



# **INVESTOR RELATIONS COUNCIL QUARTERLY UPDATE FIRST QUARTER, 2014**

FOX CITIES   
**REGIONAL**  
PARTNERSHIP

A Wisconsin Business Powerhouse

## **MADE BETTER HERE**

# CLIENT REPORT

Client Number	Referral Source	Project Type	Description/update
13012	Municipal Partner	Attraction	Plastics blow molder (Poly Flex) with headquarters in Walworth, WI looking to expand into Fox Cities. Purchased lot in Kaukauna Industrial Park, and plans to break ground in April on 59,000 square foot new facility. Regional Partnership provided general community marketing support, assistance with Kaukauna Industrial Development Board, incentive packaging and construction of media announcement. 40 jobs projected
14001	Direct (company)	Expansion	Calumet County manufacturing and environmental consulting company approached Regional Partnership in connection with securing innovative financing for project-specific expansion that will yield 38 new jobs. Company has since abandoned plans for initial funding source.
14002	Municipal Partner	Attraction	Wisconsin food processing company with proven and patented snack food line seeks to expand significantly, and is pursuing purchase of City of Menasha steam power plant. Regional Partnership working with City staff to define and meet company's needs. Provided economic impact analysis for City Council's review. 80 jobs projected

14003	Direct (company)	Retention/business assistance	Neenah metal fabrication firm contacted Regional Partnership with several needs. Company has recently emerged from bankruptcy, and expressed the need for financial resources, assistance with identifying candidates for new positions, and assistance with manufacturing process efficiencies. Referrals made to Department of Vocational Rehabilitation, Workforce Board, WMEP. 30 existing jobs
14004	Municipal Partner	Expansion/attraction	Kaukauna food processing company target of acquisition by another Wisconsin food processor looking to consolidate operations from around Wisconsin and four other states into Kaukauna. Regional Partnership is assisting with incentive packaging. 100-150 jobs projected. April update: Company has completed acquisition, and received approval of loan from Kaukauna Redevelopment Authority.
14005	Direct (company)	Expansion	Medical equipment repair and rehab company (Technical Prospects) expressed interest in Prosperity Fund (new Outagamie County RLF) during course of Regional Partnership existing industry visit. \$70k loan secured, which will aid in significant company expansion. 38 new jobs projected

14006	Direct (company)	Expansion	Hortonville manufacturer anticipates major expansion if successful in securing new contract. Expansion will include new facilities, establishment of new trucking company. Regional Partnership working to facilitate local and state incentive packaging. 50 new jobs projected.
14007	Direct (company)	Retention/Expansion	Appleton business services company requires workforce expansion. Concerned that local market may have reached saturation, requiring company to seek new facility outside Fox Cities. Regional Partnership currently involved in facilitating super-regional transit study in order to assess transit-related solutions for workforce expansion locally.
14008	Direct (company)	Retention/ business assistance	New Holstein manufacturer hard hit during recession requested Regional Partnership assistance with referral to succession planning resource, possible RLF funding for new capital acquisition, and energy efficiencies associated with company conversion from propane to natural gas.
14009	Consultant	Attraction	Company is looking for minimum of 10,000 sq. ft. of class B office space in which to establish health care claims office. Company is considering locations throughout NE Wisconsin, availability of appropriately-skilled workers, parking and

			telecom infrastructure being important. Cost of lease is a secondary consideration. Company looking to be operational within six months, depending on success in securing contracts. Would begin with staff of 25, growing to 100-120 over time.
14010	Direct (company)	Expansion	Growing Neenah distribution firm wishes to purchase 20+ site for expansion project. Access to Highway 41 is important
14011	Direct (company)	Start up assistance	Hortonville industrial sanding, painting and heat treating company looks to establish operations in response to growth opportunity of one of its customers. Company will construct 45,000 sq. ft. building and create 26 jobs. Company contacted Regional Partnership requesting assistance with initial financing.

## EXISTING INDUSTRY REPORT

The first quarter of 2014 saw a slow start for the FIRE UP Business Retention Program, but we are picking up speed. Initially, significant effort went in to planning, strategic realignment, and broad-based outreach. Those efforts are beginning to bear fruit in the second quarter. To date (4/23/14) we have conducted 25 visits with local primary employers. A higher proportion of these visits are leading to tangible follow-up tasks, which make the contacts both more meaningful and more labor intensive.

In addition to following up with several of the employers we visited in 2013, we are working hard to expand our reach and connect with more primary employers throughout the region. To this end, we have asked our municipal and business partners to utilize their existing relationships to schedule retention visits. While some

effort and time was required to establish expectations and revise procedures, this new strategy is bearing fruit. We have also seen some limited early success with a repeat of the direct mail effort using an endorsement letter from Rollie Stephenson sent to local company leaders. The follow-up to these letters continues. One topic that has emerged as a relevant need for several employers in the area is public transportation. Both in the central urban core and in outlying areas, employers are asking for more extensive bus service. Staff has worked closely with Valley Transit to explore the possible solutions to identified problems, and will participate in a strategic planning effort to bring the voice of employers into the process. Valley Transit is also planning a major study to weigh the feasibility of extending commuter service lines into Green Bay and Fond du Lac, in addition to the existing service from Oshkosh.

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## **FIRE UP BUSINESS RETENTION HIGHLIGHTS, 1ST QUARTER 2014**

<b>Business Type (Location)</b>	<b>Nature of Activity</b>	<b>Description/update</b>
<b>Foundry (Brillion)</b>	Government Connections	Located within a residential neighborhood, we facilitated connections to City, County, and State officials to discuss creating an alternate truck route to the plant to limit heavy truck traffic through downtown and the residential surroundings.
<b>Food Ingredients (Hilbert)</b>	Expansion Needs	Exploring local facilities that could meet food-grade storage standards and reduce shipping costs by bringing warehousing closer to their production facility.
<b>Business Services - Call Center (Appleton)</b>	Workforce Transportation	To support continued expansion in the Fox Cities Region a more extensive network of commuter transit is needed; initiated conversation with Valley Transit to explore possible solutions.
<b>Manufacturer (New Holstein)</b>	Financing for expansion	Supported strategic planning and exploratory phase of a new financing mechanism offered through the state; after detailed discussions the company determined that other funding sources would be better for the planned growth.
<b>Manufacturer (Hortonville)</b>	Financing for expansion	A pending contract would require significant growth of the facility and purchase of additional equipment; explored opportunities to leverage public

		incentives to make the expansion more profitable.
<b>Manufacturer (Chilton)</b>	Utilities, Financing, Succession Planning	Wide-ranging discussion identified several areas for assistance; made connections to County RLF and municipal utility contacts; referred to a local succession planning firm.
<b>Food Processor (Hilbert)</b>	Workforce	Concerns about their ability to support future growth with new workers as long-time employees begin to retire; looking for suggestions about knowledge transfer and sources of young talent.
<b>Food Processor (Little Chute)</b>	New Mgmt; Youth Programs	Shared information about local finance and training programs; learned about their On-Site Management Training program and how to plug into local young professional networks.
<b>Manufacturer (Neenah)</b>	Financing	After exiting bankruptcy they seek new funding opportunities; providing some financial analysis to advise on resources.
<b>Manufacturer (Neenah)</b>	Workforce, Municipal Issues	Interested in conversations with Valley Transit about expanded service and commuter options in the region; discussed street/walkway issues with City, will continue to explore feasible options to enhance safety.
<b>Manufacturer (New London)</b>	Workforce, Financing	Stabilizing growth and seeking sources for young workers and low-cost financing; sending information about local resources.
<b>Business Services (Grand Chute)</b>	Workforce Transportation	Initial conversation about need for more workers; want to participate in Valley Transit study to expand commuter options bringing more workers into the Fox Cities Region.

## CALUMET COUNTY JOB FAIR

Fox Cities Regional Partnership served as a sponsor of the January 22 Calumet County Job Fair, held at the Chilton campus of Fox Valley Technical College. Thirty-six companies from around the area marketing their employment opportunities to the estimated 175 job seekers who attended the fair. The event was a collaboration of the Fox Valley Workforce Development Board, Fox Cities Workforce Development Board, Fox Valley Technical College, City of Chilton, Calumet County, Wisconsin Job Center, and Fox Cities Regional Partnership.

Another Job Fair is currently scheduled for September 30.

## **SITE SELECTOR OUTREACH**

A continuing priority for the Regional Partnership is to establish brand awareness of the Fox Cities Region in the national and international markets as a critical component of our industry attraction initiative. An important element of this marketing effort is the establishment and development of relationships with site selection consultants—those professionals who work with primary employer clients with expansion and relocation projects. A primary role of the site selector is to research and assess multiple communities as they relate to the location factors identified as key by their clients. It stands to reason that if our community is unknown to the site selection community, it will not receive consideration for these job creation projects.

The Regional Partnership's 2014 work plan stipulates that we make person-to-person marketing contacts with a minimum of 25 site selectors over the course of the year—contacts made in conjunction with structured site selector conferences held in various parts of the country. In addition, the work plan calls for marketing visits to a minimum of site selector offices.

During the first quarter, Regional Partnership representatives have completed the following:

- Participated in the Site Selectors Guild Annual Conference, February 24-26. This conference was attended by 36 site selectors from around the U.S. and locations in Europe and Asia.
- Attended the Consultant Connect event, March 26 and 27 in Dallas. The conference was led by four site selectors from Cleveland, Atlanta and Chicago.
- While in Dallas, staff met with ten site selectors at six Dallas offices

## **REGIONAL PARTNERSHIP WEBSITE TRAFFIC NUMBERS TAKE SIGNIFICANT JUMP**

A comparison of website activity during the 1st quarter of 2014 with that of the 4<sup>th</sup> quarter of 2013 shows dramatic increases in several key activity measures. Site visits, new visits, unique visitors and visits originating from outside NE Wisconsin all increased by at least 70% over the two quarters, with page views and page views from outside NE Wisconsin increasing by more than 50%.

While traffic to the website cannot be directly correlated with productive activity translating into projects and new jobs, the fact that the trend line is moving in a positive direction certainly would suggest that increased traffic should indicate increased awareness of the area.



	4 <sup>th</sup> qtr 2013	1 <sup>st</sup> qtr 2014	change
Visits	1,921	3,355	75%
New visits	1,253	2,133	70%
Unique Visitors	1,278	2,266	77%
Page Views	5,065	7,928	57%
Pages/Visit	2.64	2.36	-11%
Page views from outside NE Wisconsin	1,807	2,833	57%
Visits from outside NE Wisconsin	695	1,228	77%
Tools for Business Success	122	167	37%

## REGIONAL PARTNERSHIP PARTICIPATES IN DEPARTMENT OF DEFENSE OSHKOSH INDUSTRY DIVERSIFICATION INITIATIVE

The Department of Defense Office of Economic Adjustment awarded an \$837,315 federal grant to East Central Wisconsin Regional Planning Commission to assist in the growth and expansion of new industry clusters which are less reliant on federal defense contracts. This grant was awarded in response to announced layoffs of an expected loss of 1,437 total jobs within the Oshkosh-Neenah MSA, resulting from announced layoffs of more than 1,200 employees by Oshkosh Corporation. Layoffs are expected to have a negative economic impact of over \$91 million.

Goals associated with the Initiative include:

- Align current economic development plans and update them with diversification strategies
- Promote the growth of new and existing businesses in target industries through workforce and supply chain initiatives
- Map the regional defense industry supply chain and provide technical assistance to Oshkosh Corporation suppliers in order to re-engage them in other industry sectors
- Identify emerging aerospace industry opportunities for the region and build upon advanced manufacturing assets

A 16 month timeline has been established in conjunction with the Project. Regional Partnership staff is co-chairing the collaboration charrette, which is to be the first action item associated with the Project.

# 2014 INVESTOR RELATIONS COUNCIL MEETINGS

- July 23: 12:00 noon
- October 29: 12:00 noon



**FOX CITIES REGIONAL PARTNERSHIP**  
A Wisconsin Business Powerhouse

## INVESTORS

### GOVERNORS CIRCLE



### LEADERSHIP CIRCLE



### INVESTORS CIRCLE



### SUPPORTERS CIRCLE

- |                                   |                              |                       |                    |
|-----------------------------------|------------------------------|-----------------------|--------------------|
| American National Bank Fox Cities | Garrow Oil Corp.             | Martenson & Eisele    | Town of Clayton    |
| Business Lending Group            | Great Northern Corporation   | OMNI Associates       | Town of Greenville |
| CopperLeaf Boutique Hotel and Spa | Landmark Staffing Resources  | Prospera Credit Union | Town of Menasha    |
| First National Bank Fox Valley    | Nordon Business Environments | Town of Buchanan      | Town of Neenah     |
|                                   |                              |                       | Winnebago County   |