

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
- Wriestown

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

President's Report



Kelly Nieforth, FCEDEP President

As the new President of the Fox Cities Economic Development Partnership I'd like to say welcome and thank you for taking the time to read our quarterly newsletter. We hope this newsletter will inform you

on economic development issues and opportunities happening in the Fox Cities and State of Wisconsin right now and in the future.

Speaking of the State of Wisconsin, 2011 has started out with some major changes down in Madison and we are still seeing that transformation evolve today. On most people's minds are the proposals being discussed to address the state budget that will ultimately have an affect on every Wisconsinite in some way.

In the meantime, the Fox Cities Economic Development Partnership is working hard to promote and encourage economic development in the Fox Cities. There are new economic development initiatives that have come down from the state that you'll read about in this newsletter. These new economic development initiatives will have a positive effect on business development in our area. The Fox Cities Economic Development Partnership member communities are keeping up to date on these new programs available to businesses in the state and hopefully we will be able to use

these new tools with local companies in the area that are looking to grow. Some of the new or changed programs through the state is the newly-formed Wisconsin Economic Development Corporation which was formally the Wisconsin Department of Commerce, regulatory reform, eliminating taxes on health savings accounts, cutting taxes on small businesses, granting income and franchise tax credits for businesses relocating to Wisconsin, and expanding the economic development tax credit.

The State of Wisconsin is also partnering with the Wisconsin Economic Development Association to improve the state's website for available buildings and sites to build on. The new website, www.LocateInWI.com will be up and running fully in a month and will showcase available buildings and sites in the state along with supporting information that pertains to the site or building. This will be a very effective tool for site selectors, economic developers, elected officials, developers and many more.

These programs will help foster economic development growth in the Fox Cities which will put people to work, increase the tax base and overall improve the quality of life we enjoy today.



2010 Census Numbers Released

The U.S. Census Bureau has recently released more detailed 2010 Census population and housing data for the State of Wisconsin. Percentage wise Calumet County was the second fastest growing county in the State. The table below shows population growth for the three counties making up the Fox Cities. To find more numbers in other cities or by county, view <http://www.doa.state.wi.us/subcategory.asp?linksubcatid=354&linkcatid=11&linkid=64&locid=9>

County	Census 2000 Population	Census 2010 Population	Number Difference	Percent Difference
Calumet	40,631	48,971	8,340	20.5%
Outagamie	161,091	176,695	15,604	9.7%
Winnebago	156,763	166,994	10,231	6.5%



Fox Cities Exhibition Center Update

In April of 2010, Mayor Hanna appointed the Convention Center Community Coalition. The charge of the Coalition was to expand on the Fox Cities Convention and Visitors Bureau and the Fox Cities Chamber of Commerce Feasibility Study of a Potential New Convention Center in the Fox Cities. Given the Feasibility Study, the Coalition was to provide a focused approach for the Appleton Common Council to enable a decision to be made about whether to pursue development of a Convention Center ("Exhibition Center").

The Coalition quickly narrowed its focus from looking at a full service convention center to the potential of adding an Exhibition Center to the Radisson Paper Valley. The Fox Cities community has adequate hotel sleeping capacity and the Radisson ballroom and meeting rooms more than meet convention center requirements. The single component missing is exhibition and trade show space. Constructing a new hotel with a convention center would cost over \$80 million and compete with existing hotels to the point that neither would be successful.

The Exhibition Center as proposed would be a minimum 30,000 square foot column free space with 24-foot ceiling clearance coupled with another 15,000 square feet of support

space for a total of 45,000 square feet. It would offer state of the art technical capability for trade shows and exhibitions.

Flexibility of use is the key factor. Its primary use is for convention exhibits and related events demanding large spaces. Its large, open spaces after booking the conventions, could potentially be filled with secondary uses including consumer tradeshows, graduations and proms, youth directed activities, antique shows, dog shows, square dancing events and an endless variety of other uses of interest to local citizens as participants and spectators.

The estimated annual economic benefit to the Fox Cities community of creating a fully functioning convention center complex is nearly \$8.5 million yearly or approximately 140 full time jobs. Over 20 years, the present value of the economic impact is as much as \$105 million.

The Coalition studied three sites located east, north and south of the Radisson. It concluded that the best site is to the south, the Outagamie County parking lot area bounded by Lawrence Street, Elm Street, Eighth Street and Jones Park. This is the site of the former St. Joseph School and convent.

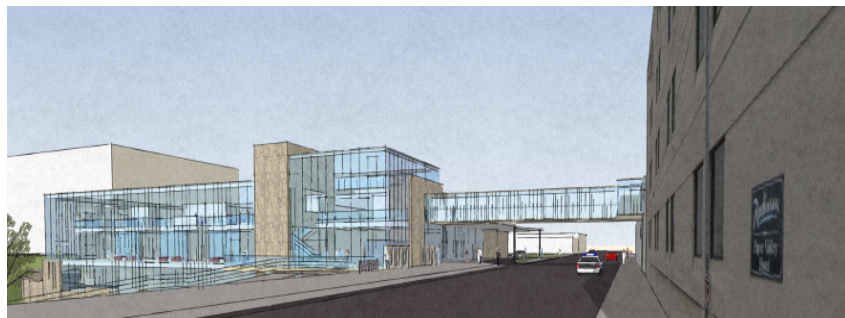
On December 2, 2010, the Convention Center Community Coalition (CCCC) presented

their report to the community. Acting on recommendations outlined in the report, the Fox Cities Exhibition Center, Inc. (FCEC) was formed. The FCEC consists of a group of Fox Cities professionals who have come together to pursue the development of an exhibit space that, when combined with existing services and space at the Radisson Paper Valley Hotel, results in a prominent and competitive convention facility for the Fox Valley.

Boldt Construction Company has prepared preliminary concept designs. These designs certainly help give a sense of the structure as it might be.

Watermark Montclair Wisconsin Properties, LLC has agreed to collaboration of the Radisson Paper Valley with FCEC as it moves forward to build an Exhibition Center. At this point, the collaboration would mean that FCEC would build the structure and then the hotel would lease it for 20 years on a net-net-net basis for a nominal rent each year. Watermark Montclair was agreeable to this arrangement, subject to being able to satisfactorily adjust its bonding of the property to allow for this type of agreement.

For more information on the proposed Exhibition Center go to the Fox Cities Exhibition Center,



Quality of Life by Bob Jakel, City of Kaukauna Planning Department Director

On my way to work the day after one of our February snow storms, I was surprised to see joggers and runners scurrying through the snow. People in the Fox Cities really enjoy a quality of life that often centers on outdoor activities such as running, cross country skiing, snow shoeing, camping, fishing, kayaking, hiking, and biking. We have three nature centers and an ever expanding network of trails and river access. The popularity of running is evident in the growing attendance of local runs such as the July 4th Fox Firecracker 5k which attracts thousands of runners and the Fox Cities Marathon, which is a premier running event. These events all require material purchases.

While a high standard of park and recreational activities provides for a healthier living environment, the higher quality of life also provides an economic opportunity. As Wisconsin's shopping center, we thrive on the ability to supply



the state with all sorts of sporting goods from shoes to carriers to clothing. Maintaining and encouraging entrepreneurial activities to meet the ever changing tastes in outdoor activities is a must if the Fox Cities is to continue its strong reputation as THE shopping destination. However, can we, as a community, take this concept from regional to national?

The Fox Cities has the tools to produce products that cater to our nations push to a higher quality of life. We have the companies that can fabricate carriers of all sorts, provide packaging for specialized food stuffs used in runs, biking and kayaking, and local woodworking skills used in wooden boats. We have access to capital, technology, marketing, and an industrial park network of great diversity. We build and we play.

To stay ahead of the curve, we cannot stop our thought process at providing a high quality of life or catering to the retail needs of the region. Perhaps a few entrepreneurs can spin off our strong retail atmosphere and produce a nationally-marketed sports product that generates or helps generate employment and brings additional dollars into the Fox Cities. After all, being a primary economy helps feed the secondary and third tier employers that make us the great retail center that we are.



Fox Cities - By the Numbers

Real Estate	2010	2009	Building Permits	2010	2009
Existing Single Family Homes	2,975	3016	Total Permits	3,538	2,834
Average Selling Price	\$154,029	\$147,614	Total Value	\$106,740,422	\$143,610,718



Wisconsin Economic Development Corporation Created

On February 9, 2011, Governor Scott Walker signed legislation that created a public/private entity which will be devoted exclusively to economic development activities in Wisconsin. The new entity, known as the Wisconsin Economic Development Corporation (WEDC), came out of a recently released study commissioned by the Wisconsin Economic Development Association, Competitive Wisconsin, and the Wisconsin Counties Association titled "Be Bold Wisconsin: the Wisconsin

Competitiveness Study", which was released in August 2010.

WEDC will replace the economic development functions that are currently administered through the Wisconsin Department of Commerce. WEDC will be governed by a board that will include both public and private sector members. To ensure that this new organization is accountable to the citizens of the state, the board is required to establish clear and measurable goals, establish

quantifiable benchmarks and provide annually verified reports on loans and grants for each program they administer.

Governor Walker's goal for creating this new entity is to have an agency available to quickly respond to the needs of businesses looking to create jobs in the state. Additional details about WEDC will be included in and adopted as part of the state budget, which will be developed and discussed over the coming months. Stay tuned for further developments as they become available.

Pierce Manufacturing

Pierce Manufacturing won the Fox Cities Chamber Manufacturer of the Year Award last October in the Mega category. One reason they won is that they continue to grow by gaining market share as a result of their innovations that enhance safety.

Pierce designs each vehicle to protect firefighters as they respond to fire and emergency calls. Features such as the Side Roll Protection system, TAK-4® Independent Front Suspension, frontal and side impact protection and Command Zone™ advanced electronics reduce the risk inherent in emergency response.

Pierce also provides economic impact to the Fox Cities economy. In 2010, over 10,000 people visited the company. Most were members of fire apparatus spec committees working on the design of a new fire truck. Many fly in, stay overnight, rent vehicles, dine out, and shop while they're visiting. The estimated impact of these visits exceeded \$3 million last year.

Finally, if you attended the Fox Cities Tourism Breakfast, you heard Bill Geist mention that new businesses relocate or start-up after the owner visits a city and decides that's where the enterprise should be located. So, this steady flow of visitors could produce future benefits for the community, as well.



"To be competitive in manufacturing, having a stable, solid workforce is essential. At Pierce Manufacturing's facilities in Grand Chute and the Town of Menasha, we have highly skilled employees who are not only extremely productive, but also have a work ethic that can't be beat."

— JODIE LARSON
Vice President - Human Resources
Pierce Manufacturing Inc.

Founded in 1913, Pierce Manufacturing, an Oshkosh Corporation company, is the leading North American manufacturer of custom fire and rescue apparatus. The company is an ISO 9001:2008 certified, one source OEM (original equipment manufacturer) and manufactures or assembles all custom components on-site. Their products consist of custom and commercial pumper trucks, aerials, rescue trucks, wildland trucks, mini-pumpers, and tankers covering fire, homeland security, law, military and government markets. Pierce commands a 40 percent market share of the average 5,000 vehicles that are purchased by the more than 34,000 fire departments nationwide.

Pierce focuses on lean manufacturing practices and continuous improvement throughout their operations, but their greatest assets are the employees. The company has 750,000 square feet under roof in the Fox Cities with approximately 1,900 in the local workforce -- nearly 450 having more than 20 years of experience. Also key to their operation is their safety record. During the last six years, the recordable incident rate has decreased by 80 percent and the lost time incident rate by more than 60 percent. For fiscal 2010, 2.6 million hours were achieved without a lost time incident.

Upcoming Economic Development Events:

April 11-13, 2011

National Small Business Innovation Research/Small Business Technology Transfer Program Spring Conference
Monona Terrace Community & Convention Center, Madison, WI
Visit www.wisconsinsbir.org for additional details.

April 13, 2011

Fox Cities Employment & Resources Fair
UW-Fox Valley, Menasha, WI
Contact Fox Valley Workforce Development Board at 920-720-5600 for more details.

April 19, 2011

Annual Northeast Wisconsin Global Trade Conference
KI Convention Center, Green Bay
Register online by visiting www.titletown.org.

April 21, 2011

Start Your Own Business Seminar (Part 1)
NWTC – Business Assistance Center, Green Bay
Visit www.titletown.org for details.

May 4-6, 2011

Mid-America Economic Development Council Best Practices Conference

Des Moines, Iowa

Visit www.maedc.net for registration details.

May 10, 2010

Start Your Own Business Seminar (Part 2)
NWTC – Business Assistance Center, Green Bay
Visit www.titletown.org for details.

May 12, 2011

Top 10 New Technology Tools for Your Business
FVTC – DJ Bordini Center, Appleton
Visit www.foxcitieschamber.com for additional information.