

River Falls Economic Development Corporation

Helping the City of River Falls promote local area growth



About Us

The River Falls Economic Development Corporation (RFEDC) is a voluntary non-profit organization that collaborates with City of River Falls, Pierce County Economic Development Corporation, St. Croix Economic Development Corporation and other economic development agencies and partners to increase employment opportunities through industrial development.

The Corporation

Established January 8, 1988 as a Wisconsin Non-Stock Corporation, the RFEDC was initially funded by the City of River Falls and intended to replace the City's Industrial Advisory Board. The RFEDC's charge was:

- ◆ To create and maintain a listing of land and buildings available for sale to prospective buyers
- ◆ To create an Industrial Park that will be suitable for industrial employers
- ◆ To create an organization that will coordinate the marketing, financing, and ultimate sale of industrial properties to employers
- ◆ To create an incubator for the support and encouragement of ideas from inception through job creation

The original directors included: Dennis Carstens, Peter Dahm, Ken Devillers, Jay Griggs, Pete Herpst, Liz Oostendorp, Dan Ross, Mary Schmitt, Paul Schwebach, and Jerry Wilkens.

The EDC achieved federal 501 (c)(6) corporation status in 1991. The Directors included George Bauman, Fred Benson, Peter Dahm, Tom DeLong, Robert Moody, Liz Oostendorp, Don Piegras, Dan Ross, Paul Schwebach, and Jerry Wilkens.

The current board currently consists of ten directors. The current President is Joe Fischer. Other directors include: Jon Bents, Chris Blasius, Rosanne Bump, Dale Jorgenson, Bill Lamb, Steve Leitch, Max Neuhaus, Jerry Wilkens, and Angel Zimmerman. The City Administrator, Scot Simpson, serves as the Executive Director of the RFEDC. The RFEDC board also consists of four ex-officio members including: Joe Folsom-Executive Director PCEDC, Russ Korpela-Chief Executive Operator RF Chamber, Sheri Marnell – Interim Director SCVBIC, and Bill Rubin-Executive Director SCEDC.

The EDC meets the second Monday of the month in the River Falls City Hall. It coordinates a gathering of major industrial and corporate businesses annually, which is hosted at a business in one of the parks.

Contact Us

River Falls Economic Development Corporation | 222 Lewis Street, River Falls, Wisconsin 54022



Management Agreement

The EDC has a Management Agreement with the City of River Falls (City). This agreement was first approved in 1987 and has been revised twice; most recently in November 2009. The agreement identifies the City's role as buying and developing industrial/corporate parks and the EDC's role as primary marketer of the parks, on behalf of the City. The EDC may negotiate development agreements on behalf of City for land in the parks.

Building Developer

The EDC has developed several buildings for the purpose of encouraging job development in River Falls. Notable projects include, but are not limited to:

- ◆ 264 Troy Street: This 10,000 square foot building, River Falls Enterprise Center, was constructed in 1990 as an industrial incubator. The EDC initially leased the building to a start-up company and then sold it to a private investor who has continued to lease it to various businesses.
- ◆ 283 Troy Street: This 20,000 square foot building, River Falls Enterprise II, was constructed as a lease-to-own building for Designer Doors. Designer Properties purchased the building in 1996. In 2010, the EDC purchased this building back as part of the sale of Designer Doors to a new owner. The EDC then leased the building to a start-up company (Magma Flooring) which has since purchased the building.
- ◆ 507 Highland Drive: This 25,000 square foot build-to-suit, lease-to-own building was constructed for BioDiagnostics, who then purchased the building in 2004.
- ◆ 990 Antler Court: This 10,000 square foot build-to-suit, lease-to-own building was constructed for Rush River Brewery, who then purchased the building in 2012.

Partner Organizations

University of Wisconsin River Falls Center for Innovation and Business Development (uwrf.edu/CIBD)

Opened in 2014, the Center for Innovation and Business Development (CIBD) is working to become an integral part of a new small business incubator at the University of Wisconsin River Falls (UWRF). The CIBD creates easy access to economic development resources and works to place students in internships and practicums to help meet the needs of local businesses.

St. Croix Economic Development Corporation (stcroixedc.com)

Formed in 1993, the St. Croix Economic Development Corporation (SCEDC) is a private non-profit organization that actively promotes and solicits the location of industry and business to St. Croix County. At the same time, the organization works to foster the expansion of existing companies and the successful start-up of newly formed ones.

Pierce County Economic Development Corporation (www.pcedc.com)

Created more than 20 years ago as a public-private partnership, the mission of the Pierce County Economic Development Corporation (PCEDC) is to encourage business and community development in Pierce County and the City of River Falls. The PCEDC provides support services for businesses in financing, planning, logistics, and staffing.

River Falls Business Improvement District (rfmainstreet.com)

Established in 1989, the River Falls Business Improvement District (BID) is charged with helping the River Falls Main Street business community with façade improvements, signage, and beautification projects. The objective of the BID is to encourage business improvement and development by offering façade and sign grants to businesses and property owners in the River Falls Downtown BID District.

Other Partner Organizations:

- ◆ Chippewa Valley Technical College
- ◆ Innovation Foundation of Western Wisconsin
- ◆ Momentum West
- ◆ Northwest Manufacturing Outreach Center
- ◆ Regional Business Fund
- ◆ River Falls Area Chamber of Commerce and Tourism Bureau
- ◆ SciTAC
- ◆ Small Business Administration
- ◆ Small Business Development Center
- ◆ St. Croix Valley Angel Network
- ◆ The SCORE Association
- ◆ United States Economic Development Administration
- ◆ University of Wisconsin Extension Office
- ◆ University of Wisconsin—River Falls
- ◆ WBD Finance
- ◆ West Central WI Rail Coalition
- ◆ West Central Wisconsin Regional Planning Commission
- ◆ Wisconsin Economic Development Association
- ◆ Wisconsin Economic Development Corporation (WEDC)
- ◆ Wisconsin Entrepreneurs Network
- ◆ Wisconsin Indianhead Technical College
- ◆ Workforce Resource