



# THANK YOU!

- City of Appleton key collaborator in launch of the Fox Cities Regional Partnership
- Contributor to Fox Cities Regional Partnership for 5 years
- Supporter of our more innovative programming



# COMMON GOALS

- Talent Attraction, Retention and Development
- Business Retention, Expansion and Attraction
- Regional Economic Vitality
- Diversity and Inclusion



# MEETING OUTCOMES

- Introduce key players
- Rebuild partnership between the City of Appleton and the Fox Cities Regional Partnership
- Agree on best steps going forward



# COLLABORATIVE PRIORITIES

## TALENT ATTRACTION/RETENTION

- BAZAAR AFTER DARK: 2 on Wisconsin Ave
  - 2016 : 3,500 attendees
  - 2017 : 8,000 attendees
  - Organic social media reach 100,000+
  - Harmony Pizza



# COLLABORATIVE PRIORITIES

## TALENT ATTRACTION/RETENTION

- OCTOBERFEST
  - ~200k attendees per year
- LICENSE TO CRUISE
  - ~100k attendees per year
- Economic Outlook Event
  - ~500 attendees per year



# COLLABORATIVE PRIORITIES

## TALENT ATTRACTION/RETENTION

### ARTERY

- 4 Appleton Events ~600 attendees per event
  - Outer Edge Stage, Jones Park, Gill Tech, Paper Discovery Center

### FUTURE 15 YP AWARDS

- 3 of 4 at Outer Edge Stage ~250 each



# COLLABORATIVE PRIORITIES

## YOUNG PROFESSIONAL EVENTS (5 of 9 YP Week events in Appleton)

PULSE 2018		
8/23/18	20	Happy Hour @ Strategies, Ltd. w/FCC
4/19/18	100	Cultivating your Career event w/ GirlScouts @ River View Gardens
4/22/18	55	Fermentasting Brunch Bus Reinvent Ferment, Bowl Ninety-One
4/25/18	40	Travel Hacking lunch 'n learn with Fannatical Sabbatical @ The Draw
4/25/18	30	Happy Hour at Mondo Wine Bar with West Corporation
4/26/18	12	School of Rock (Show at the PAC) w/ happy hour at D2's
4/27/18	45	Yoga @ 95 Yoga House + Refuge Lounge happy hour
3/1/18	185	Future 15 YP Awards ceremony @ OuterEdge Stage
2/8/18	30	Happy Hour @ Appleton Beer Factory with Sinfonia
1/11/18	20	Happy Hour @ Fox River House w/Miron YP's





# COLLABORATIVE PRIORITIES TALENT UPLOAD

Year	Accepted	Visiting
2014	32	56
2015	48	78
2016	49	80
2017	59	96

Thrivent, Pierce, Trilliant, Plexus, Bemis, McMAHON, C3, Werner Electric, Expera, J.J. Keller and Associates



# COLLABORATIVE PRIORITIES

## TALENT ATTRACTION/RETENTION IN 2019

- Intern exchange days
- Winter Break "Intern Upload"
- "Fox Cities Days" on campus
- Website with attraction resources
- Family Friendly Workplace
- Collaborating on Veteran's initiative (eg. Pierce, West, Gulfstream)
- YP Week
- 3 Bazaar After Darks
- Holiday Artery
- Future 15
- UP Tech Schools



# COLLABORATIVE PRIORITIES

## K-12 EDUCATION

- Matched 800 AASD students to work-based learning opportunities
  - Partnering businesses include AZCO, SECURA & Orthopedic Sports Inst.
- 8,600 AASD students participated in 8<sup>th</sup> Grade Career Expo to date
  - Participating businesses include Miller Electric, Skyline, Boldt & GNC Laminations
- New in 2018 - High School College and Job Fair



# COLLABORATIVE PRIORITIES

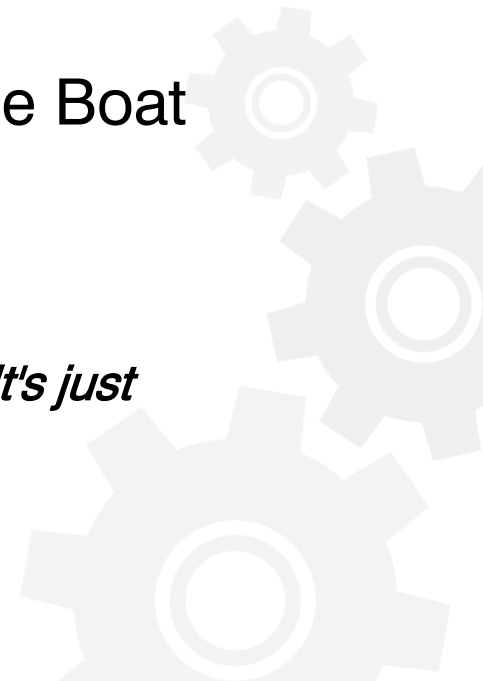
## K-12 EDUCATION

- Connected 75 AASD young women to STEM Career opportunities at Smart Girls Rock
- Facilitated interactive experiences for 44 AASD educators
  - Host businesses include ATW/Air Wisconsin, Rivertyme Boat Tours, Katalpa Health, Neenah Foundry

### *Smart Girls Rock Quote*

*“As women, we usually don’t get certain kinds of jobs because of a stereotype. It’s just really neat seeing all these women have these jobs.”*

*Olivia Kjorlien, Freshman  
Appleton North High School*



# COLLABORATIVE PRIORITIES

## ATTRACTING BUSINESS

### FoxCitiesRegion.com WEBSITE over last year

1. Major employers: 5,642 views
2. Sites and Buildings: 2,644 views
3. Demographics: 2,211 views
4. Benefit Survey: 855 views
5. Business resources: 789 views



# COLLABORATIVE PRIORITIES

## ATTRACTING BUSINESS

### FoxCitiesRegion.com WEBSITE over last year

- 16k new users over last year
- 19k sessions
- 15k sessions from outside NEW
- 2.3 pages per session
- More than 50% of acquisitions through organic search



# COLLABORATIVE PRIORITIES

## ATTRACTING BUSINESS

- License Regional Property Database
- Hosted 4 FAM Tours (19 site selectors)
- At least 5 calls from SS, 2 RFIs
- Maintaining relationships with Site Selectors



# COLLABORATIVE PRIORITIES

## BUSINESS RETENTION & EXPANSION

- 127 Visits in Appleton proper over 5 years
- HQ Visits (eg. Gulfstream)
- Spearheaded support for KC Coldspring
- Distribution of RFIs for Fox Cities' businesses





# COLLABORATIVE PRIORITIES

## BUSINESS RETENTION & EXPANSION

- Research and Marketing
  - Eagle Point: Drone Video
  - Ducommon: Research and Handoff
  - Airport: Research project leading to new Allegiant Flights, American Airlines, Denver Flight
  - Allegiant leadership now uses data set we identified to plan new flights



# COLLABORATIVE PRIORITIES

## DIVERSITY & INCLUSION

- Becky joining Karen Nelson's Dignity & Respect Committee
- Madison 365—connecting Fox Cities 365
- Reviewing Future 15 nomination/application process



# APPLETON/FCRP RELATIONSHIP

- Agree on best steps going forward
  - Follow up in 3 mo. booked



**THANK YOU!**

