



— Shoreline —
HOMETOWN



CREDIT UNION

HOMETOWN VALUES. HOMETOWN REWARDS.

2023 ANNUAL REPORT



2023 Member & Technology Investments

Credit and Debit Card Conversion.

One of our biggest investments for 2023 was our move to Co-op for all of our credit and debit cards. This switch gives Shoreline members new and enhanced benefits.

- Access to over 30,000 fee-free ATMs.
- Enhanced Fraud Protection.
- Card lock/controls in online banking.
- Integration of credit cards and rewards into online banking and mobile app.
- New updated card designs with tap to pay feature.
- Instant Issue now available for credit and debit cards.
- You can now connect your Shoreline credit card to your checking account to avoid overdraft transfer charges.
- Increased credit card rewards, cash back option, charity donations, and enhanced Hometown Rewards Program.

We would like to thank all of our members for their understanding and assistance with this conversion.



Hometown Cash Back Checking*.

This account offers a great reward of 5% annual percentage yield for saving money, while still having direct access to the funds when members need it. Up to \$5 per month refund for ATM charges, overdraft transfer, and overdraft privilege.



Virtual Teller Machines.

We are excited to launch our new drive-thru experience -

Virtual Teller Machines! The VTM can operate as an ATM, and so much more!

- Connect you with a **live person** for personal assistance.
- Cash checks and make loan payments.
- Larger transaction limits.

Almost every type of transaction you perform can be handled at a VTM either through self-service feature or with the assistance of a local **Virtual Member Service Representative (VMSR)**.

We understand this is going to feel a little different for a while, but we have no doubt your experience will be more convenient.

- Audio and video quality substantially improved.
- Transactions will be quicker – no tubes or MSR's to wait for.
- VTM's will have additional transaction capabilities even **after-hours**.

\$10,000 Downpayment Plus^{®**}.

Home buyers have access to new programs like qualifying \$10,000 home buyer grant assistance. This program helps credit union members with assistance on affording the down payment and closing costs.

Updated Business Accounts.

Shoreline is always looking at how to best help our Hometown Businesses and business members. A few key features we added for business accounts in 2023.

- Business bill pay.
- Business online banking.
- Business credit cards.
- Grant programs for qualifying small businesses.

*Rebate Percentage. 5% APY rebate on balances between \$0 and \$5,000 and 0% rebate on balances exceeding \$5,000 each cycle the minimum requirements are met: register for online banking, sign up for monthly eStatements, complete at least 15 debit card transactions per month (ATM transactions excluded), and receive at least \$500 in direct deposits each month. If you use an ATM not within Shoreline's network (Foreign ATM) and are charged a fee for usage, we will refund up to \$5 per month. Any earned rebate or ATM fee refund will be credited to your Hometown Cash Back Checking Account monthly. If you do not meet the requirements per cycle, your account will still function as a Hometown Cash Back Checking Account earning 0% and it will not receive ATM refunds for that time period. Available to personal accounts only. Fees could reduce the earnings on the account. Membership required. Rates and terms are subject to change at any time without notice. Rebate accrual: Shoreline Hometown Credit Union will use the average daily balance when calculating the rebate earned for the statement cycle. When all of the Rebate Checking requirements are met, your rebate earned will be 5%APY of your average daily balance for the month. If any of the requirements are not met, your account will not receive a rebate. All requirements will be reset at the beginning of each month. Closing of account: If you close your account before the end of the month, no rebate will be earned and you will lose all rebate accrued to that point.

**Downpayment Plus is a program from the Federal Home Loan Bank of Chicago. Restrictions apply. Please see the Federal Home Loan Bank of Chicago's website at www.fhlbc.com for complete requirements. "Downpayment Plus" is a registered trademark of the Federal Home Loan. Loans subject to credit and collateral approval. Membership requirements apply. Equal housing opportunity lender.

SUPPORTING OUR HOMETOWN

We're here to serve our community.

We are passionate about supporting our community in any way we can. In 2023, that looked like:

Hometown Gift Certificate Rewards Program, was upgraded in 2023 with the option to redeem rewards points through online banking, and at a 10% discount. The Hometown Rewards Program hit the \$100,000 milestone in total gift certificates generated during the life of the program back to participating Hometown Businesses.

Volunteering with a variety of local organizations, including The Salvation Army, The Crossing, Kiwanis of Manitowoc, Manitowoc Noon Rotary, the Two Rivers Business Association, and more.

Sponsoring community events, such as Cars and Guitars, Shop Hometown Saturday, Kites over Lake Michigan, Kiwanis Car, Motorcycle, & Vintage Camper Show, Hometown Christmas Parade, Cool City Car Show, On Broadway's Fall Fest, and Balloon Glow, amongst others.

Volunteering with community events and initiatives, such as Reality Store days at local high schools to teach teens how to handle money, Miracle League's Halloween party for children with disabilities, Lifelong Learning Institute financial literacy programing, Adopt-A-Highway to clean up trash, Stuff the PODS food drive for Paul's Pantry, volunteering at Gumby's Club Fore a Cure, and more.

We feel privileged to have spent over 80 years serving our communities. We look forward to many more years of doing so.





OUR CULTURE IS WHAT SETS US APART

People matter to us. This people-centered focus sets us apart and forms the heart of our culture.

What does it look like for us to live out our culture? Sometimes, it involves introducing a needed service or working with a member to find a creative solution to their challenge. Other times, it looks like our team members having fun together by playing at a local arcade or attending a Green Bay Gambler's game.



We hire great people.

We are a great organization to work at and do business with because of our people. When hiring a new team member, how they'll fit with our culture is one of our primary considerations. We're always on the lookout for those who possess the same people-centered focus that sets us apart. Shoreline's Hometown brand also drives us to find community-focused individuals to bring their local passions to the team.

We train to provide quality service.

We want to provide the best possible service to our members. We host a number of trainings each year on topics that support this. Our time spent on these have resulted in clean regulatory, financial, compliance, and IT audits in 2023, which allows us to best protect member privacy and security.

We know how to have fun.

We work hard, but we also play hard. Some of our favorite fun moments from 2023 include:

- Playing air hockey at Heroes Venture Arcade.
- Laser Tag at Badger Sports Park.
- Hanging out in the Ice Box at a Gamblers Game.
- Carting Santa through the Hometown Holiday parade.

We remain committed to the communities we serve.

Shoreline sponsors many community events, we also look to have as many staff involved supporting these causes. We employ 6 students through the Youth Apprentice (YA) program from schools across our districts. The YAs serve both member-facing and support roles. Many staff serve on boards and committees around our area. We donate countless hours each year to events, organizations, and fundraisers. The Leadership Manitowoc County annual program put on by The Chamber has attracted staff each year as participants and mentors in the program.

UNAUDITED STATEMENT OF FINANCIAL CONDITION



For the year ended December 31, 2023 and December 31, 2022.

Asset	12/31/2023	12/31/2022
Consumer Loans	\$29,022,419	\$30,246,083
Real Estate Loans*	59,566,198	47,383,368
Business & Commercial Loans*	6,440,777	14,684,016
Current Expected Credit Losses/Allowance for Loan & Lease Losses	(203,349)	(109,788)
Cash & Equivalents	5,161,462	4,331,317
Investments	16,687,057	20,501,768
NCUA Insurance Fund	1,101,270	1,064,823
Fixed Assets	4,648,311	4,850,440
Other Assets	4,736,547	5,255,552
Total Assets	\$127,160,692	\$128,207,579

*Wisconsin Department of Financial Institutions updated classification of 1-4 family rental properties.

LIABILITIES AND EQUITY	12/31/2023	12/31/2022
Member Shares	\$52,782,103	\$58,197,337
Member Share Drafts	22,655,690	22,925,875
Member Money Market Fund Shares	12,356,988	16,707,361
Member IRA Shares and Certificates	3,170,403	3,304,192
Member Share Certificates	14,579,275	9,203,381
Member Health Savings Accounts	816,189	831,889
Notes Payable and Interest Payable	7,760,000	3,000,000
Current Liabilities	3,394,125	5,079,468
Regular Reserves	2,300,000	2,300,000
Undivided Earnings	8,025,540	7,785,994
Unrealized Gain on Investments	(679,621)	(1,116,577)
Total Liabilities and Equity	\$127,160,692	\$128,218,920

	12/31/2023	12/31/2022	Peer Ratios (9/30/2023)
Delinquency	0.40%	0.64%	0.63%
Loans/Shares	89.34%	83.04%	74.20%
Loans/Assets	74.73%	72.00%	64.49%

Federally Insured By NCUA. 2686 1/24

UNAUDITED STATEMENT OF INCOME AND EXPENSE



For the year ended December 31, 2023 and December 31, 2022.

Interest Income	12/31/2023	12/31/2022
Loan Interest Income	\$4,458,013	\$3,235,814
Investment Interest Income	696,037	508,489
Total Interest Income	\$5,154,050	\$3,744,303

Interest Expense	12/31/2023	12/31/2022
Dividends Paid to Members	669,361	228,386
Interest Paid On Borrowings & Non-Member Deposits	380,326	36,992
Total Interest Expense	1,049,687	265,378
Provision for Loan Losses	210,135	8,129
Net Interest Income after Provision for Loan Losses	\$3,894,228	\$3,470,796

Non-Interest Income	12/31/2023	12/31/2022
Service Charges & Fees	549,326	609,556
Other Non-Interest Income	939,250	1,000,708
Net Non-Interest Income	\$1,488,576	\$1,610,264

Operating Expense	12/31/2023	12/31/2022
Staffing & Support	2,467,135	2,420,867
Building Occupancy & Operations	1,718,008	1,461,879
Loan Serving	411,105	381,934
Professional & Advertising	388,713	330,142
Other	84,252	68,838
Total Non-Interest Expense	\$5,069,213	\$4,663,660

Net Income	\$313,591	\$417,400
-------------------	------------------	------------------

BOARD OF DIRECTORS

Gretchen Bauknecht-Pech, Chairperson

Colleen Inman, Vice Chair

LuAnn Helgeson, Interim Board Member

Steve Kanter, Interim Board Member

James Pfeifer, Board Member

Brian Powell, Board Member

Jason Ring, Interim Board Member

Sharon Tome, Board Member

LEADERSHIP TEAM

Nathan Grossenbach - Chief Executive Officer, President

Steve Haensgen - Chief Financial Officer, Executive Vice-President

Lisa Sment - Chief Operating Officer

Andrea Schmitt - Vice-President, Mortgage & Business Lending

TEAM MEMBERS

Ryan Angst

Sarah Bauer

Audrey Baugnet

Brandon Behm

Alexandra Berndt

Kyle Bryntesen

Rhonda Buechner

Katelyn Callahan

Jacob Cerkas

Jon Christensen

Kelly Culver

Erica Doubek

MacCartney Durkee

Ken Gehling

Parker Glandt

Emma Hablewitz

Darius Holt

Justin Huebner

Michael Johnson

Devin Kumbalek

Nicholas Meissner

Mack Nason

Adria Pekarek

Dayna Peroutka

Emily Prince

Rosa Santos Reyes

Tomas Salinas

Jason Scharping

Brad Schneider

Amelia Sment

Desiree Szydel

Jill Tadych

Trinity Thomas

Julie Wilke

Abbey Winfree

Melissa Wotachek

A special thank you to Kay Fencel for her many years of service.



YOU SPOKE, WE LISTENED.

Nobody is perfect, without your feedback, we wouldn't have the opportunity to serve you better. Shoreline sends out a survey annually to its membership. Your voice as a member-owner matters. Below are the top three spots for improvement requested by you:

Unanswered phone calls:

We updated our phone system. We were able to answer our highest rate of phone calls in over 10 years.

Personal account charges:

We added ways to waive NSF/Overdraft fees.

Credit card payment convenience features:

The credit card conversion, online banking allows automatic statement balance payments.

The credit union is also excited to have brought its award-winning services to Green Bay.

Our Green Bay branch now serves **550 members, \$5 million in deposits, and \$14 million in loans**. We are ecstatic to be serving both current and new members at this great location. During the year, we received the **Weyenberg Prize**, and the **Mayor's Beautification Award**.

For the fourth year in a row, Shoreline Hometown Credit Union was voted Best Credit Union and Best Mortgage Lending Company on the Lakeshore.



Manitowoc
4400 Calumet Ave.



Two Rivers
3131 Mishicot Rd.



Green Bay
2354 East Mason St.



Voted Best of the Lakeshore 4 years in a row.

ShorelineCU.org • 920-482-3700



Equal Housing Opportunity. Loans, credit cards, and debt protection products are subject to credit approval. Membership requirements apply. Federally insured by the NCUA. 2687 (2/24)