

# Quarterly Report to City of Appleton July, 2013 Fox Cities Regional Partnership

- Analytics regarding activity on the Regional Partnership's website



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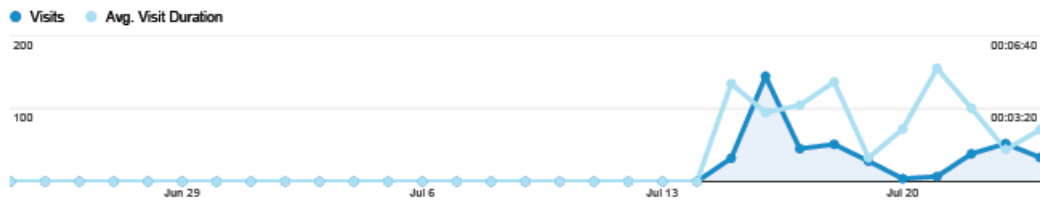
Fox Cities Regional Partnership - <http://www.foxcitiesregion...>  
All Web Site Data

## Audience Overview

Jun 24, 2013 - Jul 24, 2013

● % of visits: 100.00%

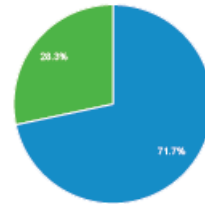
Overview



## 311 people visited this site



■ New Visitor ■ Returning Visitor



Operating System	Visits	% Visits
1. Windows	331	76.27%
2. Macintosh	45	10.37%
3. iOS	36	8.29%
4. Android	16	3.89%
5. BlackBerry	3	0.89%
6. Linux	3	0.89%

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- Number of visits made to existing primary employers, with specific information regarding challenges and opportunities identified
  - Forty-six employer visits were made by the end of the second quarter, with 11 of those visits made to employers located within the City of Appleton.
    - BOLDT
    - Pro-Label
    - West Business Services
    - Appleton Packing & Gasket
    - A to Z Machine
    - Miller Electric
    - Voith Paper
    - Secura Insurance
    - Pro-Con
    - Foremost
    - Agropur

As a result of these visits with City of Appleton employers, the FIRE UP team pursued follow up actions, such as:

- Connecting top-level contacts at two local companies who do business with each other to facilitate better communication.
- Contacted county land use officials to explore issues related to increasing the size of a planned expansion.
- Discovered concerns about City permitting and inspection processes.
- Learned of a problem staging semi-trailers and a need for more parking, which could potentially require City involvement.
- Connected a large employer with opportunities to increase public exposure by supporting local causes.

Additional feedback from employers throughout the service area includes:

- Several employers have mentioned difficulty in recruiting engineering talent from within the region, causing them to expand their reach to secure desired employees
- While not necessarily a challenge for employers, several have made mention of the fact that the process of re-tooling operations and increasing their reliance on new technologies is increasing their efficiency, which at the same time reducing their need for manpower
- Visits have provided opportunities to assist in corporate expansions. We are currently actively involved in supporting a expansions of a company in Calumet County and another in Winnebago County that were identified during company visits.
- We have been able to provide problem solving for long-standing issues within companies. Two examples:
  - A Calumet County employer had a long-standing problem with having to route their truck traffic through the middle of town. As a result of our visit, the company is now working on a transportation plan with input from County and

State representatives that will establish a route than minimizes impacts to the community and the company.

- An Outagamie employer expressed concerns associated with workforce culture issues based on both ethnic origin and inter-generational communication. As a result of the visit, the company has connected with FVTC resources to identify solutions to the situation.

- Number of contacts made with site selection consultants with pertinent feedback from those contacts

Regional Partnership Executive VP attended the February Site Selection Guild Annual Conference with 26 site selectors in attendance; and the Roundtable in the South in June, where he met with eight site selectors. He will attend the Roundtable in the Desert in October, where he will meet with another eight.

The site selectors visited have been quite consistent in encouraging economic development organizations like ours to be ready to respond in an efficient, professional manner to client inquiries. Specifically, they are recommending:

- Communities identify sites that are “shovel-ready” or “certified.” Increasingly, site selectors are referring their clients to these sites first, in an effort to minimize risks associated with less than certain zoning, environmental issues, infrastructure deficiencies, etc.
- Economic incentives be available and clearly-defined. As cash is king, site selectors advise that economic incentives associated with tax credits can be of limited value to companies—particularly those in a growth mode that may not have a substantial tax liability.
- Responses to RFI’s be presented in a professional, timely, and internally uniform manner to best represent the region.
- Regions should establish a single point of contact for coordination of information, facilitation of site visits, etc.

Regional Partnership staff is currently making final arrangements to host a multi-day site selector familiarization event in mid October. Some 25 site selectors and spouses have been invited, with an expectation of perhaps as many as eight that may accept. During this event, the Regional Partnership and its partners will have the opportunity to showcase the Fox Cities Region and what it can offer to potential businesses.

- Summary of number and types of industry leads responded to, with status of each

The following clients are currently being managed by the Fox Cities Regional Partnership.

Client Number	Referral Source	Expansion/Attraction	Description/update
13001	Direct (company)	Expansion	Neenah company expanding existing facility by 14,000 sq. ft. and possible 5 new positions.

			Regional Partnership involved with facilitating information on permitting and incentives. Project qualified for state tax credits, but client declined due to requirement to provide personal financials.
13002	Direct (company)	Expansion	Neenah company looking to add 10,000 square feet to existing facility, and add 2-4 new jobs. Regional Partnership involved in clarifying TIF boundaries and coordinating access to potential state tax credits and labor training resources.
13003	Direct (company)	Attraction	Wisconsin-based distributor of mail order snacks considering Fox Cities region for location of a facility in which it would fulfill orders. Company would employ 150-200 in assembly function. Currently considering multiple locations, and determining when to move forward with project.
13004	WEDC	Attraction	Project California. Beverage manufacturer looking to purchase an existing building in Wisconsin. Needs 250,000 sq. ft. of dry warehouse space. 100 jobs initially, growing to 250 over three years. Project parameters sent to our regional partners. No suitable buildings submitted. FILE CLOSED
13005	New North	Attraction	Project Montana. Industrial client looking for either existing building of 30,000 sq. ft., or greenfield site of 7 acres. Project includes 32 new jobs. City of Appleton, Town of Grand Chute and City of Kaukauna submitted properties directly to New North. 7/13: Grand Chute property has made initial cut in site consideration.
13006	Direct (site selector)	Attraction	Project Snackmaster. Established national food processing company in early stages of multi-midwest state search for processing and warehousing operation. Project involves identifying suitable 25-35 acre site for construction of 150,000—200,000 sq. ft. building. 100-200 new jobs. Project announcement anticipated by the end of 2013, groundbreaking at beginning of 2014 construction season. Submittals by: Esler, Pfefferle, City of Neenah, Town of Menasha, City of Appleton, Town of Grand Chute, City of New London, Town of Harrison, Village of Little Chute
13007	Direct (company)	Expansion	Bear Creek manufacturer of children's exercise item has received interest from major U.S. retail anchor for potential large orders. Family business, not prepared for this type of growth, but would like to position themselves to potentially take advantage of the opportunity. Meeting with client revealed many significant challenges, including absence of business plan, absence of some solid business practices, accounting principles, marketing plan, cost-awareness, legal requirements, etc. Initial meeting included representatives from WEDC and Outagamie

			County. Regional Partnership included a representative from SCORE, who is currently taking the lead on having initial steps completed.
13008	Direct (company)	Expansion	<p>Calumet County manufacturer looking at expansion of existing facility or relocation to southern state as part of an aggressive growth strategy. Project would include approximately 50,000 sq. ft. of new space, and 50-65 new jobs. Company concerned about potential land use issues on current site. 75% of current revenue generated from customers located in SE U.S.</p> <p>Needs to identify answers to concerns prior to August Board of Directors meeting where location decision is likely to be made.</p> <p>Staff is engaged in facilitating access to land use answers, incentive information, etc.</p>
13009	Consultant	Expansion	<p>Food processing client looks to expand significantly. Needs 50,000sq. ft. warehouse/production facility for 1-3 year lease. Concurrently, client is looking for 100-acre, rail-served site on which it intends to build 1-1.5 million sq. ft. headquarters/production operation, with 400-800 new jobs, depending on the level of automation. Looking for property from DePere to Oshkosh, west to Hortonville.</p>
13010	Direct (company)	Start up	<p>Local business persons look to establish deli, restaurant, bar and retail operation. Application received for Outagamie County Revolving Loan Fund. 38 new jobs associated with operation, assuming approval of loan.</p>
13011	CAP Services	Expansion	<p>Independent welding and fabrication shop providing customized products for walk-ins to supplying parts to local industries. Application received for Outagamie County Revolving Loan Fund. Three new jobs associated with operation, assuming approval of loan.</p>

- New primary jobs announced in the service area

While we are working with several clients as described above, none of those employers have yet made any announcements.