



**INVESTOR UPDATE**

**DECEMBER, 2012**

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**"I choose to support the Fox Cities Economic Development Corporation because the well being of the Fox Cities is clearly dependent on a growing, vibrant economy. It's all about job creation. Fox Cities Economic Development Corporation is well positioned to help our community by using a comprehensive, aggressive economic development strategy that focuses on job creation—existing business expansion and recruitment of new companies to the region. I believe this effort is critical for the future prosperity of our communities, workforce and families."**

*Bill Braun, District President, BMO Harris Bank*

Recognizing the benefits of an effective economic development program, and aware that our community has never implemented such a program, the Fox Cities Chamber of Commerce has assumed a leadership role in creating the Fox Cities Economic Development Corporation. A new initiative, leaders from local business, education, government and non-profits have joined together around the goal of a stronger local economy to foster local economic development through the efforts of the Fox Cities Economic Development Corporation.

### ○ **What is the Fox Cities Economic Development Corporation?**

The Fox Cities Economic Development Corporation was created early in 2012 as an affiliate of the Fox Cities Chamber of Commerce. It exists to:

- Aggressively market and promote the Fox Cities region to attract new companies, foster new investment and create high quality jobs for local residents
- Stimulate new investment and job creation
- Protect and support the existing employment base
- Support the education and training of existing and future workers
- Improve the quality of life for the residents of the Fox Cities region
- Increased focus on product development

The EDC serves as the point of contact for local businesses seeking assistance with labor training, funding, government advocacy, building and land opportunities, demographic and economic information and other individual needs.

## ○ **Key Objectives/goals**

- Effectively market our region to site selectors and prospective employers—positioning our communities to effectively compete for market share
- Conduct 100+ visits annually to our existing industries in order to build strong working relationships with primary employers using on-site visits with senior management in order to facilitate access to resources needed to strengthen their competitiveness, and encourage their growth in our service area
- Through its retention/expansion efforts with existing primary employers and attraction efforts with new employers; support the creation of 1,200 new, high quality jobs and associated \$350+ million in new capital investment during the next five years

## ○ **Economic impacts**

- As identified by the University of Wisconsin Extension, the economic impacts realized annually associated with reaching the EDC's goals are:
  - \$75.1 million in direct payroll
  - \$36.8 million in new business-to-business activity
  - \$29.4 million in new associated economic activity throughout the community
  - \$4.7 million in new local property taxes
  - Total direct, indirect and induced economic impact totals \$141.4 million annually

## ○ **Our Investors**

We are excited about our prospects for success, and humbled by the support extended by the following as the Lead Investors in our “Ignite Fox Cities” campaign.

Affinity Health System	Goodwill NCW
Air Wisconsin Airlines Corporation	Great Northern Corporation
American National Bank	Gulfstream Aerospace-Appleton
Appleton Downtown, Inc.	Innovative Machining, Inc.
AT &T	Integrity Mutual Insurance Company
BMO Harris Bank	Keller, Inc.
Baker Tilly Virchow Krause, LLP	Landmark Staffing Resources, Inc.
Bassett Mechanical	Martenson & Eisele, Inc.
Bergstrom Automotive	McMahon
Boldt Company, The	Miron Construction Co., Inc.
Business Lending Group	Nicolet National Bank
Calumet County	Nordon Business Environments
Chase	OMNI Associates
Children's Hospital of Wisconsin, Inc.	Outagamie County Regional Airport
City of Appleton	Pfefferle Companies
City of Menasha	Post-Crescent, The
City of New London	Prospera Credit Union
Coalesce, Inc.	SECURA Insurance
Coldwell Bank, The Real Estate Group	ThedaCare
Community First Credit Union	Town of Buchanan
Consolidated Construction Co., Inc.	Town of Grand Chute.
CopperLeaf Boutique Hotel & Spa	Town of Harrison
Employment Resource Group, Inc.	Village of Kimberly
Epiphany Law Firm, LLC	Village of Little Chute
Faith Technologies, Inc.	We Energies (WI Energy Foundation)
First National Bank Fox Valley	WHBY (Woodward Radio Group)
Fox Banquets Rivertyme Catering	Wipfli

We invite you to join these community leaders in supporting a stronger local economy and an expanded primary job base. Please call Larry Burkhardt at 734-7101 to schedule an appointment to discuss your investment in the Fox Cities Economic Development Corporation

## ○ Progress toward our Campaign Goal

Support for the Economic Development Corporation continues to build. Current pledges put us at **75% of our \$800,000 goal** to support our work plan of local industry retention/expansion and industry attraction efforts. These investments made by both the public and private sectors, will be used to build and sustain an aggressive economic development program designed to support the retention, expansion and attraction of quality, primary employers in Outagamie, Calumet and the northern portion of Winnebago Counties.

**“I support the efforts of the Fox Cities Economic Development Corporation because building a strong economy benefits everyone—business, education, non-profits, government, and particularly individuals in our community. This effort provides a great opportunity for us to take a proactive approach to growing and developing our region and I look forward to collaborating with everyone involved with Fox Cities Economic Development Corporation.”**

*Dr. Susan May, President/CEO, Fox Valley Technical College*

## ○ Next steps

### ○ Existing Industry Visits

Our program of formalized, structured on-site visits to our region’s primary employers will begin at the first of the year. Scheduled visits will be made by our “Fire Up” team of EDC staff, local business volunteers and local government representatives. These 30 minute visits will work to establish productive relationships with our local primary employers, and provide important information regarding their challenges and opportunities, as well as identify areas where the EDC may be able to provide resource support.

### ○ Website Construction

The business of economic development has become one that centers around community analysis performed online. There is no question that an effective economic development organization must have a state-of-the-art website in order to compete for business expansion projects. We are pleased to have identified an award-winning web development firm in Ady Voltedge, who will immediately begin construction of our website, with a target launch by the end of the first quarter, 2013.

### ○ Site Selectors Guild

Site selection consultants have become entry points to companies looking to bring job creation projects to communities. These consultants serve as guides for employers, as they assess the merits of individual communities and properties. Location factors that distinguish communities from each other include workforce availability, transportation assets, educational quality, quality of place, wage and salary information, taxation and incentive policies, and many more. Because it is the site selector that plays such an important advisory role to expanding companies, it is critical that we build solid relationships and market the Fox Cities to them.

The 2013 Site Selectors Guild Annual Conference held in late February represents the largest gathering of site selection consultants in the world. Fox Cities Economic Development Corporation will have two representatives in attendance who will continue the process of building the positive reputation of the Fox Cities as a desirable business location with this important audience.