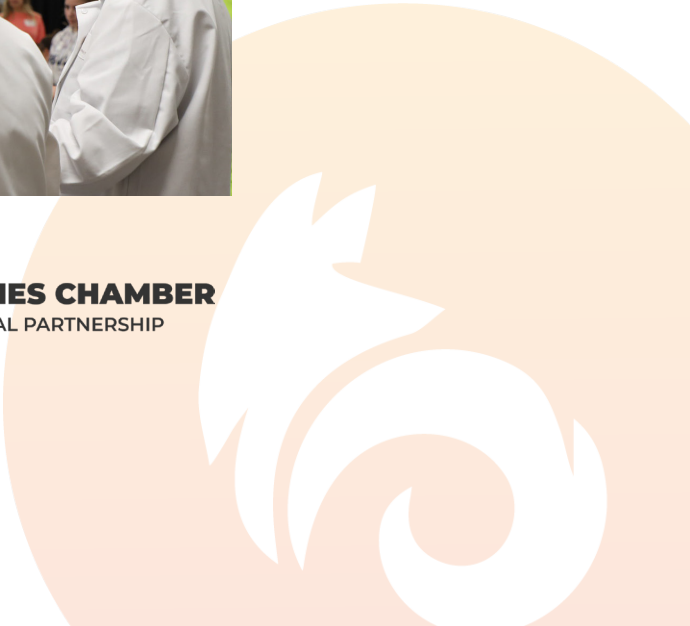


Q4 2023 Economic Development Report



Economic Development Events & Programs

Connecting businesses to success

The Connection (formerly the Chamber's business awards) was a half-day event held in November that focused on learning, celebrating, and networking. Attendees learned how ATW is connecting our community to the world through a presentation by airport director Abe Weber. During CEO of the City, local mayors shared how they are connecting us to growth. We celebrated our Business Award winners and how they are connected to success. The program concluded with a social hour so attendees could make new connections.

Congrats to our business award winners: Large Business of the year: Plexus; Small Business of the Year: Wisconsin Herd; FAB Award: Xe54: A Wine and Cocktail Lounge; Community Attraction Award: ADI; Collaboration Award: The Monthlies Project; Employee Friendly Workplace of the Year: The Boldt Company; and Champion of Young Professionals of the Year: Walbec Group.



Other events

Grow Seminars x 2

We added a bonus Grow seminar in the 4th quarter. First, Coalesce Marketing & Design presented on "Reviews & Reputation Management;" then, Stellar Blue Technologies provided an overview and introduction to ChatGPT. These member-led seminars are a great way for businesses to learn and network. More than 100 business professionals combined attended these sessions.

Women in Leadership

Four local, influential women took to the stage in October to talk about their experiences, challenges, rewards, and surprises during our "Women in Leadership" breakfast - a program of PULSE Young Professionals. The four panelists shared their stories of success to a full house.

Smart Girls Rock! connects high school girls to local STEM careers

This day-long, interactive mentoring event was hosted in November at Plexus, a regional STEM employer, to connect the Fox Cities science and tech community with girls in area high schools. Smart Girls Rock! inspired the interest of over 80 female high school students in STEM careers and provided them the academic and career planning guidance they need to get where they want to go.



Q4 Economic Development Efforts

Atlanta site selector lunch planned

Planning for an Atlanta site selector luncheon continues, with the date now rescheduled to February 2024. The Fox Cities Chamber is planning this event in collaboration with the Green Bay Chamber, Oshkosh Chamber, Fond du Lac Chamber, ATW, Austin Straubel, and the New North. Together we will gain valuable face time with site selectors in the Atlanta market to showcase why the Fox Cities and surrounding areas are a great place to expand for businesses looking to reach a new market. Watch for updates!

Researching student career pathways

The Fox Cities Chamber is in conversations with the Greater Phoenix Chamber on their ElevateEdAZ program, to learn ways we can better prepare Fox Cities students for tomorrow's workforce. ElevateEdAZ partners with schools and districts throughout the Greater Phoenix region to promote pathways and career and technical education programs in industries such as Architecture & Construction, Business Management & Administration, Marketing and Sales, Manufacturing, Engineering, Financial Services, Health Sciences, Information Technology & more.

Staying in the know

Our regional economic development team continues to stay up to date on local and state economic development initiatives. In Q4 alone we attended Future WI Summit, WMC Business Day, WI Economic Summit, Manufacturing First Expo, and serve on the City of Appleton Housing Task Force.

Showcasing the Fox Cities on WFRV

The Fox Cities Chamber partners with WFRV-TV's Local 5 Live, a weekday morning show hosted at the station.

Not only do we provide updates on the Fox Cities Chamber during our 6-8 minute segment, we bring a local business guest along to share their story. In Q4 our guests included Eclectic Candle, Octoberfest, Stellar Blue Technologies, Appleton Downtown Inc, highlights of our Q4 ribbon cuttings, and coming up on Dec. 28 is Plexus.

If you are interested in being our guest on an upcoming segment, email lwiegert@foxcc.net.

New Fox Cities economic development magazine available

Get your free copies of our new economic development magazine. It's a great recruitment/retention tool published annually that focuses on why the Fox Cities is a great place to work, live, and play.

Contact Eric Broten at ebroten@foxcc.net for copies.



Business Attraction and Retention

FCCRP by the Numbers

Appleton-specific numbers

- 439 Chamber Members
- 187 Connect Free Members
- 20 BRE Visits in 2023 + Two Business Walks w/City and ADI

Business Attraction Projects

In Q4 the Fox Cities Chamber Regional Partnership assisted with the following business attraction projects: Project Radius, Project Green Wave, and Project Artisan. We also responded to 8 requests for economic data.

Q4 Connect Free Memberships

The Fox Cities Chamber added 34 Connect Free members in Q4, bringing the total at this membership level to 477. Connect Free offers no cost membership to local small businesses with 5 or fewer FTEs, a nonprofit with 10 or fewer FTEs, and all freestanding restaurants.

PULSE Memberships

Membership in our PULSE Young Professionals continues to grow and exceed our goal. In Q4 we added 84 new young professionals, bringing total memberships in the group to 611.

Childcare Alliance discussions continue

The alliance of early child care resource partners continues to make headway as they explore mechanisms for sustainable, community-driven funds to support child care operations and increase workforce wages. Current discussions are centered around Fund 80 Community Service Fund and ECE partnerships, voter-approved children's funds, and housing models to support ECE providers.

Housing Now Coalition update

Housing Now Coalition, a group of stakeholders from across Northeast Wisconsin, wrapped up its public education social media campaign in October to raise public awareness of the current housing crisis and advocate for creative solutions to provide more housing for everyone. Next up is to raise awareness when housing projects are coming to municipal councils for approval.



Questions or interested in setting up a free Business Retention & Expansion consultation?

Contact Eric Broten, VP of Growth & Business Development, Fox Cities Chamber Regional Partnership
ebroten@foxcc.net

Find us online

FoxCitiesRegion.com