

**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, FCEPD President

Statistically and traditionally, economies have rebounded from economic "lulls" or recessions in a condition equal to or better than when the downturn started.

Of course, there is no accurate method for determining the ways, means, or duration of economic rebounds and, like all economies, there are those that benefit and those that don't. After all, economies are measured cumulatively and not individually.

These rebounds are often associated with modernization. Take for example, Germany and Japan. In 1946, these countries were in ruin having had their industry virtually bombed out of existence. Yet within a relatively short period of time, their economies rivaled that of the United States. This was due, in part, to the Marshall Plan contributions (just Google "Marshall Plan"), and in part, to the modernization of their equipment, infrastructure, life style, factories, and the adoption of newer, modern technology. While the U.S. forged ahead with factories built in the 1800's, other world competitors had the latest and greatest in industrial technology.

Flash forward to the next century. What will be our method of modernization? How do we, in northeast Wisconsin, position ourselves for the future? Do we have an analysis of what is in place and what is needed? What are the emerging industries, technologies, and exports? Can we, situated in the heart of continental North America, compete in a world economy?



The Partnership considers these questions regularly. Wisconsin is one of the highest, if not the highest, exporter of manufactured goods in the United States, providing a strong foundation

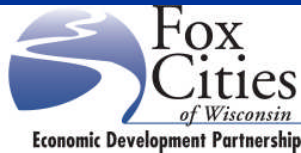
of infrastructure, buildings, workforce, and educational networks. We are, for the most part, positioned for recovery, but the formula is incomplete. The theme of this letter is modernization.

Recently, Outagamie County and the Village of Kimberly contributed substantial funds to assist in the completion of a study to determine if the paper machines in the former New Page paper mill can be re-worked for an alternate market. This is critical as it provides an opportunity to modernize within the paper industry. And modernization of our paper industry and all associated primary and secondary facilities is a must. The good news is that the paper industry has already seen some modernization, from paper machine re-builds to new paper converting facilities.

To assist in modernization and the associated emerging industries and technologies, the Fox Cities Economic Development Partnership conducts industrial roundtables and sponsors speakers on emergent businesses, technologies, and applicable regulations. One key emerging industry is renewable energy. The drive towards energy independence through renewable energy provides an opportunity for new industries while also benefiting existing industries. Fox Cities businesses have the expertise to build the components of wind turbines, solar systems, geo-thermal piping and pumps, and to make greater use of our hydro-power resources. We must also consider how best to make use of agriculture and forestry as they are important local industries as well.

The Partnership encourages our local businesses to watch carefully for sponsored events and to contribute by participation. After all, education does not end in the classroom and modernization lasts only as long as your competitor's next upgrade.

Enjoy this month's newsletter!



Kaukauna Embraces Niche Market

Empty store fronts, deserted streets and uncared for buildings are much too prevalent in communities all over the country and Northeast Wisconsin is no different. Many communities in the Fox Cities have been devastated by the economic crisis.

In order to ride out the storm, a number of these communities have been working to find new economic niches. Kaukauna is looking for that niche in the wedding planning industry. Kaukauna is a small city of 15,000 people located between Green Bay and Appleton. Kaukauna has city officials that understand the importance of building excitement, cultivating businesses and fostering a sense of community. They want to keep businesses flourishing and make their city center an attractive destination for both visitors and residents alike.

They recently hired Dimension IV from Green Bay, Wisconsin to help them expand on a growing wedding market in the Kaukauna area. Dimension IV's Community Development

Planner, Naletta Burr, will take what is a small cluster of wedding related businesses and help the city define potential new complimentary businesses and create awareness about the existing group. Through these efforts, city officials hope Kaukauna will be a highly desirable location for wedding and event planners in Northeast Wisconsin.

The current businesses, which include a bridal/tuxedo store, a florist, a bakery, numerous photographers, a jewelry shop, a gift shop that does engraving, hair salons and an event planning service have worked together for the past two years by referring each other, using co-op marketing and by hosting a wedding planning trade show. They understand the importance of cooperation within their business cluster and how to promote their products and services to customers throughout the State of Wisconsin and beyond.

Working with these businesses, Naletta will define their trade area, customer demographics and will create a market profile. Dimension IV will inventory the

existing buildings and identify opportunities for growth. They will develop a recruitment packet with a community overview which will include the benefits of doing business in Kaukauna. They will proceed by meeting with target businesses and matching them up with property owners with the goal of filling empty store fronts and adding life back to the city and region.

The heart and soul of every community, besides its people, is its downtown. Kaukauna is committed to providing an attractive and vibrant atmosphere in its downtown. When the storm has passed and we start rebounding from the recession, we hope all of the communities in Northeast Wisconsin, like Kaukauna, will be ready to take advantage of the opportunity to bring business back to the area.



2009-2010 Assets and Opportunity Scorecard

The Corporation for Enterprise Development (CFED) prepares a comprehensive look at wealth, poverty, and the financial security of families for all 50 states and the District of Columbia. The assessment includes a wide range of outcome and policy measures, which describe how well residents are faring and what states can do to help residents build and protect assets. The measures are grouped into six issue areas:

1. Financial Assets & Income
2. Businesses & Jobs
3. Housing & Homeownership
4. Health Care
5. Education

6. Community Investment & Accountability Policies

The scorecard measures are ranked best to worst and grades are given on a curve: 10 states get A's, 10 get B's, 16 get C's, 10 get D's, and 5 get F's.

Overall, the State of Wisconsin received a grade of B. There were three recommendations for what Wisconsin can do to improve its rankings:

- Support microenterprise – Wisconsin should increase funding for microenterprise development and ensure that it comes from a stable funding stream.

- Promote homeownership – the state should increase its assistance to first-time homebuyers and safeguard all homebuyers by curbing predatory lending.
- Encourage savings – Wisconsin should provide incentives for low-income families to save through individual development accounts and college savings programs.

For a complete description of all 2009-2010 Assets & Opportunity Scorecard measures and sources, including how the grades and ratings were assigned, go to <http://scorecard.cfed.org>.

Prospering in the New Energy Economy

The Fox Cities Economic Development Partnership (FCEDP) focuses on several objectives. One of them, business expansion, has gotten increased attention as a result of the economy. Although FCEDP continues to encourage manufacturers outside the area to relocate here, our experience is that existing companies provide practically all of the growth. With that in mind, we have organized focus groups, Team Fox Cities business visits, and FCEDP forums to stay engaged with local manufacturers.

Through these communication channels, FCEDP has heard manufacturers express concerns about:

- Pending legislation that would increase energy costs
- Permitting being quite slow
- High compliance costs
- Low awareness of state and local energy programs that would provide funding assistance

Using this research, we decided to help top-level manufacturing executives by organizing an event, **Prospering in the New Energy Economy**. This event provided needed assistance in planning for the new energy economy and also in coming into compliance with laws already in effect. The event also provided information on available funding that would assist manufacturers in their efforts to comply with regulations and reduce their energy-related costs.



The **Prospering in the New Energy Economy** event was set-up as an invitation-only, complimentary executive briefing from 7:30am to 11am at the FVTC D.J. Bordini Center, on October 5th with two speakers:

- Arthur Harrington, an expert in the emerging regulatory environment who reviewed how to position an organization through strategic corporate energy decision making for both bottom-line cost reductions and top-line growth.
- David Jenkins, from the Wisconsin Office of Energy Independence, who discussed business financing and incentives that businesses can employ to more effectively implement energy strategies.

Post-event evaluations were both appreciative and positive. Some of the suggestions will be used to plan the next event. Be sure to read about it in the next Focus Fox Cities newsletter.



Upcoming Economic Development Events:

October 14, 2010
Get Paid! Letters of Credit and Alternate International Payment Methods Seminar
 Bridgewood Conference Center, Neenah, WI
 To register or to get additional information, contact Fred Monique at (920) 496-2118.

October 14, 2010
Building a Business in Specialty Foods Webinar Series: The Importance of Branding
 Go to the Adobe Connect Pro meeting room at <http://connect.extension.iastate.edu/ecop/> to participate.

October 26, 2010
SBDC Workshop: Writing a Winning Business Plan
 Heart of the Valley Chamber of Commerce, Kaukauna, WI
 Visit www.uwosh.edu/cob/sbdc/upcoming-programs for details and to register.

October 27, 2010
SBDC Workshop: Writing a Winning Business Plan
 Winnebago County UWEX Offices, Oshkosh, WI
 Visit www.uwosh.edu/cob/sbdc/upcoming-programs for details and to register.

November 10-11, 2010
Wisconsin Early Stage Symposium
 Monona Terrace Community & Conference Center, Madison, WI
www.wisconsintechnologycouncil.com

November 11, 2010
Building a Business in Specialty Foods Webinar Series: Culinary Tourism
 Go to the Adobe Connect Pro meeting room at <http://connect.extension.iastate.edu/ecop/> to participate.

December 5-7, 2010
Mid-America Economic Development Council Economic Awards Program
 Chicago, IL
 Save This Date - Details to Follow.