

PLACE
STAMP
HERE

Development Zone

You are eligible for a variety of Wisconsin income tax credits if your company expands in the Two Rivers Development Zone. The amount of credit you receive depends on the number of new jobs created and the level of environmental remediation required.

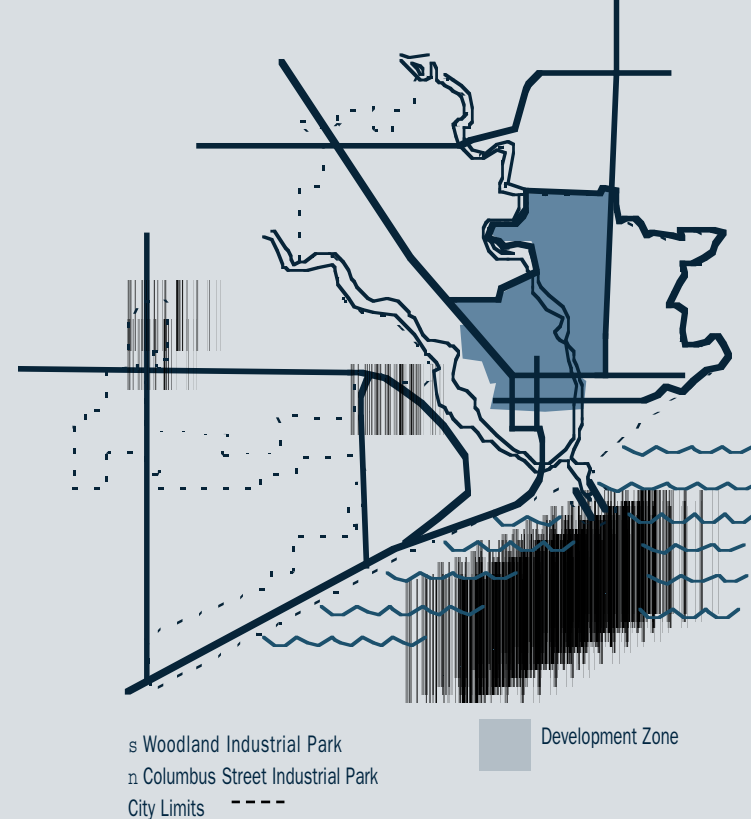
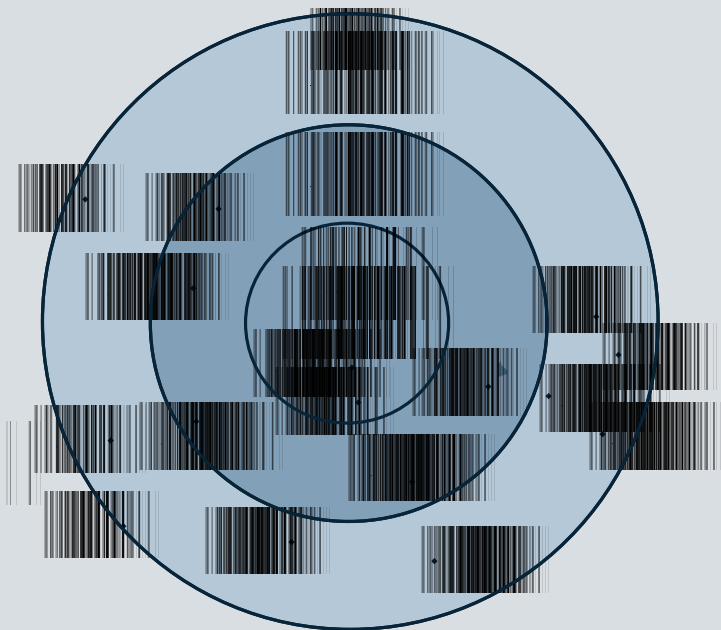
Wisconsin has allocated millions in tax incentives available for the Two Rivers Development Zone. All tax credits are nonrefundable and can be carried forward up to 15 years to offset your income tax liability.

Targeted Jobs Tax Credit

This non-refundable tax credit is worth up to \$8,000 for each newly created position for target group members. Examples of target members include W-2 participants and persons unemployed due to layoffs or business closings. A non-refundable tax credit of up to \$6,000 for each newly created position filled by other Wisconsin residents is available. (Call for specific information.)

Environmental Remediation Credit

A 50 percent non-refundable tax credit is available on clean-up efforts in the development zone which includes brownfield remediation work.



s Woodland Industrial Park
n Columbus Street Industrial Park
City Limits



For More Information Contact

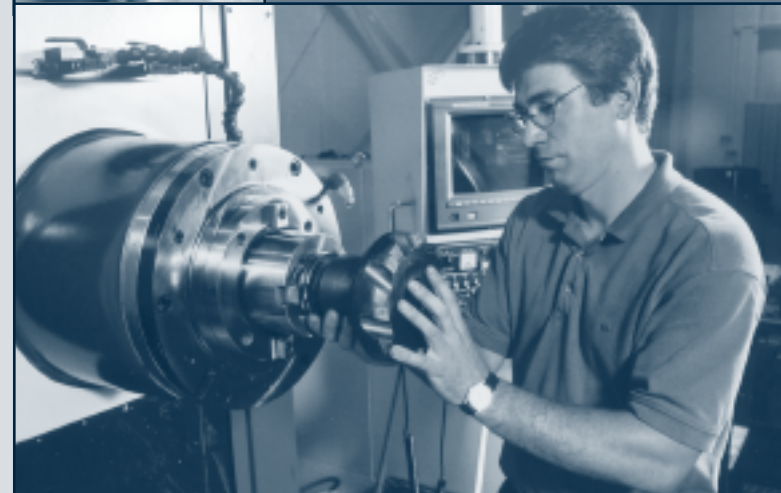
Dan Pawlitzke
Economic Development Supervisor
City of Two Rivers
1717 East Park Street
P.O. Box 87
Two Rivers, WI 54241-0087

Phone (920) 793-5565
Fax (920) 793-5563
E-mail dpawlitzke@wppisys.org

CLOSER TO PROFITS



Financial
Assistance
For Business Growth



TWO RIVERS
WISCONSIN



Loan Eligibility

Eligible Business Activities

- Land acquisition
- Building demolition, renovation or addition
- Equipment and machinery purchase and installation

Ineligible Business Activities

- Residential construction or rehabilitation
- Routine maintenance of plant or shop facilities
- Specialized equipment not essential to business operations

Two Rivers offers competitive financing to help companies fund new or expansion projects. The city's revolving loan fund has helped more than 25 companies expand operations and create jobs in Two Rivers. The city's revolving loan fund collects about \$300,000 to \$450,000 in loan repayments each year. These dollars can then be used to support other growing firms with loan amounts up to \$500,000.

Businesses in the Two Rivers Development Zone may also qualify for tax credits. The state has allocated millions in tax incentives available for the Two Rivers Development Zone, which encompasses a portion of downtown and two industrial parks.

Below-market interest rates and state tax incentives, combined with a responsive city team, means your business is Closer To Profits in Two Rivers!

Revolving Loan Fund

The city's revolving loan fund is designed to help businesses that locate, expand or retain jobs in Two Rivers. More than 51% of the jobs created or retained must be low-skilled or low-to-moderate-income. The city lends \$5,000 to \$20,000 for every job created, as long as the business invests at least twice the city loan. This financing may be used for capital improvements or

investments needed to expand or maintain employment and production levels in the city. (See table for more details.) Local lenders can help with your portion of the total business loan.

Application Process

Applications are available from the Two Rivers Economic Development office. A loan application must include the following information:

- Address eight criteria that will be evaluated for loan approval. (See next column.)
- Submit financial statements for the three most recent years.
- Include a complete business plan as well as a brief summary (1-2 pages) that provides background about the project, market opportunity and financial projections.

Applications are reviewed at least monthly by the Business and Industrial Development Committee. You will be invited to attend the meeting where your application is reviewed. The committee makes a decision within 60 days after an application is submitted. Committee decisions are final. However, there is no limit on the number of applications that can be submitted.

Loan Criteria

The city will:

- Make loans only to businesses directly affected by the proposed activities.
- Approve varying loan amounts depending on the dollars available.
- Reserve the right to review a company's financial progress.

The company:

- Can't sell or move.
- Must show adequate financial ability to repay the debt.
- Must maintain hazard insurance on collateral.
- Owner(s) must provide a personal guaranty.
- Principals must carry life insurance coverage.

Two Rivers requires a first collateral position on the aggregate loan amount. The term or length of the loan will be based on the useful life of the collateral. Detailed information about loan terms and conditions is available from the city's Economic Development office.

Loan Evaluation Criteria

Projects are evaluated on the following criteria and compared to other applications that are received. Your application must score 50 to 100 points to be eligible for a loan.

Employment Opportunities (0 - 15 pts.)

How many new, permanent jobs will be created and/or how many existing jobs will be retained?

Business Activity (0 - 10 pts.)

Does your project have potential to stimulate additional economic activity as a purchaser or supplier of goods and/or services in the community?

Investment (0 - 15 pts.)

How much money will you invest in real estate that will generate additional tax dollars?

Public Improvements (0 - 15 pts.)

How much money will you invest in the business compared to the loan amount requested?

Risk Assessment (0 - 10 pts.)

What are the potential benefits to the city compared to the risks associated with providing a loan?

Economic Impacts (0 - 10 pts.)

Will your project have a positive impact on the city's economy?

Neighborhood Impacts (0 - 15 pts.)

Will your project have a positive impact on the neighborhood/area in which it will be located?

Planning Consistency (0 - 10 pts.)

Is your project consistent with the city's comprehensive and economic development plans?

Total Points Available 100

I want to learn how my business will be Closer To Profits in Two Rivers!

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Our company plans to expand in:

Less than 1 year 1-2 years More than 2 years

Please mail this postage-paid card, fax it or call today!

Dan Pawlitzke, Two Rivers Economic Development Supervisor

Phone (920) 793-5565 Fax (920) 793-5563 E-mail dpawlitzke@wppisys.org

Please send me more information about the following:

Two Rivers Economic Development Zone

Two Rivers Revolving Loan Fund

Labor information

Other: _____

I am especially interested in: _____