

CCML

CEI Capital

RODGERS WADE MANUFACTURING CO.

Paris, Texas

\$12.5MM Total Project
\$12MM CEI Capital NMTC financing
Closed March 2024



Located in Paris, Texas, **Rodgers Wade Manufacturing Company, Inc.** is one of Texas' oldest continuously operating businesses. This family-owned and operated company has survived a Civil War, the third-largest community fire in the nation's history, two world wars, ownership changes, and countless economic cycles. Today, the company manufactures customized fixtures and displays for a diverse range of public environments such as national retailers, hotels, day cares, hospitals, and more.

In 2023, Rodgers Wade had the opportunity to purchase equipment and business assets of another Texas-based retail fixtures manufacturer. Flexible financing provided by CEI Capital Management through the New Markets Tax Credit program gave Rodgers Wade the funds required to purchase the assets, invest in new equipment, and provide working capital to sustain a 70% increase of the company's workforce.

“This is a growing manufacturing company with a long history and exciting future. We are not only employees, but we are also neighbors and classmates. The people we work with are part of the fabric of our community working together to better our local economy for today and for the future.”

**- John Hamer
President
Rodgers Wade Manufacturing**

full-time positions are eligible for benefits, including health insurance, a retirement plan, and company-sponsored family wellness programs. The average starting wage for new positions is \$21.79 (20% higher than the MIT Living Wage for a single adult in Lamar County), and the company indicates that 100% of the new jobs are accessible to people with a high school diploma or less.

In addition to purchasing assets, Rodgers Wade hired 30 of the shuttered plant's former employees, boosting their payroll from 57 to 87 full time workers, with an additional 10 new hires projected. The company provides significant relocation support for the employees making the 115 mile move to Paris, paying transportation and lodging for exploratory visits to the town, providing “day in the life” experiences at the plant, giving a \$2,000 relocation stipend, and providing short-term housing at no cost to the employee.

The quality jobs at Rodgers Wade are worth moving for. All

KEY BENEFITS

- Company preserves 57 Full-Time Equivalent direct jobs and creates 40 new Full-Time Equivalent direct jobs.
- Entry-level positions pay a wage that is 20% higher than the MIT Living Wage for a single adult in Lamar County during underwriting.
- The company hired 30 people from a nearly insolvent business, supporting their relocation and onboarding with benefits that include securing housing, and projects hiring an additional 10.
- Dr. Jerry King, Interim President of Paris Junior College, described Rodgers Wade's job creation as “a tremendous positive for the economy.”

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Voluntary overtime is available, plus employees also have an opportunity for an annual performance-based merit increase and the company allocates 3% of wages for their merit pool, with some employees earning upwards of 7%. The company plans to make additional expansions to their workforce in the coming years as they ramp up production.

The manufacturer also allocates \$5,000 per employee annually for skills training and professional development with local providers and schools that may lead to a promotion or wage increase. All of Rodgers Wade's current supervisors have been promoted from individual contributor roles – a testament to the company's investment in its people.

NEW MARKETS PROGRAM ELIGIBILITY

- Non-metropolitan county
- Unemployment Rate: 16.6% (2.0x average)
- Poverty Rate 42.5%
- Income as a percent of Area Median Income: 36.8%

Rodgers Wade has a strong human resources department that has leveraged the Texas Workforce Commission's capabilities to recruit candidates for new positions. Relative to Paris, Texas demographics, Rodgers Wade hires a higher proportion of minorities: 42% of Paris residents identify as a minority compared to 44% of Rodgers Wade employees.

Dr. Jerry King, Interim President of Paris Junior College, described Rodgers Wade's job creation as "a tremendous positive for the economy," noting that increased quality employment is greater upward mobility, and new jobs lead to new opportunities to upskill the local workforce.

FINANCING PARTNERS

Investor: Dudley Ventures/Valley Bank

Investment Consultant: Hope Community Capital

NMTC Consultant: HWH Community Development Group

** Unless otherwise noted, all jobs and impact data contained herein is taken directly from the Transactional Level Reports submitted by CCML to the US Treasury's CDFI Fund. All jobs data is reported by the project Borrower and is not independently verified by CCML.*

FOR MORE INFORMATION

Traci Vaine, Chief Executive Officer

Traci.Vaine@ceicapitalmgmt.com | 207.253.7713

www.ceicapitalmgmt.com



ABOUT CEI CAPITAL MANAGEMENT LLC

CEI Capital Management LLC works nationally to connect new and existing rural manufacturing companies with flexible capital through the federal New Markets Tax Credit and Maine New Markets Capital Investment Tax Credit programs. CEI Capital invests in companies committed to building accessible good jobs that provide living wages, comprehensive benefits and opportunities for training and advancement in alignment with CEI's Good Jobs Framework. Since 2004, CEI Capital Management has placed over \$1.02 billion in 101 different projects across the U.S.

CCML is a wholly owned subsidiary of Coastal Enterprises, Inc. (CEI), a Maine-based nonprofit community development financial institution.

CCML is an equal opportunity provider.