

FOR IMMEDIATE RELEASE: March 26, 2019**CONTACT**

Bridget Bender
715-577-1662
bridget@jellystone-caledonia.com

BLP CONTACT

Carolyn Engel
262-898-7420
carolyn@blp504.org

Jellystone Park expands to provide more fun for families

CALEDONIA, WI -- As the demand for camping increases across the state, Yogi Bear's Jellystone Park Camp-Resort in Caledonia expands to meet the needs of the people.

Located in the Chicago-Milwaukee corridor, Jellystone is the ideal summer destination for people in the region and throughout the Midwest. Operating at full capacity, owner Randy Isaacson, along with RCEDC, the Village of Caledonia, and several other parties, are pleased to announce a much-needed expansion project.

Isaacson plans to acquire 150 acres of adjacent land, add 100 new campsites, 50 new cabins, a new banquet facility, and a new attraction called 'Yogi's Cave.' In addition, Isaacson will also upgrade the existing water park and add a five-and-a-half-acre swim pond with beach, volleyball courts and WIBIT (large floatation device).

Caledonia Village President, Jim Dobbs said that Jellystone Park is something you must experience to believe.

"It's exciting to see this organization expand their long-time presence within the Caledonia community," said Dobbs. "This expansion will allow more people to experience the natural beauty of our community through recreation and camping."

With assistance from Business Lending Partners (BLP), Isaacson was able to secure a loan to accomplish the land purchase and construction projects. BLP worked in partnership with Trevor Bohland, Senior Vice President at CCF Bank, to fund the expansion.

"Jellystone Park has created an incredible reputation for bringing families together," said Bohland. "It was my privilege to work with BLP in helping to provide the funds needed to grow this amazing experience."

Construction is fully underway and is expected to be completed July 2019.

About Jellystone Park Camp-Resort

Jellystone Campgrounds is a chain of high-quality franchised resort-type campgrounds. Isaacson and his family own and operate the Caledonia location and, since acquisition in 2009, have generated an enormous amount of success. In 2014 the Isaacsons won Park of the Year at the Franchise Symposium.

About BLP

Business Lending Partners (BLP) is a U.S. Small Business Administration (SBA) Certified Development Company (CDC) specializing in processing and servicing SBA 504 loans throughout the State of Wisconsin. BLP is headquartered in Southeast Wisconsin and has been certified since 1985. As a division of the Racine County Economic Development Corporation (RCEDC), BLP has knowledge and access to local, State and Federal partners to successfully assist you in completing your project.

For more information about this project and how your company may be eligible for similar incentive programs, contact Carolyn Engel at 262-898-7420 or visit blp504.org.

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