Your Partner for Wisconsin School Financing

Serving Wisconsin School Districts



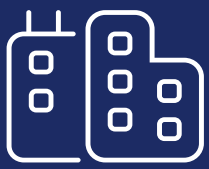
COMMITMENT TO WISCONSIN

BAIRD WAS FOUNDED IN 1919 THROUGH THE MERGER OF TWO FIXED INCOME BOND DESKS SERVING WISCONSIN LOCAL GOVERNMENTS AND HAS EVOLVED INTO A NATIONAL LEADER WITH A LOCAL PRESENCE.



Headquartered in

MILWAUKEE
WISCONSIN



16
OFFICES



2,100+
ASSOCIATES



More than

$31 MILLION
IN DONATIONS

to Wisconsin nonprofits
since 2010

Baird is the largest financial services firm that has a dedicated public finance department in the State. We proudly provide:

- Customized **debt issuance planning** to fit your unique needs
- A team of tenured **School Business Specialists ("SBS")** to help navigate financial planning and unknowns
- **Referenda** preparation and planning
- Real-time **market access**
- **Post-issuance guidance** and continuing disclosure support

No. 1

Advisor and Underwriter for Wisconsin School Districts since 2009 by number of issues.[1]

[1] Source: S&P Muni Deal Query as of December 31, 2025. Does not include Private Placements or Notes.

PUBLIC FINANCE SERVICES

Our commitment to Wisconsin school districts is backed by our extensive experience and capabilities. Our focus is on long-term partnerships rather than short-term fixes. Baird addresses your district's unique needs through a variety of financing solutions. We want to be your trusted partner for financial management. See how Baird can help your district below.



DEBT MANAGEMENT AND REFERENDUM PLANNING

Baird's debt management service will bring clarity to your school's financial planning goals. We combine a thorough understanding of your individual school district's needs with the firm's full range of advisory and underwriting services to create thoughtful solutions that are right for you.

- Debt structuring, issuance, and management
- Credit rating assistance, and strategy development
- Lease exploration and financing
- Monitoring and refinancing outstanding debt
- A comprehensive fixed income platform providing advisory, investment banking and underwriting services
- A collaborative relationship with an in-state team of experts who understands your needs
- Real-time market information from our nationally recognized underwriting desk[2]
- A large, in-house distribution network that helps keep borrowing costs down
- Proven experience with sophisticated and complex school financing projects in Wisconsin and nationwide
- Financial Management and Budgeting tools that assist and streamline planning

[2] Source: S&P Muni Deal Query as of December 31, 2025. Does not include Private Placements or Notes.

SCHOOL BUSINESS SOLUTIONS OFFERINGS

Focused on meeting the unique demands of School Administrators across the state, Baird's School Business Solutions ("SBS") team provides a suite of products and services to support the financial needs and goals of Wisconsin school districts.



BUDGET FORECAST MODEL

Customized to your district, the Baird Budget Forecast Model brings accuracy, flexibility, and what-if illustrations to your district's financial planning, while gaining resources and tools along the way.

- Provides estimates early in the budget process that allows districts to model multiple "what-if" scenarios
- Helps plan for short- and long-term financial needs while providing communication tools along the way
- Allows districts to be agile with budget decision-making
- One-on-one support from experienced business officials and school finance experts
- Networking opportunities with other superintendents and business officials
- Early planning estimates for state figures, as well as "just in time" information to aid in budget analysis
- District-specific analysis, with teaching and learning opportunities year-round



SCHOOL ANALYTICS

Baird's School Analytics tool lets you filter through financial, staffing and school information throughout Wisconsin, so you can evaluate your district against neighboring ones. Additionally, the tool highlights which factors are most closely tied to increased academic performance in your district, as measured by school report card scores, readiness, "closing the gap" and other metrics.

- Annual reporting – Historical data, summarized succinctly and accurately for annual reports
- Board and community presentations – Offers high-level information, perfect for board or community meetings
- Referendum materials – Visuals to enhance your district's messaging and comparables to assist with benchmarking
- Additional features – Key financial information, staffing comparables, school-level summary, report card influencers and more
- Add-on available – Enrollment & open enrollment detail, financial reporting and analysis, grab-and-go options for board, community and others



VIDEO LIBRARY

The Baird Video Library (BVL) offers more than 100 short, interactive videos on school finance in an easy-to-understand format to help your district bridge the school finance gap.

- A cost-effective, interactive educational suite catered to various levels of school finance expertise, from board member to school business professional
- Resources, especially for training, continuing education, and talent development with step-by-step walkthroughs
- Flexibility, providing users instant access to relevant school finance topics anytime, anywhere
- Toolkits for any board, community, lunch-and-learn or team meeting
- Over 100 school finance videos with separate modules geared toward specific audiences
- Ability to deep dive into numerous essential details for anyone who needs and wants to know more



TRAINING/CONSULTING

Our team of School Business Solutions experts offer onsite and remote training opportunities, mentoring and consulting. We provide stand-in services during employment gaps, mentor new hires and assist with staff training and orientation in the business office.

- Business office consulting, training and mentoring
- Review of current financial records
- Multi-year budget planning and analysis
- Accounting and audit preparation
- Fulfilling annual meeting requirements
- Cash reconciliation and DPI reporting
- Business office efficiencies and procedural recommendations
- Board and community presentations

WISCONSIN SCHOOL TEAM



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To learn how our comprehensive suite of school business services can benefit your district, contact our School Business Solutions team at schoolbusinesssolutions@rwbaird.com, 414-298-2324 or visit bairdsbs.com.

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