

## Racine, WI

The City of Racine Wisconsin is located on the beautiful shores of Lake Michigan. Racine is the fifth largest city in Wisconsin, has a deep-rooted history in manufacturing and industrial innovation that continues today. Racine is home to global companies, small businesses and entrepreneurs. As Racine County's largest and most diverse community, Racine is where you will find the best food, the most events, the biggest downtown and exciting nightlife. The City of Racine has six primary clusters:

1. Arts/Entertainment,
2. Biotech/Biosciences,
3. Food Processing,
4. Healthcare,
5. High-Tech Manufacturing, and
6. Logistics.

The City has a population of 77,954 with a median age of 34. The City's population was the highest in 2015 at 81,209 and has declined over the years to its current state. Approximately 31% of the population in Racine have an associate's degree or higher and 87% have a high school degree or higher. The City has a labor force of 37,040 with unemployment at 4.2%. The largest occupation at 14.7% is production workers, followed by office and administration at 13%, executive, managers, and administrators at 9.6%, sales at 8% and education, training, and library at 6.2%. Overall, the work distribution of employees in Racine is 37% blue collar and 62% white collar.

The entrepreneurial ecosystem may be described as fragmented but developing. There are numerous partners servicing the entrepreneurial community including the Small Business Development Center, Wisconsin Women's Business Initiative, SCORE, RCEDC, and others.

We are committed to helping empower low-income and disadvantaged individuals in our community through entrepreneurship. We formed the UPBI Racine program in 2024 with the support of BizStarts Milwaukee (an existing UPBI partner). It is based on a unique partnership between BizStarts, Carthage College and the Racine County Economic Development Corporation (RCEDC). Carthage College is a top private institution in Kenosha, Wisconsin and



is affiliated with the Evangelical Lutheran Church in America. RCEDC is a 501c3 economic development organization serving Racine County where three staff members (the executive director, the deputy director, and credit analyst) are dedicated to the program and share responsibilities to ensure its success. Our first cohort was launched in September 2024.

