



Mason Plan for Small Business Growth in Racine

Racine has the highest unemployment in the state. While the Racine area needs to continue its work to attract and retain business, it is equally important to make sure we are investing in the resources that will give small and medium sized business the room to grow and succeed. Recently, the Mason Campaign met with over a dozen small business owners from Racine. They had some of the following suggestions to help them grow:

Reduce the Costs of Healthcare. According to a study by the [Government Accountability Office](#) healthcare costs are 27% higher in southeast Wisconsin than the national average. Cory Mason will fight to drive down costs for small businesses by negotiating in larger purchasing pools, either regionally or statewide.

Small Business Collaboration with UW-Parkside and Gateway Technical College. The Mason Campaign supports a plan to increase investments in programs that help small businesses start and grow. We need to have area resources collaborate on business planning, job training, grant applications, compliance, and other challenges faced by smaller businesses when looking to expand. Some of these resources currently exist, but we need to do a better job of reaching out to local entrepreneurs, especially to those who just need some advice and counsel on how to get off the ground or growing to the next level. We also need to do a better job communicating with small businesses to let them know what resources are available.

Cut the Red Tape. The state should create incentives for municipalities to streamline licensing and application processes for business startups. Several of the small businesses in attendance said the hardest part in getting started was getting clear and consistent answers from local government. Government does a lot to help big business get the clearance it needs to move ahead, we should do no less for small business.

Bring Commuter Rail to Racine. The commuter rail will bring new people to live, work, and do business in Racine. According to [Transit Now](#), commuter rails spark regional business growth and development that will create new jobs. Commuter rail service allows business to attract customers from a wider geographic area, resulting in more sales opportunities and higher skilled workforce.

Expand and Develop Enterprise Development Zones. Currently the state invests millions of dollars to businesses that create or preserve jobs. The Mason Campaign supports a plan that would redirect those dollars to areas with higher than average unemployment, like Racine. The program should also be expanded to make sure that small and medium businesses are not left out.

Authorized and paid for by Friends of Mason, Roseann Mason, Treasurer