FOR IMMEDIATE RELEASE

SECURA GROWTH SPURS NEW DEVELOPMENT
Planned facility expansion will increase company’s Wisconsin workforce,
Company selects C.D. Smith as construction manager

Appleton, Wis. (December 7, 2015) — The Wisconsin Economic Development Corporation (WEDC) has awarded $2.5 million in tax credits to SECURA Insurance to assist with approximately $90 million in construction and equipment costs associated with a new headquarters facility to support the company’s growth in Wisconsin.

Possible sites for the company’s expansion include its current Appleton location or a 160-acre parcel on County Highway CB in the Town of Menasha. Other sites in the Greater Fox Cities area may be considered before a final decision is made.

SECURA made a commitment to grow its operations within Wisconsin after considering various scenarios such as additional regional offices and remote workers outside of the state. The company writes insurance in 12 states and brings insurance premium revenue to Wisconsin to fund jobs and support the state economy. WEDC’s Economic Development Tax Credits supporting the project are partially dependent upon the retention of 250 existing positions and creation of 65 new full-time jobs at the new facility.

WEDC’s Economic Development Tax Credits are designed to help companies pursue projects that will create or retain full-time jobs in Wisconsin and are allocated based on the wage range of the jobs, the number of jobs to be created or retained, the capital investment made by the business, and the training costs for new or current employees. In fiscal year 2015, WEDC executed 52 contracts and awarded more than $18 million in Economic Development Tax credits to Wisconsin companies contingent upon the creation or retention of 8,626 full-time jobs.

“SECURA was founded in Wisconsin more than 100 years ago,” said WEDC CEO Mark Hogan. “The company’s continued success and ongoing commitment to grow its operations and create jobs here are proof positive of Wisconsin’s strong business climate and responsive economic development network.” “In the past five years alone, we increased our annual revenue more than 50 percent and employee base 25 percent,” said Dave Gross, SECURA president and CEO. “This growth demonstrates that
policyholders, independent agents, and employees continue to place their trust in us. It was only a matter of time before we needed to add to our facility footprint. We are proud to stick to our Wisconsin roots.”

While the location, timeline, and SECURA’s board approval for the construction project remain open, the company has selected C.D. Smith to help master plan its future facility needs based on the best fit for the project.

“We are beyond pleased and excited to be selected as SECURA’s construction partner,” stated Justin Smith, C.D. Smith President and CEO. “As a deeply rooted Wisconsin firm, it is an honor to be a part of such an iconic project for a company with strong local values.”

Next steps for SECURA will be to select an architectural partner and then determine the final location for the future facility. The company expects to begin building in 2017.

SECURA has made modifications to its current office at 2401 South Memorial Drive in Appleton over the years. As a temporary solution to its need for additional operational space, it leased the building at 445 Calumet Street in Appleton and moved approximately 100 of its home office staff there earlier this year.

SECURA Insurance was founded in 1900 in Seymour, Wis., moved to downtown Appleton in 1931, and to its current location in 1963. The company provides a broad range of competitive commercial, personal, farm, nonprofit, and special events insurance products through more than 450 independent insurance agencies in 12 states. The company is known for providing exceptional service to its agents and policyholders. It is rated A (Excellent) by A.M. Best for its excellent ability to meet policyholder obligations and is named to Ward’s Top 50 for outstanding results in financial performance and consistency. Visit www.secura.net to learn more.

The Wisconsin Economic Development Corporation leads economic development efforts for the state by advancing Wisconsin’s business climate. WEDC nurtures business growth and job creation by providing resources, technical support, and financial assistance to companies, partners, and communities in Wisconsin. WEDC has four focus areas: business and industry development, economic and community development, entrepreneurship and innovation, and international business development. Together with more than 600 regional and local business development partners, it represents a highly responsive and coordinated network. Visit www.inwisconsin.com or follow WEDC on Twitter @InWisconsin to learn more.

C.D. Smith Construction, Inc. was established in 1936 in Fond du Lac, Wis., on the same plot of land on which it sits today. The company, which has been family owned and operated for almost 80 years, was built and continues to thrive on a single concept, to “exceed the owner’s expectations.” C.D. Smith provides Preconstruction, Construction Management, Design Build, and General Contracting services to clients throughout Wisconsin and across the United States. For more information, please visit www.cdsmith.com.

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