

**PARTNERS IN
ECONOMIC
DEVELOPMENT:**

Cities of:

- Appleton
- Kaukauna
- Menasha
- Neenah
- New London

Towns of:

- Buchanan
- Clayton
- Grand Chute
- Greenville
- Harrison
- Menasha

Villages of:

- Combined Locks
- Hortonville
- Kimberly
- Little Chute
- Wrihtstown

Counties of:

- Calumet
- Outagamie
- Winnebago

East Central Wisconsin
Regional Planning
Commission

Fox Cities Chamber of
Commerce & Industry,
Inc.

Fox Cities Convention &
Visitors Bureau

Fox Valley Technical
College

Fox Valley Workforce
Development Board, Inc.

Heart of the Valley
Chamber of Commerce

Kaukauna Utilities

Wisconsin Public Power,
Inc.

UW-Extension
Outagamie County

UW-Extension
Winnebago County

Focus Fox Cities

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President's Report



Bob Jakel, FCEDP President

It is no secret that the economy of the Fox Cities of Wisconsin has its foundation deeply rooted in industry and manufacturing. In fact, the Fox Cities is known nationally and internationally as a hub of paper production, machinery production and as a source of specialized trucks. These industries have partially shielded our local economy from the severe impacts caused by recent economic conditions.

Impacts have still been felt, however, and the Valley must work hard to maintain present employment and secure the necessary capital to provide for added investment in business and industry. The Valley has, in recent years, witnessed plant closings and the downsizing of some industrial production. These adverse impacts have been felt in the primary, secondary, and tertiary levels of employment. Fortunately, the regional economy is strong enough that a number of facilities have been economically restructured for other commercial purposes. In addition, some manufacturers have increased employment levels and are anticipating additional expansions in the immediate future. The number of business inquiries in the past six months, compiled with general economic indicators, tends to lead us in a generally optimistic direction. Optimistic - yes, full guns a blazing - not yet.

So what has the Fox Cities Economic Development Partnership been doing to support and encourage economic development? As an 18-member organization, economic and community development specialists have the opportunity to view trends and understand the specific needs of the business community beyond the borders of their respective organizations. In addition



to sharing information, the Partnership produced a number of reports geared towards providing the proper infrastructure and logistics that businesses need to locate, expand, or network within the Valley.

One program of particular importance is the Industrial Cluster Roundtables. Area manufacturers participate in discussions that enable the Partnership to assess the needs of local manufacturers against the services provided. This is accomplished by means of a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. Of course, the goal of the Partnership is to convert weaknesses and threats into strengths and opportunities.

The Partnership is represented by municipalities, utility providers, local chambers, the Fox Cities Convention and Visitors Bureau, and several work force training and educational facilities. Upon review of the SWOT analysis and in conjunction with various reports, each member and member organization can provide insight on what should be accomplished, what can be eliminated, and what work product should be a long term goal.

The Partnership can assist companies in obtaining statistical information, networking opportunities, employee availability, and logistical information. To assist business needs in the future, the Research and Marketing Committees continuously propose and enact new programs, facilitate with member organizations, and update existing materials. Of particular emphasis will be items gleaned from the industrial round tables. This includes placing a greater priority on youth involvement in industry as a career, networking businesses, coordinating with the WDNR and other state programs, and an ongoing effort to promote the Fox Cities as a hub of industry and manufacturing.

I hope you enjoy reading the following articles as much as we enjoyed writing them.



Fox Cities Wayfinding Signage

In 2004, the Fox Cities Convention & Visitors Bureau did a tourism assessment that included a “secret shopper” component. The people that secret shopped our community said that they found most visitor attractions by accident, that they spotted very few wayfinding signs to assist them. The few signs they saw were small, difficult to read, and inconsistent in color and shape.

With the help of experts from Corbin Design and Omni Associates, as well as more than 80 community leaders and the Department of Transportation, a plan for consistent wayfinding signage was developed. It divides

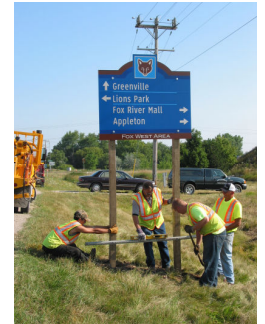
the Fox Cities into four wayfinding districts, the Heart of the Valley Area, Fox West Area, Appleton Area and Waterfront Area.

The blue and white signs will be the same color and shape in all Fox Cities communities. They feature a selected set of visitor destinations, and use a large and easy-to-read type font.

Grants from the Convention & Visitors Bureau and the Heart of the Valley Chamber have prompted a number of communities to adopt the sign plan. At the time this was written, Greenville’s, Kaukauna’s and Appleton’s signs had been installed. Neenah’s, Combined

Locks’, Kimberly’s, Grand Chute’s and the Town of Menasha’s should be the next to appear.

Questions about the wayfinding signage program should be directed to Lynn Peters at the Fox Cities Convention & Visitors Bureau, 920-734-3358.



Local Employment	
Direct (ATW Jobs)	1,417
Indirect (Jobs Supported)	242
Induced (Spinoff Jobs)	983
Total Local Employment Impact - 2,642 Jobs	

ATW Impacts



The Niagara Escarpment—High Cliff State Park

Outagamie County Regional Airport Economic Impacts

The Outagamie County Regional Airport (ATW) released the findings of a study conducted in 2008 by the Wisconsin Department of Transportation. ATW commissioned the report to give residents a view of the numerous ways their local airport supports the area’s rapidly expanding economy.

ATW’s total economic contribution is measured by adding the sum of the following three types of impacts: direct,

indirect and induced. Direct impacts are reflected by the jobs, payroll, sales and services that take place on-site at ATW. Indirect impacts occur off-site, but are made possible by ATW. Induced impacts relate to the spinoff activity that results from airport workers and suppliers using their wages to buy local goods and services.

When combined, the direct, indirect and induced impacts add up to the total annual economic

impact ATW made on Outagamie County in 2008.

The study revealed that ATW is responsible for an impressive \$407.5 million in economic output, supported 2,642 jobs and contributed an additional \$119.9 million in wage income to neighboring economies.

For the full ATW report, please visit www.atwairport.com/about-us/economic-impact-report-2009.

The Niagara Escarpment

The Fox Cities is home to an international geologic landform that runs right through its own backyard. The Niagara Escarpment winds its way along the shores of Lake Winnebago into Sherwood and eventually ends up in New York at Niagara Falls. An escarpment is a transition zone between different geographic regions that is distinguished by a cliff or steep

slope. This unique landform, was created millions of years ago and is left with breathtaking cliff faces today.

The Wisconsin State Legislature has proclaimed 2010 as “The Year of the Niagara Escarpment.” This special proclamation will be celebrated with many events, educational series and activities throughout the year. Visit

www.escarpmentnetwork.org for more details.



The Niagara Escarpment:

http://commons.wikimedia.org/wiki/File:Niagara_Escarpment_map.png

Impressive Fox Cities' Projects Despite Economic Downturn

Despite the economic slowdown, the Fox Cities Area has seen its share of impressive expansions and developments over the past year.

One of the more notable new developments is the construction of a new corporate headquarters for Plexus Corporation in Downtown Neenah. Plexus is an electronic component manufacturer of wireless infrastructure and networking, and medical, industrial, defense, security and aerospace products. The company employs over 5,000 people with 2,125 based in the Fox Cities Area.

The company will move from its current headquarters at 55 Jewelers Drive in Neenah to a new four-story 103,000 square foot structure located on the former Glatfelter Paper site in June of 2010. Opus North Corporation is developing the structure with Miron Construction of the Town of Menasha as the principle contractor.

Equally impressive is the construction of a new two-story headquarters for U.S. Oil Company along County CE in the Village of Kimberly. U.S. Oil is a marketer of petroleum products and a wholesale distributor of automotive parts, tires,

HVAC equipment and services with more than 1,000 employees and operations throughout the Midwest, northeast and western states.

Hoffman, LLC of Appleton is constructing the new \$10.1 million, 60,000 square foot building which will house approximately 250 employees with completion expected by Summer 2010. U.S. Oil is presently located at 425 S. Washington Street in the Village of Combined Locks.

On October 19th of this year ThedaCare opened its new \$34 million, 157,569 square foot, three story Encircle Health facility in Appleton's Northeast Business Park. This is the first of several buildings planned for the 53 acre medical campus located at 2550 E. Capitol Drive just east

of Guardian Life Insurance. Encircle Health is a partnership between ThedaCare and a number of local private physicians to provide an assortment of outpatient services under one roof.

Thedacare is also in the process of constructing an eight-story, 112-bed tower schedule to be completed in the Summer of 2010 at Appleton Medical Center on Appleton's north side and remodeling the nursing facilities at Theda Clark Medical Center in Neenah. These two projects are part of a \$90 million three year plan by the Fox Cities base healthcare provider that employs more than 5,000 to upgrade its facilities.

In early December of this year, St. Elizabeth Hospital announced a three year \$65 million expansion and renovation plan for its facility in Appleton.

All of this development follows on the heels of a new 130,000 square foot regional headquarters for Time Warner Cable, a \$13.9 million Communications Arts Center at the University of Wisconsin – Fox Valley and a new \$35 million Richard and Margot Warch Campus Center at Lawrence University.



UW Fox Communication Arts Center:
www.uwfox.uwc.edu/cac



Upcoming Economic Development Events:

January 5, 2010
INDevelopment: A Real Estate Development Event for the NEW North Radisson Paper Valley Hotel, Appleton, WI
For more information, visit <http://www.woodwardradioevents.com/indevelopment>.

January 21-22, 2010
12th Annual Midwest Value Added Agriculture Conference & 4th Annual Wisconsin Local Food Summit
Ramada Convention Center, Eau Claire, WI
Save these dates - watch www.rivercountryrcd.org for details.

February 10-12, 2010
2010 Governor's Conference on

Economic Development
Monona Terrace Convention & Community Center, Madison, WI
Save these dates – watch www.weda.org for details.

March 4-5, 2010
WAPA/ASLA 2010 Conference
Monona Terrace, Madison, WI
Save these dates - watch www.wisconsinplanners.org for details.

Building Communities Webinar Series:

January 19, 2010
Broadband and E-Commerce

February 16, 2010
Retaining and Attracting People as an Economic Development Strategy

March 16, 2010
Housing and Other Critical Factors

April 20, 2010
Rebuilding Downtown and Small Niche Businesses

May 18, 2010
Matching Customers and Businesses

June 15, 2010
Engaging the Community to Develop Sustainably

Martenson & Eisele Offices, Menasha WI
To register, contact Jonathan Bartz at (920) 731-0381.