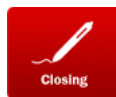
The City and SBDO will work together to identify any federal compliance issues triggered by the project, and begin an environmental review. It is important to note that no work on the project can begin prior to the environmental review being completed due to CDBG rules.



City staff will meet with the applicant on-site to discuss the project, particularly federal CDBG requirements.



The SBDO will work with you on completing a full application for review by their loan review committee, and submit their recommendation to the City for final approval.



The executed loan agreement will contain General Conditions that must be completed by your team and may include some Special Conditions unique to your project that must be completed prior to release of any CDBG funding from the Department.



Purchase equipment, fixtures, real estate, or inventory you need for the project (note: working capital and loan guarantees are also eligible) and submit proper paperwork to draw loan funds.



Submit evidence that jobs have been created or retained to the City of Racine, and begin repaying the loan so other businesses can take advantage of the program.

**Key Contact: City Development City of Racine 262-636-9176**

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## CAPITAL CATALYST PROGRAM

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The Capital Catalyst Program is a new initiative launched in partnership with the City of Racine, Racine County Economic Development Corporation, and the Wisconsin Economic Development Corporation (WEDC) that provides low-interest loans and grant funding to support innovative business ventures in the City of Racine with high growth potential.

Racine's legacy companies such as Horlick Malted Milk, SC Johnson, J.I. Case Company and others started with an idea and the drive to take that idea and make a business out of it. Today, Racine continues to draw dynamic innovators including DeltaHawk Engine, Vista Dental and Butter Buds, just to name a few. We realize, however, that innovation requires capital to convert ideas into sales. The City's leadership wants to continue these patterns, and this new loan program intends to foster high growth companies in Racine.

*Mayor John Dickert.*

Industry sectors targeted for the Capital Catalyst Program include, but are not limited to, advanced manufacturing, agriculture or food processing, information systems or software, medical devices and biosciences and renewable/green energy. Funds may not be used for investments in real estate, direct consumer retail or hospitality businesses (including restaurants).

Funds made available through this program are intended to meet the following objectives:

1. To assist with the creation of innovation based investment companies who are in the early stages of development or the start-up phase
2. To encourage the creation and retention of permanent jobs which provide a wage appropriate to the skills and experience of the local workforce
3. To encourage the leveraging of private investment into the City of Racine and the State of Wisconsin in the form of mixed asset investment particularly in the area of innovation technology
4. To encourage the development and use of modern technology and create a safe work environment

**Key Contact: [Carolyn Engel](#) at RCEDC 262-898-7420.**

*Managed by:*



*Funded by:*



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## LOCATION-BASED INCENTIVES

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Eligibility for the following list of incentives is based largely on the location of the business within certain districts. For more information on eligibility, click on the link provided or contact the key person(s) for each program.

### **TAX RE-INVESTMENT PROGRAM:**

This program provides tax relief designed to help new and expanding businesses upgrade real property or acquire new equipment by phasing in the increase portion of city's share of property taxes generated by the new investment. Projects must demonstrate financial need, job creation or retention, and demonstrate local hiring preferences. Key Contact: [Laura Million](#) at RCEDC 262-898-7530.

### **FINANCING SOLUTIONS:**

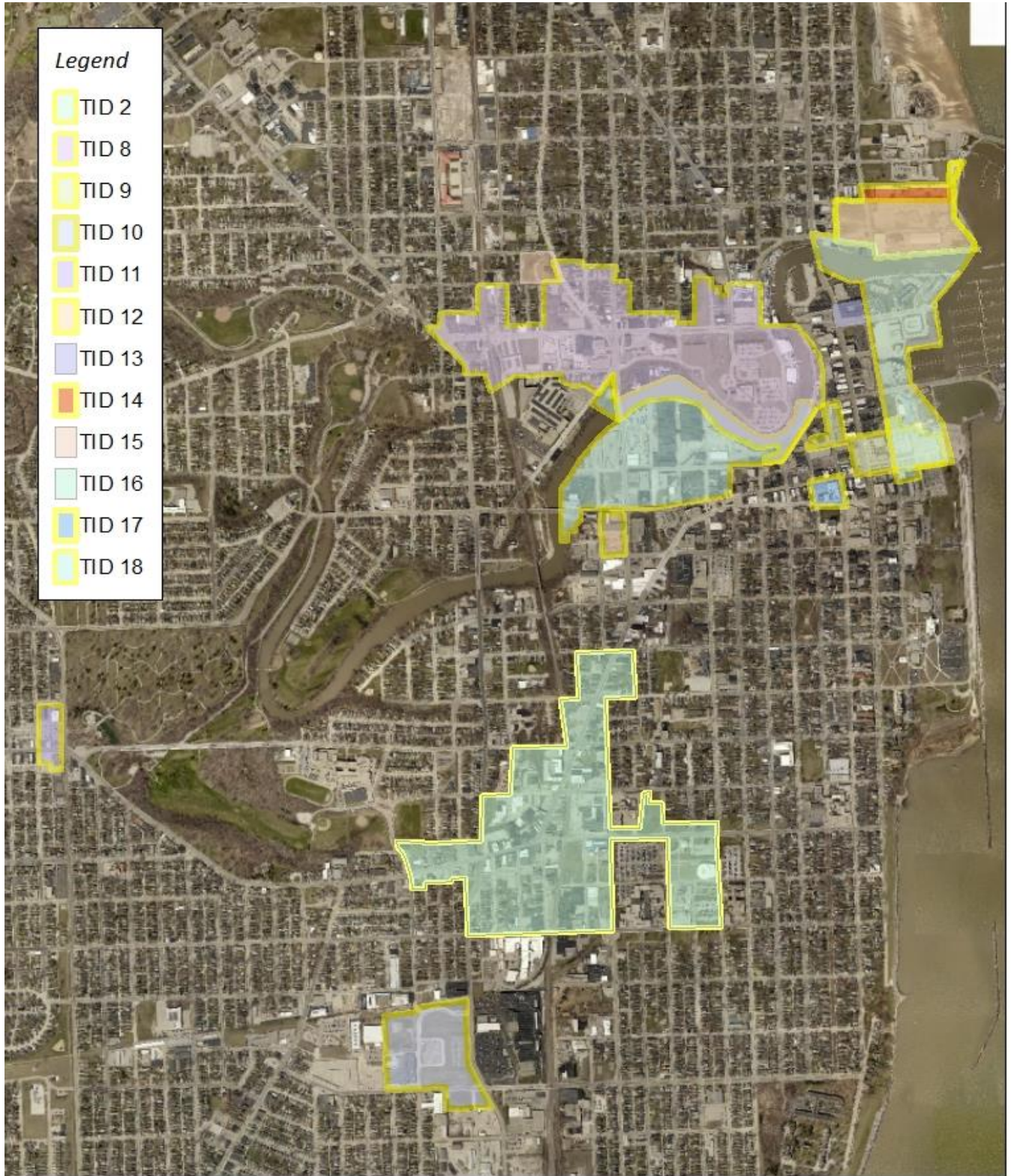
The City of Racine and other critical partners have made capital available for low interest loans to finance real estate purchases, renovation, and new construction, equipment, furniture and fixtures and, in some cases, working capital with flexible terms. Projects must create or retain jobs, and may be financed in partnership with primary lenders. Key Contacts: For gap financing [Carolyn Engel](#) at RCEDC (262-898-7420) or [Heather Lux](#) at WWBIC (262-925-2840) for micro-enterprises.

### **HUD SECTION 108 LOANS:**

The City of Racine has the ability to use our Community Development Block Grant allocation as collateral to garner federally guaranteed loans at a rate similar to municipal bonds for comprehensive community and economic development projects of substantial scale. This is the Department of Housing and Urban Development's most potent and important tool to assist local governments with pursuing physical and economic revitalization projects capable of renewing entire neighborhoods. Key Contact: **City Development City of Racine 262-636-9176**

### **TAX INCREMENT DISTRICTS:**

The City of Racine currently has twelve Tax Increment Districts (TID) where funds may be made available for projects that forward stated redevelopment objectives and significantly leverage public funds to private dollars. TID Project Plans are available on the City's website for inspection. Developers or business seeking TID participation must enter into a development agreement with the City of Racine. Significant redevelopment projects may be eligible for the creation of new TID areas as well. Key Contact: [Matt Sadowski](#) at City Development 262-636-9151.

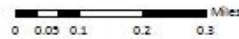


**Legend**

- TID 2
- TID 8
- TID 9
- TID 10
- TID 11
- TID 12
- TID 13
- TID 14
- TID 15
- TID 16
- TID 17
- TID 18

**Tax Incremental Districts**

City of Racine, WI - Dept. of City Development



### **BROWNFIELD REDEVELOPMENT PROGRAM:**

The City of Racine has a proven track record in facilitating the assessment and cleanup of environmentally impaired properties through securing state and federal resources for private-public partnerships that return land to productive use, and protect human health and the environment. We currently manage a Brownfield Cleanup Revolving Loan Fund through a grant from the US Environmental Protection Agency in partnership with RCEDC, and have been successful in securing cleanup and assessment grants. Key Contact: [Rachana Kothari](#) at RCEDC 262-898-7438.

### **INDUSTRIAL REVENUE BONDS:**

IRBs can be used to stimulate capital investments and job creation by providing private borrowers with access to financing at interest rates that are lower than convention bank loans. Financing can be used for building, equipment, land and bond issuance costs, but not for working capital. Contact the [Department of City Development](#) for more information.

### **COMMERCIAL BUILDING FAÇADE GRANT PROGRAM:**

The City of Racine's façade grant program provides financial assistance to commercial property owners interested in renovating the major street faces of their buildings. The program was established in 2003 to enhance the physical appearance of some of Racine's commercial corridors. Since then, it has provided more than \$890,000.00 in grant funds to leverage more than \$4 million in projects. The program provides matching funds up to \$10,000.00 to commercial property owners to assist them in restoring their façades. Contact the [Department of City Development](#) for more information.





## COMMERCIAL WHITE BOX GRANT PROGRAM:

The City of Racine's White Box grant program provides financial assistance to commercial property owners interested for certain improvements to the interiors of their buildings. The program was established in 2017 to provide assistance with mechanical, electrical and other interior improvements. The program provides matching funds up to \$20,000.00 to commercial property owners to assist them with interior building improvements. Contact the [Department of City Development](#) for more information.



## TAX CREDIT PARTNERSHIPS:

### New Market Tax Credit (NMTC):

Congress created the New Markets Tax Credits (NMTC) program to incentivize investments that create jobs and provide services in economically disadvantaged areas. NMTCs can subsidize approximately 20% of a project's capital needs, usually in the form of low-interest, forgivable debt. The program is primarily used to fund commercial, industrial, community facility, and mixed-real estate projects, as well as operating businesses located in qualifying Census tracts. The [Department of City Development](#) can put you in contact with Community Development Financial Institutions to help Racine projects access NMTC funding.

### Federal Historic 20% Tax Credit

A 20% income tax credit is available for the rehabilitation of historic, income-producing buildings that are determined by the Secretary of the Interior, through the National Park Service, to be "certified historic structures."

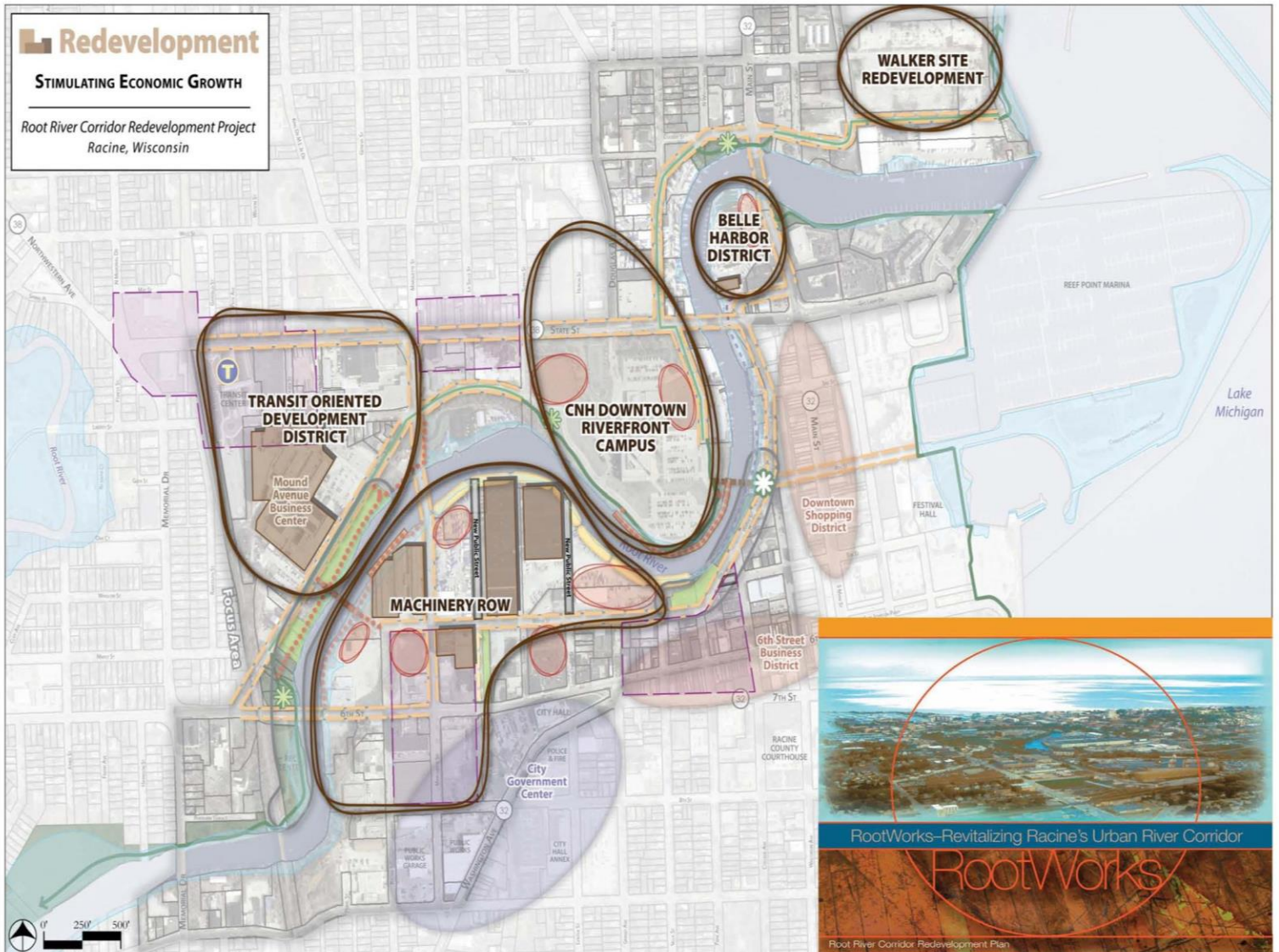
### State Historic 20% Tax Credit

A 20% State income tax credit is available to owners who rehabilitate their income-producing certified historic structures. This state-wide program is managed and administered by the Division of Historic Preservation and Public History of the Wisconsin Historical Society.

**Federal 10% Rehabilitation Tax Credit** The 10% rehabilitation tax credit is available for the rehabilitation of non-historic buildings placed in service before 1936.



## BEACON: ROOTWORKS



Rootworks is our plan to foster the renewal of Racine’s historic industrial district with the rebirth of the Root River Corridor as the heart of the City and a hub for a new era of economic growth. The RootWorks strategy responds not only to the needs and opportunities within the Corridor, but also the economic needs of the entire community. The plan and vision were developed out of public, private, and non-profit partnerships, with extensive neighborhood input. The effort was guided by a dedication to the following goals: creating a sense of place, stimulation economic growth, allowing public access and interaction and improving water quality.

The Plan has given rise to Racine’s largest redevelopment project to date, the \$65 million Machinery Row project. This project will convert warehouses along the RootRiver into a dynamic mixed-use live, work, play environment. Check out the [Rootworks Plan](#) to learn how your business can build upon the vision set out in this historic initiative.



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## BEACON: UPTOWN NEIGHBORHOOD

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Uptown serves as the historic center of Racine’s industrial legacy, past and present. This is manifested in a variety of physical spaces – historic and modern, vacant and occupied – that provide opportunities to engage current companies and employees while providing low cost options for emerging businesses. In addition to numerous small businesses and artist studios, the neighborhood is home to many of the area’s leading employers and serves as the headquarters of several leading corporations in consumer products, manufacturing and machining, including S.C. Johnson, Modine, and Twin Disc.

The goal of the [Uptown Strategic Development Plan](#) is to identify and implement a clear set of catalytic projects and strategies to help accelerate revitalization of the Broader Uptown area. The planning process developed a clear three-pronged vision for Uptown Racine:

- **Global, Corporate, & Historic:** A triple bottom line employment center and global headquarters district.
- **Diverse, Vibrant Neighborhood:** A vibrant destination commercial and living district serving neighborhoods, area employees and the region.
- **Eclectic, entrepreneurial, Arts/creative nexus:** A regional urban entrepreneurial and creative hub.

Uptown’s strategic location in the heart of the Racine metro area and proximity to two major American cities represents access to more than 170,000 people within a twenty minute drive and 310,000 people within thirty minutes. For neighborhood serving businesses, opportunity knocks locally too, between Uptown’s dense residential base and 5,000 plus employees, a 2013 retail gap analysis found additional \$138 million in annual demand for local goods and services within a one mile radius of Uptown.

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## SITE LOCATION ASSISTANCE


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Situated between Milwaukee and Chicago on Lake Michigan, Racine is an ideal place to do business. The City of Racine and the Racine County Economic Development Corporation can help you if you have outgrown your present facility, or if you are new to the Racine area, the RCEDC can help you identify potential properties for your business.



### [Launch Box CoWorking Space](#)

Just getting started? Launch Box CoWorking is a neat, modern, open space located in Downtown Racine, 141 Main Street, Suite 2 (next to Jimmy Johns!). With a great view of Main Street, trendy furniture and abundant whiteboards, the space gives off a youthful, hip vibe that makes

 **Launch Box** it the ideal co-working space for start-up entrepreneurs, freelancers, students and professionals. Key Contact: [Thalia Mendez](#), Gateway Technical College: 262-898-7404.

### [Racine Business Center](#)

The Racine Business Center was a business incubator before the concept of business incubators was developed. Since 1916 Racine Business Center has provided space at affordable rates. Studio space, storage space, office space, plant space, assembly space – whatever your needs, they can help.

### [HALO's Kitchen Incubator](#)

Many food entrepreneurs have great ideas and are expert chefs, but have a modest budget. Recipe for Success: HALO Kitchen Incubator provides the space to help those on a tight budget develop their concept. They offer a fully outfitted kitchen open 24 hours a day. The cost to use the kitchen space is as low as \$10.00 per hour for small business start-ups. Key contact: [recipeforsuccess@haloinc.org](mailto:recipeforsuccess@haloinc.org) or 262-960-1924

### [Industrial Parks](#)

The City of Racine offers four industrial parks: S.F. Olsen (far southside), Southside Industrial Park (southside), Wright-Wieczorek (westside), F.M. Young (northwest), and Huck (northwest). City of Racine buildings and site locations can be found at: Key Contact <http://racinecountyedc.org/sites/> [Laura Million](#) at RCEDC 262-898-7530

### [Downtown Racine](#)

The place to see and the place to be. The Downtown Racine Corporation keeps active listings of commercial properties available in downtown Racine. Key Contact: [Devin Sutherland](#) 262-634-6002.



### [City Owned Property](#)

From time to time the City acquires property that may be used to incentivize and/or assist in the expansion or attraction of businesses. A list targeted to your needs can be developed upon your request. Key Contact: [Matt Sadowski](#) at City Development 262-636-9151.



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## BUSINESS IMPROVEMENT DISTRICTS

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The [Downtown Business Improvement District #1](#) was formed in 2002. The BID is managed by the Downtown Racine Corporation. BID funds have been used to provide the following Downtown amenities:

- Public Service Ambassadors (PSA) who are walking concierges offering guidance, resources, security and goodwill to Downtown residents, workers and visitors.
- Added security on Thursday, Friday and Saturday evenings from 10 p.m. – 2 a.m.
- Sidewalk and curb cleaning
- Downtown holiday lights and wreaths
- District Marketing
- Downtown sidewalk plantings, hanging baskets and street banners.



The [Uptown Business Improvement District](#) was created in 2007 for the purpose of redeveloping Uptown. The BID is managed by Neighborhood Management Solutions. The BID District runs along the Washington Avenue corridor bounded loosely on the north by Tenth Street, Sixteenth Street on the south, Racine Street on the east and Valley Drive on the west. The BID has a Design Services Grant enabling property owners engage professionals to help them design façade improvements with up to \$3,000 in assistance provided. They also offer a \$1,000 Signage grant for the rehabilitation, repair or replacement of signs. For new businesses they offer Rent Assistance Grants and a Business Development Grants to help offset up-start costs.

The [Douglas Avenue Business Improvement District](#) was formed in 2008 and is managed by Neighborhood Management Solutions. The BID District includes all of Douglas Avenue from State Street on the south to 3 Mile Road on the north; the railroad tracks on the west and one block east of Douglas Avenue as the eastern boundary. Their BID offers four grant programs; “Adopt A Pot,” Design Services, Landscaping, and Lighting.

**Key Contact for Existing BID’s: [Devin Sutherland](#) at 262-880-2379**  
**Interested in creating a new BID? [Matt Sadowski](#) at 262-636-9151**

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## MENU OF VALUE-ADDED SERVICES

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### **RACINE COUNTY WORKFORCE DEVELOPMENT CENTER:**

The Business Services team provides comprehensive, customer-focused services, which are designed to strengthen and grow Racine County organizations and businesses. Along with our partners, we are able to offer your organization customized business solutions such as Talent Acquisition, Human Resources Development, Human Capital Development, Data Resource Access and Financial Assistance. Contact Business Services at 262-638-6683 or [Business.Services@goRacine.org](mailto:Business.Services@goRacine.org)



### **DEMOGRAPHIC, WORKFORCE AND RESEARCH ASSISTANCE:**

Get access to basic data research, including assistance in locating land and buildings to meet expansion needs, demographic data on local economic market conditions and workforce, as well as supply chain information. Key Contact: [Laura Million](#) at RCEDC 262-898-7530



### **GATEWAY TECHNICAL COLLEGE'S INDUSTRIAL DESIGN FABLAB**



The FabLab allows students and industry professionals the opportunity to conceptualize and design a product using 3D design software and print prototypes. Contact [Greg Herker](#) at 262-898-7430.

### **GATEWAY TECHNICAL COLLEGE'S LAUNCH BOX**



Launch Box connects Racine entrepreneurs with partners who provide a comprehensive range of support and resources including assistance with business planning, financing, product development, human resources, and sales and marketing. [Thalia Mendez](#) at Launch Box 262-898-7404

### **EMPLOYMENT RECRUITMENT ASSISTANCE:**

The Milwaukee 7's Talent Partnership aligns regional talent resources with high-growth industry clusters, resulting in a stronger, more agile workforce. The Talent Partnership has convened partners through a Steering Board and Advisory Council, which have developed four key strategies to improve talent development. This effort is industry-led, demand-driven, data-powered and outcomes-based. To learn more about the resources Milwaukee 7 offers to help you attract and retain top talent check out their [website](#).

### **MARKETING ASSISTANCE:**

Businesses located in the [Central Business District](#) may take advantage of location-specific, umbrella marketing initiatives and benefit from a bevy of seasonal events that draw crowds. Developers throughout the City may take advantage of selected residential marketing assistance as well.

### **WATER TECHNOLOGY RESOURCES:**

As a water innovation center of excellence, [The Water Council](#) supports all stages of water technology companies in the Great Lakes Region, throughout the United States, and around the world. With our core focus on freshwater research, innovation, education, and business development, The Water Council understands that all levels of organizations within the water technology industry have specific needs. We have programs (networks, training and workshops, supply chains, technical assistance) to assist early stage and small businesses, as well as services and programs for large water technology companies and large water users. Contact Karen Frost for more information: 414-988-8755.

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## NETWORKING & PROFESSIONAL DEVELOPMENT

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### CEO ROUNDTABLE:

Owners and CEOs of growth oriented companies meet on an ongoing basis to work on their business, share and learn from peers, gain valuable strategic insights and network with trusted colleagues and advisors. Key contact: [Laura Million](#), Business Development Manager, RCEDC 262-898-7530.

### GATEWAY TECHNICAL COLLEGE, BUSINESS AND WORKFORCE SOLUTIONS:

Gateway offers non-credit and credit training for individuals and businesses through employee training programs, business development assistance, professional development and short-term customized training. [Robin Hoke](#): 262-564-3608.

### FaB WISCONSIN: FOOD AND BEVERAGE INDUSTRY CLUSTER NETWORK:

The focus of [FaBCAP](#) is to assist food and beverage companies grow. FaB Wisconsin is a cluster consortium supporting food and beverage industry growth and awareness, with a focus on food, beverage, ingredient, equipment and packaging manufacturing. FaB Wisconsin's core strategic objectives are: 1) Building Business Capacity, 2) Creating an Innovation Ecosystem and 3) Developing a Talent Pipeline. Key Contact: [Shelly Jurewicz](#), FaB Wisconsin, 414-2874143 or [Brad Rostowfske](#), FaB Wisconsin, 414-287-4135

### RACINE AREA MANUFACTURERS AND COMMERCE PROGRAMS:

#### LEADERSHIP RACINE:

[Leadership Racine](#) is a nine month program that is designed to recruit promising leaders and help prepare them for positions of public influence and decision-making in the Racine area.

#### YOUNG PROFESSIONALS OF RACINE:

[Young Professionals of Racine](#) (YPR) works to attract, engage, cultivate and retain professional talent to help our community flourish by providing professional development and personal growth opportunities through a variety of networking, social, volunteer, and educational events.

#### BUSINESS BLENDERS:

A networking opportunity for RAMAC members to meet one another and conduct business in a social setting. Each Business Blender is hosted by a different member company to highlight their business. Meetings are typically held monthly from 5 to 7 P.M.

#### MARKETING BREAKFASTS:

Presentations on timely topics as well as time to share ideas and best practices with others in the marketing field. First Friday of every month; 7:30 to 9 A.M.

#### TALENT DEVELOPMENT:

RAMAC offers various training programs for current or future business leaders including a supervision training series of four courses and Living as a Leader in cooperation with RCEDC, a twelve month leadership development series with monthly skill-building sessions plus individual coaching sessions.

RAMAC



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## MENU OF STATE INCENTIVES

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### WISCONSIN ECONOMIC DEVELOPMENT CORPORATION:

#### QUALIFIED NEW BUSINESS VENTURE:

Wisconsin's Early-Stage Business Investment and Qualified New Business Venture (QNBV) Programs work together to spur investment in early-stage Wisconsin businesses with the potential for significant economic impact and job growth. The programs are as simple as they are effective, creating mutually beneficial outcomes for investors, businesses and Wisconsin's economy.



#### TECHNOLOGY DEVELOPMENT LOANS

Companies that provide high-tech or innovative solutions with national or global market potential may be eligible for WEDC Technology Development Loans, which are tailored to the evolving needs businesses face as they move through product/process development, commercial launch and rapid expansion

#### BUSINESS DEVELOPMENT TAX CREDITS

The Business Development Tax Credit Program supports job creation, capital investment, training and the location or retention of corporate headquarters by providing companies with refundable tax credits that can help to reduce their Wisconsin state income tax liability or provide a refund.

#### ENTERPRISE ZONE TAX CREDITS

Wisconsin's Enterprise Zone Tax Credits are available to assist Wisconsin businesses that have major expansion projects or are relocating major business operations from other states to Wisconsin. Refundable tax credits can be earned through job creation, job retention, capital investment, employee training and supply chain purchases from Wisconsin vendors.

#### EXPORTECH

ExporTech™, an export acceleration program delivered in partnership by the Wisconsin Economic Development Corporation (WEDC), the Wisconsin Manufacturing Extension Partnership (WMEP) and the UW-Stout Manufacturing Outreach Center (MOC), helps Wisconsin companies expand their global market reaches through targeted export strategy development and execution.

#### WORKFORCE TRAINING GRANTS

Training Grants are available to assist businesses in workforce retention and expansion into new markets and technology. The program provides grant funds to businesses to upgrade or improve the job-related skills of their full-time employees. Grant funds may be approved for eligible training provided to existing and new employees in full-time jobs.

#### MANUFACTURING AND AGRICULTURE TAX CREDIT

The manufacturing and agriculture tax credit is available to individuals and entities for taxable years that begin on or after January 1, 2013, for manufacturing and agricultural activities in Wisconsin. The tax credit is available for income derived from manufacturing or agricultural property located in Wisconsin and will offset a significant share of Wisconsin income taxes.

**Key Contact:** [Kathryn Berger](#) at the WEDC: 608-210-6822





## WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY:



# WHEDA

### LOAN GUARANTEE PROGRAMS:

WHEDA loan guarantees help reduce financial risk and exposure to small business lenders and ensure that qualified Wisconsin small businesses have access to funding. Eligible uses of loan guarantees by small business owners include:

- Purchasing or improving land and buildings
- Purchasing inventory or machinery
- Funding permanent or revolving working capital

WHEDA's Small Business Guarantee (SBG) and Neighborhood Business Revitalization Guarantee (NBRG) help businesses expand and create and retain jobs in Wisconsin. Other guarantee programs include **Contractor Loan Guarantee** (CLG), which provides businesses with opportunities to enter into contracts with eligible organizations, and **Agribusiness Guarantee** (AgBG), which helps small businesses that develop new products or expand the production of existing products using Wisconsin's raw commodities.

### WHEDA PARTICIPATION LENDING PROGRAM:

The **WHEDA Participating Lending Program** (WPLP) pairs WHEDA with community lenders, banks, credit unions, community development financial institutions and other entities that provide commercial loans to Wisconsin businesses. The program requires at least 50% participation from a participating lender with WHEDA's participation not to exceed \$2 million.

WPLP can be used on a loan that is secured and where one or more financial institutions participate. Projects eligible for financing of land, plant, or equipment include manufacturing, commercial real estate, national or regional headquarters facilities for the retail sale of goods and services, and more.

### WHEDA NEW MARKETS TAX CREDIT PROGRAM:

The **New Markets Tax Credit** (NMTC) program is a federal financing tool designed to fuel economic development efforts by promoting equity investment in low-income urban and rural communities.

WHEDA awards NMTC's to enhance financing for larger projects in highly distressed areas throughout Wisconsin that have a demonstrable community impact. Businesses awarded NMTCs can obtain benefits including lower interest rates on loans, non-traditional financing not available in the marketplace, access to reduced cost of capital, and more. Projects must be located in highly distressed census tracts – which are determined by factors such as poverty rates and percentage of median family income.

**Key Contact:** [Kim.Plache@WHEDA.com](mailto:Kim.Plache@WHEDA.com), or 414-227-3229

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## GRANT FUNDING

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### COMMERCIAL BUILDING FAÇADE GRANT PROGRAM

The City of Racine's façade grant program provides financial assistance to commercial property owners interested in renovating the major street faces of their buildings. The program was established in 2003 to enhance the physical appearance of some of Racine's commercial corridors. Since then, it has provided more than \$890,000.00 in grant funds to leverage more than \$4 million in projects. The program provides matching funds up to \$10,000.00 to commercial property owners to assist them in restoring their façades. Key Contact: [Matt Sadowski](#) at City Development 262-636-9151

### WATER IMPACT "REC" FEE REIMBURSTMENT PROGRAM

For commercial or mixed-use buildings built before 2004, the Redevelopment Authority of the City of Racine has created the Water Impact "REC" Fee Reimbursement Program. Subject to certain criteria, building owners can receive reimbursement for up to one "residential equivalent connection" charge of \$3,450 for new water impact fees necessitated by a change in water usage associated with proposed new commercial use. Key Contact: [Matt Sadowski](#) at City Development 262-636-9151.

### CENTER FOR TECHNOLOGY COMMERCIALIZATION:

The [Center for Technology Commercialization](#) manages programs to assist small businesses in securing Federal research funding (Small Business Innovation Research), and business development Matching Grant programs (Ideadvance and SBIR Advance) on behalf of the Wisconsin Economic Development Corporation.

### RACINE COUNTY MATCHING GRANT PROGRAM:

Up to \$2,500 in matching grants are available to qualifying companies that are one of the following: manufacturers, woman-owned or ethnic minority-owned companies. The grant can fund the consultant costs for marketing and training. Eligible companies must have less than 200 employees and sales less than \$25 million. Applications are available on line: <http://racinecountyledc.org/sites/default/files/2016%20MGP%20Application.pdf> or contact RCEDC's Carolyn Engel at 262-898-7420.



THE WATER COUNCIL

### THE WATER COUNCIL – "THE BREW"

[The BREW](#) accelerator unleashes innovation by funding water technology startups from around the world with commercialization potential. Teams selected for the application-based program receive up to \$50,000 in investments in exchange for a small percentage of equity, office space in the Global Water Center and much more. Key Contact: [Elizabeth Thelen](#) at The Water Council 414-988-8753

### FaBcap: FOOD AND BEVERAGE INDUSTRY GRANTS:

The focus of [FaBCAP](#) is to assist food and beverage companies grow. FaB Wisconsin's [FaBcap Business Accelerator](#) program helps the selected companies with one-on-one mentoring and up to \$10,000 in seed funding. Key Contact: [Brad Rostowfske](#), FaB Wisconsin, 414-287-4135



### **FOCUS ON ENERGY:**

Focus of Energy offers free energy audits to determine eligible program and incentive resources to help your company reduce energy consumption. To speak to a Focus on Energy Representative call: 800-762-7077 or visit <http://www.focusonenergy.com>

### **FEDERAL GRANTS**

Grants.gov is your source to FIND and APPLY for federal grants. Learn more about Grants.gov and determine if you are eligible for grant opportunities offered on this site – <http://www.grants.gov>. Grants.gov does not provide personal financial assistance. To learn where you may find personal help, check Government Benefits, Student Loans and Small Business Start-up Loans. The United States Government does not require payment, of any kind, to receive federal grants. System for Award Management (SAM) – a federal government database where federal grant and contract recipients MUST register – is required to apply for and receive grants.

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## **GOVERNMENT CONTRACTING**

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### **WISCONSIN PROCURMENT INSTITUTE:**

The Wisconsin Procurement Institute is a non-profit organization established in 1987 to help Wisconsin businesses win federal contracts. It is the federally-designated Procurement Technical Assistance Center (PTAC) for the State of Wisconsin, funded in part by grants from the Defense Logistics Agency. WPI's mission is to assist Wisconsin businesses in growing their federal, state and local government sales, profits and jobs. WPI Staff and extensive network of partners provides technical and professional expertise to Wisconsin businesses. They do this by offering



- Bid Matching
- Locating local, state and federal opportunities
- Individual counseling
- Registration and certification assistance
- Capabilities statement and market profile development
- Workshops, webinars, conference and small group training across the State
- Assistance with market research.

Contact: [Aina Vilumsons](#), Executive Director

### **SECTION 3 BUSINESS ADVANTAGE PROGRAM:**

Are you a low and moderate income business owner? Are more than 30% of your full-time employees low and moderate income? If you answered yes to either of those questions, you are considered to be a "Section 3 Business" and can receive a special advantage in receiving construction and maintenance contracts funded by the Department of Housing and Urban Development. To take advantage of this program get registered online today at: <http://www.hud.gov/Sec3Biz>. Key Contact: [Laura Detert](#) at the City of Racine 262-636-9476

## CITY OF RACINE CONTRACTING OPPORTUNITIES:

In order to bid on city projects, make sales to the city, or conduct other business with the City of Racine, vendors must go through the [City Purchasing Office](#) located in City Hall, 730 Washington Ave. Their office can provide you with all the information you need to submit bids, quotes, or handle other issues. Key Contact: [Kathy Kasper](#) at the City of Racine.

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## BUSINESS LICENSING

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### CITY CLERK & TREASURER'S OFFICE:

The City Clerk & Treasurer's Office is responsible for a wide range of duties and strives to deliver the best possible service. The Office serves as the official records custodian for City Government, Secretary to the Common Council, Secretary to the Public Safety and Licensing Committee, and is responsible for the issuance of approximately 50 different types of business licenses. Applications can be easily accessed online the [Office's website](#), or by visiting City Hall at [730 Washington Street](#). For questions, call 262-636-9548.



### LAUNCH BOX "OPENING A BUSINESS" BROCHURES

Launch Box prepared the follow brochures to help you navigate the following types of business licensing issues:

- Automotive Repair
- Brownfield Redevelopment
- Conditional Use Process
- Food Establishments
- Entrepreneurship
- General Retail

Brochures are available online, and hard copies are available in City Hall and at Launch Box.

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## CITY OF RACINE MISSION

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**"We shall respond to the needs of our citizens by enhancing the quality of life and promoting economic growth."**

**Helping your business succeed is at our very core.**

Thank you for reviewing the City of Racine's Small Business Development Services Portfolio Questions and comments may be directed to the [Department of City Development](#), 262-636-9151