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**Union Grove launches Build Your Own Business program to attract entrepreneurs**

**UNION GROVE, WI** – Union Grove's Build Your Own Business (BYOB) program encourages new businesses to locate in downtown Union Grove by opening short-term, temporary locations, which could lead to permanent occupancy in the Village.



"Our Village is growing, and residents want to support local businesses," said Mike Aimone, Union Grove Village Board President. "Through BYOB, we invite entrepreneurs and new businesses to get to know our community and test their business idea. Our goal is to help new businesses be successful, so they will choose to locate in our community permanently."

BYOB was developed by the Village, in partnership with the Racine County Economic Development Corporation (RCEDC).

Entrepreneurs opening a storefront location for 3-5 months in Union Grove can test their business concept, gain new customers, and prove the growth opportunities for building their business. Business owners receive assistance in finding a storefront location, developing a marketing plan from the Small Business Development Center (SBDC) at the University of Wisconsin - Parkside, and gaining access to a \$500 grant upon signing a lease. BYOB business participants can also leverage partnerships with the Village of Union Grove, the Greater Union Grove Chamber, RCEDC and the SBDC to promote the opening of their business.

Businesses choosing to remain in downtown Union Grove after the initial lease period could receive additional grant and financing resources to establish permanency. BYOB is a great opportunity for entrepreneurs, business owners working at home, or experienced business owners who want to reach new customers.

To learn more about Build Your Own Business in Union Grove or to submit your business idea, contact Laura Million at (262) 898-7530 or visit [rcedc.org/byob-union-grove](http://rcedc.org/byob-union-grove).

### **About RCEDC**

The Racine County Economic Development Corporation is a private, non-profit organization providing Racine County businesses with technical and financial resources for nearly 40 years. The mission of RCEDC is to increase Racine County's property tax base and create employment opportunities in the County.

### **About Union Grove**

The Village of Union Grove is a growing community with small town charm located just 5 miles west of I-94 in the Chicago-Milwaukee Corridor. New residents are attracted by quality schools, welcoming community, and easy access to Chicago and Milwaukee.

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