

Name of Project: S & S CYCLE – Viola, Wisconsin
Name of CDE: Impact Seven, Inc.

Project Size: \$5.425 million manufacturing expansion project – 164,858 square feet

Project: Founded in 1954, S&S Cycle manufactures high-performance V-twin motorcycle engines and parts particularly for Harley-Davidson and other American motorcycles. Since the company's inception, S&S equipped motorcycles have continued to set numerous land speed records and as a result, S&S has developed a strong, loyal customer base due to its reputation for performance and quality. Based on its growth, S & S Cycle needed to expand its manufacturing space and needed additional warehousing facilities for the distribution of its products. It was imperative that S & S Cycle either relocate entirely or find an effective and efficient expansion plan. A significant number of business vendors and clients were out-of-state and therefore the business considered moving its operations out of Wisconsin. Incentives needed to be put together to overcome the multiple benefits of full relocation. The project will finance the expansion of S & S's operations in rural Viola, Wisconsin (pop. 667) and its acquisition and upgrade of a warehousing and distribution facility in LaCrosse, Wisconsin.



NMTC Solution: In concert with community bankers, the New Markets Support Company, LLC (NMSC), an affiliate of the Local Initiatives Support Corporation and the local economic development group, I-7 acted as an intermediary between the tax credit provider and the project to leverage an additional \$5 million in NMTC's into Wisconsin. Overall, the NTMC's assisted in providing an effective package to retain and expand manufacturing positions in Viola and establish the warehousing and distribution center in LaCrosse. "The business options for S&S were to either relocate the entire business elsewhere in Wisconsin, or out of State to a more convenient and expanded site with combined distribution and expanded manufacturing along a transportation corridor near major clients and vendors, or to expand the Viola manufacturing operation and develop a distribution center along a transportation corridor in Wisconsin. In concert with the NMSC, community bankers, and the local economic development corporation, I-7 was thrilled to be a participant in the creation of an effective package to retain and expand manufacturing positions in Viola and the development of the distribution center in La Crosse" said William Bay, President of I-7.

Impact: A total of 20 manufacturing jobs retained in Viola and 85 new manufacturing jobs created in Viola and LaCrosse, as well as 111 temporary construction jobs will help to stabilize and expand a rural Wisconsin economy that has hemorrhaged good manufacturing jobs during the past few years. Moreover, a very large idle, vacant facility will be renovated and added to the tax rolls in LaCrosse. Future expansion plans call for an additional \$6-\$10 million of investment and job growth nearing 50-60 manufacturing positions. "Higher wage jobs in high-tech industries can be hard to come by in rural

communities,” said Robert Poznanski, NMSC’s President, “and the use of NMTCs gives S&S the opportunity to stay and grow in rural Wisconsin.”