



Wisconsin Banks Role in Economic Growth/Development

Wisconsin's 222 banks headquartered in the state play a significant role in the economic development and growth of their communities. Not only do banks finance local businesses, schools and municipalities, but they also generously donate both money and time to a myriad of charitable and other worthwhile community organizations.

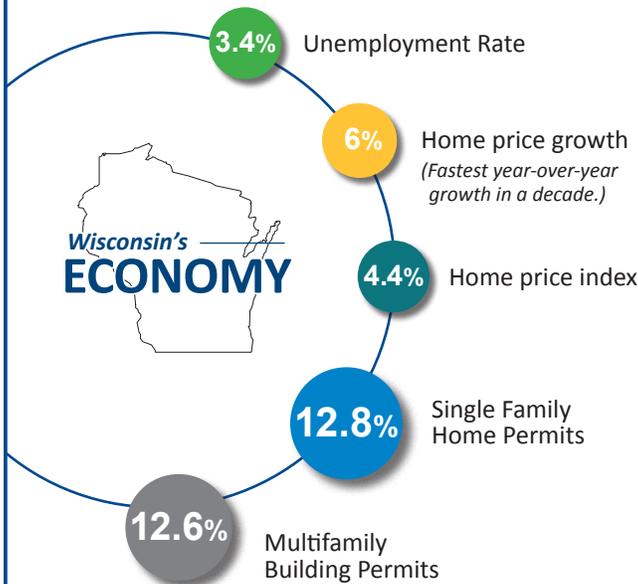
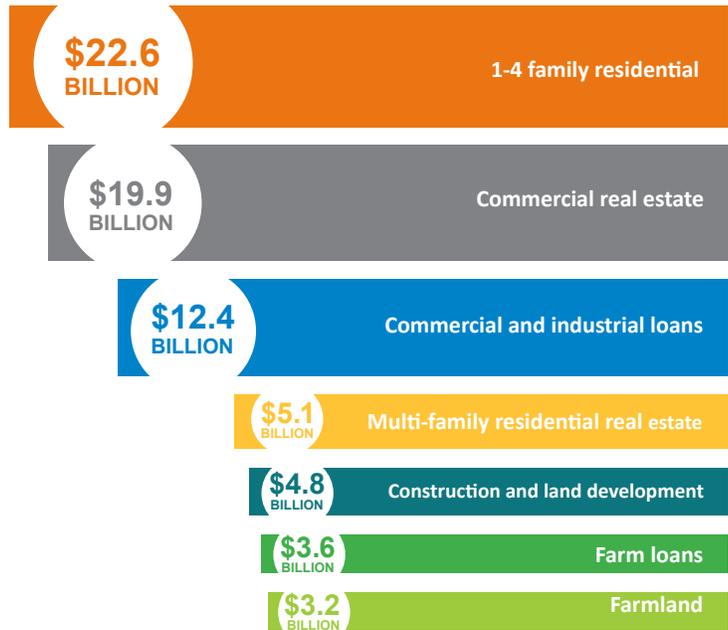
WISCONSIN BANKS AT-A-GLANCE

Total Deposits: \$87.0 billion
Total Loans: \$76.4 billion
Total Assets: \$108.9 billion

Total Number of Banks: 222
Total Employees: 21,661
Payroll and Benefits: \$1.73 billion
Number of Locations: 2,345



**Wisconsin Banks
Provide Opportunities for
Consumers and Businesses:**



» **For more information, please contact:**

Jon Turke
WBA Director –
Government Relations
608·441·1215
jturke@wisbank.com

Michael Semmann
WBA Executive Vice President
and Chief Operations Officer
608·441·1206
msemmann@wisbank.com

» **About the Wisconsin Bankers Association:** Founded in 1892, the Wisconsin Bankers Association (WBA) is the state's largest financial industry trade association, representing nearly 270 commercial banks and savings institutions and their nearly 2,300 branch offices and almost 23,000 employees. Of the 250 Wisconsin banks, 97 percent are members of the Wisconsin Bankers Association. The Association represents banks of all sizes from banks in rural Wisconsin to the state's largest financial institution in Milwaukee.

Financial Literacy (SB 212/AB280)

Issue:

Financial literacy is an important aspect of every person's life. Knowing how to save for retirement and distinguishing between a good and a bad loan will keep American's financially stable through good and bad times. If a person is not financially literate, they are open to being taken advantage of and are susceptible to a financially unstable future. Financial literacy may impact the national economic landscape, but must be dealt with at the state level. States across America have different standards and ways of going about the personal finance crisis.

Talking Points:

- Please support SB 212/AB 280, authored by **Senator Kapenga** (R-Delafield) and **Representative Krug** (R-Nekoosa). This is an important step towards instilling this fundamental skill-set in our future generations.
- While most school districts in Wisconsin currently have some sort of financial literacy program, this bill will ensure all students in the K-12 system get this important education.

Tax Exemption for Small Business/Ag Lending

Issue:

WBA is seeking a budget amendment to support small business and agricultural lending in Wisconsin. This concept would exempt from income tax the revenue generated from commercial and agricultural loans under \$10 million. We share the goals of both the administration and legislature of maximizing tax relief and encouraging job growth and business expansion in Wisconsin.

Talking Points:

- Lowering the cost of a loan is essential for our farmers and small businesses. Lower costs means lower rates and increased access to capital.
- It brings Wisconsin banks closer to tax parity with the not-for-profit banks, and could save our customers with lower interest rates and increased access to capital.
- Incorporating this language into the 2017-18 State Budget would show Wisconsin continues to be on the leading edge of tax reform in the country.

How Does a Bank Work?

Issue:

Banking can seem very complicated. The average person doesn't really understand how a bank works, especially when technical banking terms or acronyms start flowing during the conversation. Legislators and staff should be re-acquainted (or acquainted) with the banking industry and the value it provides Wisconsin. And, the first step is simplifying how a bank works and how that helps consumers achieve their dreams, businesses grow and communities thrive.

Talking Points:

- Banks are a key component of the state's private-sector economic engine. These institutions make loans to help businesses expand and create more jobs.
- Banks help drive the real estate market by originating mortgages, allowing people to achieve the dream of owning their own home.
- Bank products and services give consumers access to credit and allow them to better manage their money.
- A bank's role as an "intermediary" is clearest in the credit and deposit business. Clients "bring" to the bank their savings, (simply, money they have chosen not to spend). The bank transfers this money to its credit clients in the form of loans. What is on the face of it extremely simple is nevertheless fraught with a great many risks.