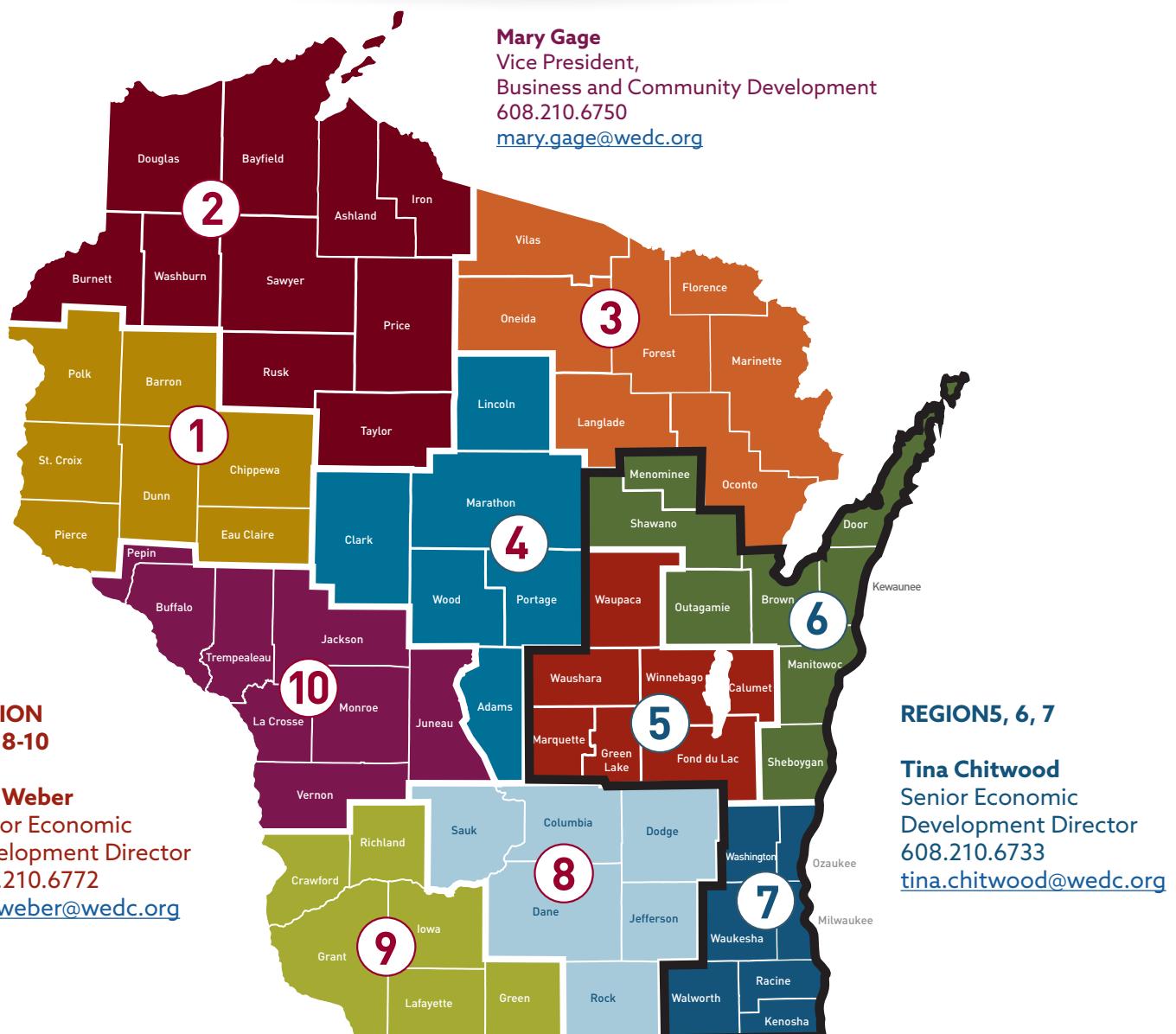


# BUSINESS DEVELOPMENT RESOURCES

# SUPPORTING BUSINESS GROWTH OPPORTUNITIES IN WISCONSIN.<sup>®</sup>



REGIONAL ECONOMIC DEVELOPMENT DIRECTORS – July 2021

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|----------|--|----------|--|----------|--|----------|--|
| <b>1</b> | <b>Ray French</b><br>608.210.6771<br><a href="mailto:ray.french@wedgec.org">ray.french@wedgec.org</a>          | <b>4</b> | <b>Melinda Osterberg</b><br>608.210.6786<br><a href="mailto:melinda.osterberg@wedgec.org">melinda.osterberg@wedgec.org</a> | <b>7</b> | <b>Neil White</b><br>608.210.6739<br><a href="mailto:neil.white@wedgec.org">neil.white@wedgec.org</a>                | <b>8</b> | <b>Vanessa Inez</b><br>608.210.6728<br><a href="mailto:vanessa.inez@wedgec.org">vanessa.inez@wedgec.org</a>          |
| <b>2</b> | <b>Dave Wierzba</b><br>608.210.6824<br><a href="mailto:dave.wiezba@wedgec.org">dave.wiezba@wedgec.org</a>      | <b>5</b> | <b>Jon Bartz</b><br>608.210.6846<br><a href="mailto:jon.bartz@wedgec.org">jon.bartz@wedgec.org</a>                         | <b>7</b> | <b>Kristian Vaughn</b><br>608.210.6822<br><a href="mailto:kristian.vaughn@wedgec.org">kristian.vaughn@wedgec.org</a> | <b>8</b> | <b>Jason Scott</b><br>608.210.6790<br><a href="mailto:jason.scott@wedgec.org">jason.scott@wedgec.org</a>             |
| <b>3</b> | <b>Jim Rosenberg</b><br>608.210.6715<br><a href="mailto:jim.rosenberg@wedgec.org">jim.rosenberg@wedgec.org</a> | <b>6</b> | <b>Naletta Burr</b><br>608.210.6830<br><a href="mailto:naletta.burr@wedgec.org">naletta.burr@wedgec.org</a>                | <b>7</b> | <b>Tracy Luber</b><br>608.210.6787<br><a href="mailto:tracy.luber@wedgec.org">tracy.luber@wedgec.org</a>             | <b>9</b> | <b>Marie Steenlage</b><br>608.210.6755<br><a href="mailto:marie.steenlage@wedgec.org">marie.steenlage@wedgec.org</a> |

# BUSINESS DEVELOPMENT AND ATTRACTION

WEDC and its partners work to connect business and community leaders with the programs that meet their specific needs. In addition to leveraging Wisconsin's location, industry strengths and supply chain capabilities, companies currently operating here or looking to expand their national or global presence in the state may tap one or more of the following programs to help maximize their potential.

## **Business Development Loan Program**

Loans to bridge the gap in access to capital for companies in Wisconsin's key growth sectors, with a special focus on small businesses in rural areas

## **Business Development Tax Credits**

Refundable tax credits for companies remaining, expanding or relocating in Wisconsin

## **Certified Sites Program**

Consistent standards developed for Wisconsin sites consisting of at least 20 contiguous, developable acres, signaling that key approvals, documentations and assessments for industrial uses are already in place

## **Enterprise Zone Tax Credit**

Refundable tax credits for companies undertaking major expansion projects in, or relocating major business operations from other states to, Wisconsin

## **Industrial Revenue Bonds**

A unique type of revenue bond organized and issued by a state or local government, the proceeds of which are directed to a private, for-profit business

## **Workforce Training Grants**

Grants for businesses to upgrade or improve the job-related skills of their full-time employees

## **Qualified New Business Venture Certification**

Helps drive investment to innovative early-stage Wisconsin companies by allowing investors to claim a 25 percent tax credit on the amount they invest into a QN BV-certified business

## **Technology Development Loan Program**

Flexible lending program designed to assist high-tech startups and emerging growth companies in financing the development and launch of innovative products and services

## **Transformational Productivity Initiative**

Collaboration with Wisconsin Manufacturing Extension Partnership offers tools and delivery systems to help manufacturers assess and prioritize actions to increase productivity

# COMMUNITY DEVELOPMENT

With the goal of improving quality of life across Wisconsin, the following programs support minority business growth, downtown development projects and community revitalization efforts.

## **Brownfields Grant Program**

Grants to local governments, businesses, nonprofits and individuals for developing commercial and industrial sites that have been adversely affected by environmental contamination

## **Capacity Building Grants**

Grants to assist local and regional economic development groups to create an advanced economic development network within the state

## **Community Development Investment Grant Program**

Financial support for shovel-ready projects, with particular emphasis on downtown community-driven efforts that deliver significant, measurable benefits in job opportunities, property values, and/or leveraged investment by local and private partners

## **Historic Preservation Tax Credit Program**

Transferable state income tax credit for 20 percent of the qualified rehabilitation expenditures for eligible buildings

## **Idle Sites Redevelopment Program**

Highly competitive program offering grants to Wisconsin communities for the implementation of redevelopment plans for large sites that have been idle, abandoned or underutilized for at least five years

## **Site Assessment Grant Program**

Grant funds to approved projects to assist local governments with conducting initial environmental assessment and demolition activities on an eligible abandoned, idle or underutilized industrial or commercial site

## **Wisconsin Main Street/Connect Communities Programs**

Membership is a prestigious designation that recognizes a commitment to preserving and revitalizing historic downtowns, and includes access to technical support, training and networking opportunities. Resources, technical assistance and networking to support communities' efforts to revitalize downtown districts. Kiva microlending available through statewide minority-based chambers of commerce

## **Diverse Business Development Program**

Initiatives include revolving loan funds offered through minority business associations and an annual conference that is the state's premier event for minority-, woman- and veteran-owned businesses. Kiva microlending available through statewide minority-based chambers of commerce

# INTERNATIONAL BUSINESS DEVELOPMENT

With experienced staff and partners throughout the state, as well as in-country experts on the ground overseas, WEDC helps increase the global reach of Wisconsin companies. These programs are designed to help companies gain the expertise and skills necessary to successfully navigate the global marketplace.

## **ExpoTech™**

Export acceleration program to help Wisconsin companies expand their global market reach through targeted export strategy development and execution

## **Export Technical Assistance**

Assistance to expand the sale of Wisconsin-made products outside of the U.S. and to help companies develop an export strategy

## **Global Business Development Grants**

Grant funding to support export growth for Wisconsin companies

## **Global Trade Ventures**

Destinations are chosen based on the markets that make sense for Wisconsin companies. Participants are matched with carefully selected local partners to help their exports gain traction in the market.

## **Global Network**

Staff in Wisconsin, plus authorized trade representatives in market covering 82 countries around the world, can help Wisconsin exporters determine the most promising markets for their products and services, and navigate concerns specific to the market—business culture, laws and regulations, taxes, intellectual property concerns and more.