



Fox Cities Regional Partnership
 125 N. Superior St.
 Appleton, WI 54911
 920.831.4905 | fax: 920.734.7161
 Info@FoxCitiesRegionalPartnership.com

Invoice

Invoice Date 2/12/16
 Invoice # 48451

City of Appleton
 Ms. Karen Harkness
 P.O. Box 2428
 Appleton, WI 54912-2428

Terms	Due Date
Net 30	3/13/16

Description	Quantity	Rate	Amount
Economic Development Pledge for 2016	1	\$36,000.00	\$36,000.00
Subtotal:			\$36,000.00
Tax:			\$0.00
Total:			\$36,000.00
Payment/Credit Applied:			\$0.00
Balance:			\$36,000.00

Fox Cities Regional Partnership is an affiliate of the Fox Cities Chamber of Commerce. It exists for the purpose of strengthening our local economy by supporting local job creation through the retention, expansion and attraction of primary employers. The Regional Partnership 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. The Regional Partnership serves the communities of Outagamie and Calumet Counties, as well as the northern portions of Winnebago County.

Welcome back, Karen!
- Manny

February 17, 2016

Ms. Karen Harkness
City of Appleton
P.O. Box 2428
Appleton, WI 54912

Dear Karen,

The Fox Cities Regional Partnership represents our area's first funded and staffed, structured effort focused on primary job creation and resultant economic enhancement. As an Investor in the Regional Partnership, the City of Appleton is an important part of our public/private partnership that strives to improve the quality of life for local residents by supporting business development.

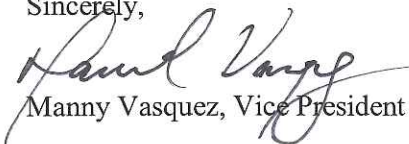
The Fox Cities Regional Partnership is fulfilling its commitment to provide essential support to our existing primary employers, and attract new primary employers to our region. We have put in place an aggressive work plan aimed at meeting our five-year objective of supporting the creation of 1,200 new primary jobs by 2017. To this point, **we have provided assistance to companies in our service area that through either expansions or relocations have announced the creation of more than 1,000 new jobs.** As you can see in the attached Project Outcomes report, this translates to an overall economic impact of over \$363 million! We are currently working with several other employers that have the potential to significantly increase that number.

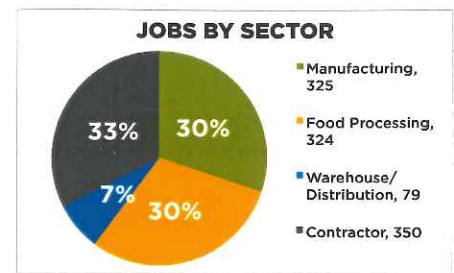
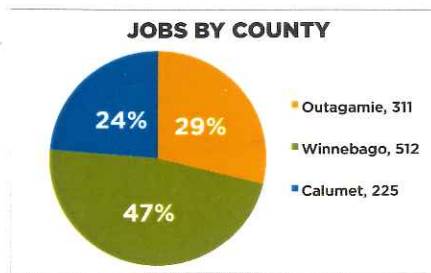
Our progress can be measured in other ways as well. During the 2015 calendar year, we made **individual marketing contacts with more than 80 site selection consultants across the country**, in an effort to establish and build brand awareness of the Fox Cities Region. **Visits to our website have doubled over the previous year's levels.** We also made **in-person visits to the corporate leadership of more than 100 of this region's primary employers.** These appointments – conducted in collaboration with our public sector partners – are made in order to establish working relationships, explore expansion opportunities to provide assistance and identify problems and issues that might impede our companies' competitiveness. Last year, our organization also partnered with more than 20 Fox Cities companies and **hosted 159 college students from 16 universities on a career exploration and community familiarization tour of our region.** "Talent Upload," the Regional Partnership's award-winning talent recruitment program, seeks to directly address local employers' needs around entry-level IT and Engineering talent. Going forward, we plan to continue to focus on helping to retain, attract and develop employers, as well as in-demand talent, within our region. For a more detailed overview of how our organization plans to implement and measure strategies around these core areas of focus, please see the enclosed 2016 work plan.

An economy is a dynamic force, with its health subject to numerous factors and conditions. We know that in order to move our communities forward, it is imperative that we establish and sustain directed marketing efforts in order to exploit the opportunities that are available to us. We also know is that we cannot do the job of economic development alone. Our efforts require collaboration between business, government, education and nonprofits.

We have enclosed a statement for the renewal of your annual pledge for the Fox Cities Regional Partnership. Your funding is essential to our success. We recognize that you have many opportunities to invest in our community. We are honored that you have chosen to invest in our efforts to build local economic health and vitality. We thank you for your vision in providing the resources to move this region forward, and pledge that we will continue to do all we can to assure our mutual success.

Sincerely,


Manny Vasquez, Vice President



EXPANSION & ATTRACTION PROJECT OUTCOMES | 2013-2015

13 COMPANIES

1,078 NEW JOBS

\$369,875,305 IMPACT

PROJECT NAME	NEW JOBS ANNOUNCED	PROJECT DESCRIPTION	REGIONAL PARTNERSHIP ROLE	ECONOMIC IMPACT (DIRECT, INDIRECT & INDUCED)
THIEL CHEESE	12	Cheese producer acquired new equipment that significantly expanded processing capacity	Assisted with governmental land use compliance and economic incentive process	\$ 8,903,494
GALLOWAY FOODS	5	Liquid processing of concentrated dairy blends and sweetened condensed milk. The company is the largest manufacturer of frozen dairy dessert mixes in Wisconsin	Provided assistance with state economic incentive process	\$ 3,709,789
AMEREQUIP	103	Contract manufacturer producing equipment for OEM's, including Ariens, Toro, John Deere and others. Company has established fast growth plans, and considered expansion in Kiel and in North Carolina.	Participated in problem solving process involving City, County, DNR. Assisted with coordination of state economic incentives	\$ 30,594,805
POLYFLEX	40	Plastics blow molding company headquartered in Walworth, WI. Company growth demanded more production space. Decision made to build 59,000 sq. ft. new facility in Kaukauna	Assisted the City of Kaukauna with marketing of the area to the company, and worked with the Industrial and Commercial Development Commission, the Community Development Department and the Common Council to facilitate negotiations and approval processes	\$ 15,857,807
WINONA FOODS	29	Cheese processing company headquartered in Green Bay acquired smaller cheese shredding company in Kaukauna. Acquisition will trigger move of Wisconsin -based production operations into Kaukauna, along with operations currently located in four states	Assisted the company with state incentive process	\$ 21,516,777
SIMPLY INCREDIBLE	120	Central Wisconsin frozen cranberry snack food processor purchased City of Menasha steam generation plant to site expanded production activities	Generated economic impact report to assist City with project assessment and feasibility	\$ 58,911,120
COATING SYSTEMS	26	Hortonville trucking company that has expanded into pipe coating, heat-treating and painting as a contractor to Piping Systems.	Provided assistance to company owner and business consultant with application process associated with Outagamie County Prosperity Fund	\$4,315,028

PROJECT NAME	NEW JOBS ANNOUNCED	PROJECT DESCRIPTION	REGIONAL PARTNERSHIP ROLE	ECONOMIC IMPACT (DIRECT, INDIRECT & INDUCED)
WERNER ELECTRIC	79	Neenah-based electrical Warehouse and distribution company looking to double in size, seeking appropriate location for 200,000 sq. ft. building. Company considering Fox Cities location as well as out of state options	Provided assistance in identifying real estate options, coordination with WEDC for economic incentives, consultation on preparation of presentation for public sector, coordination of meeting with prospect community	\$ 21,241,767
PIPING SYSTEMS	119	Hortonville manufacturer engaged in \$5.5 million, 65,000 sq. ft. expansion associated with having landed a contract to supply pipe to a liquefied natural gas export facility in Maryland	Assisted the company with financial assessment, application and packaging of State incentives and site considerations	\$ 61,712,172
SARGENTO FOODS INC.	140	Cheese producer expanded Hilbert plant capacity and increased production jobs	Working with Plymouth, WI headquarters, Regional Partnership provided extensive labor and demographic research in response to company concerns about being able to access sufficient numbers of employment candidates	\$66,217,679
FAITH TECHNOLOGIES	350	Menasha-based company engaged in major expansion of its engineering sector	Responded to company request for potential real estate options. Responded to City of Menasha request for economic impact numbers associated with expansion	\$62,385,121
BERNATELLOS FOODS	18	Kaukauna-based frozen pizza manufacturer engaged in 25,000 sq. ft. expansion of its bakery department	Provided economic and industry-specific wage data to the company and packaged available local and State incentives	\$8,513,702
PARA TECH COATING INC.	37	California-based Parylene coating service provider looking to open a location in the Fox Cities - home to some of the company's largest customers.	Provided assistance in identifying available real estate options, coordination with WEDC for economic incentives and workforce training programs and subsidies	\$5,996,044

“As company leadership was considering where to expand, we were looking at options locally as well as out of state. The Fox Cities Regional Partnership assisted Werner Electric and worked with the Town of Grand Chute in trying to keep us in the region by identifying real estate options, coordinating with WEDC for economic incentives, and bringing in other local partners whose support was necessary in the making of this project.”

Craig Wiedemeier
Vice President of Operations
Werner Electric

“The Fox Cities Regional Partnership assisted Piping Systems with the application and packaging of State incentives, as well as with other site and financial assessments. Ultimately, the State of Wisconsin granted the company up to \$350,000 in Economic Development Tax Credits over the next three years to support our growth. The Village of Hortonville is also providing us over half a million dollars in incentives to support the project.”

Jeffrey M. Bunker
President
Piping Systems, Inc.

FINAL WORKPLAN – FY2016

PROGRAM AREA	OBJECTIVE	STRATEGY/ACTION ITEM	TIMING	PERFORMANCE MEASURES	LEAD	Priority
Existing Industry Retention/Expansion	Support growth of local primary employers by identifying needs and opportunities, providing access to available resources, including financial, workforce, real estate, incentives regulatory advocacy and training opportunities	Conduct structured visits to regional primary employers	On-going	Complete a minimum of 100 visits from 1/1 to 12/31	Dir. Existing Industry	1
		Provide support to expanding local primary employers	On-going	Track new job announcements against goal of 1,200 primary jobs	Dir. Existing Industry; VP	1
		Conduct one or two Talent Upload events (based on employer feedback/needs)	Fall 2015; Spring 2016	Minimum of 50 students and 15 companies for each event	Dir. Research & Technology	1
		Provide guidance on availability of loan funds to primary employers and area lenders	On-going	Provide support through application and review processes	Dir. Existing Industry	2
		Participate with area partners in events that serve primary employers (i.e. job fairs, export training, etc.)	On-going	--Co-sponsor a minimum of one career fair --Participate in formal export enhancement network	Dir. Existing Industry; VP Talent & Education	2
		Conduct targeted visits to remote corporate headquarters of local primary employers	On-going	Conduct visits to a minimum of two corporate headquarters	Dir. Existing Industry; VP	2

FINAL WORKPLAN – FY2016

Business Attraction	Continue promoting a regional brand (Made Better Here) and market internally and externally to build brand awareness	--Distribute monthly e-newsletter to internal and external audiences --Pursue opportunities for editorial placements in trade journals, business publications, etc.	On-going	Website visits increase by minimum of 20%	Dir. Research & Technology; Red Shoes PR VP; Red Shoes PR	1
	Develop productive relationships with site selection consultants	Engage with site consultants at appropriate conferences and through targeted city visits (FCRP/ I-41 Collaboration)	On-going	Face-to-face marketing contacts made with a minimum of 35 site selectors from 1/1 to 12/31	VP	1
	Increase regional economic development readiness by expanding inventory of regional "Ready-to-Build" sites	Conduct Site Selector Familiarization Tour of the Green Bay-Fox Cities Region	Fall 2016	Conduct one Fam Tour for a minimum of 4 site selectors in collaboration with the Greater Green Bay Chamber	VP; Dir. Research & Technology	1
		Refine and market the program to FCEPD partners and commercial brokers	On-going	Minimum of three sites certified as Ready to Build	Dir. Research & Technology	2
	Construct a tie between industry attraction and retention/expansion programs	Target suppliers identified by existing employers, and market Fox Cities in an effort to bring them to the area	On-going	Identify and market to minimum of six remote suppliers identified from 1/1 to 12/31	Dir. Existing Industry; VP	1

FINAL WORKPLAN – FY2016

Internal marketing	Increase awareness of and support for the Regional Partnership within the service area	--Distribute monthly e-newsletter to internal and external audiences	On-going	--Website visits increase by minimum of 20%	Dir. Research & Technology; Red Shoes PR	1
		--Conduct signature Regional Partnership events (e.g. awards forum, symposiums, etc.) that attract wide spectrum of customers and partners		--Conduct a minimum of one event		2
		Implement recommendations of adopted public relations plan aimed at eliminating confusion, defining mission and objectives	On-going	Positive changes in perception as measured by follow up stakeholder survey to be conducted 6/2016	VP; Red Shoes PR	1
		Facilitate a minimum of one "ED 101" workshop for elected officials, senior staff, boards and commissions, etc.	November 2016	Workshops attended by a minimum of 35	VP; WEDA/WEDC	2
	--Seek opportunities to speak about the Regional Partnership at local service clubs, associations and other community organizations	On-going	--Target of 10 presentations	VP	1	

HOW DOES ECONOMIC DEVELOPMENT WORK?



LOCAL GOVERNMENT

PRIVATE COMPANIES



FUNDING: Our investors provide support based on their commitment to the economic growth of the community, understanding that when development efforts are successful they will benefit – both directly and indirectly.

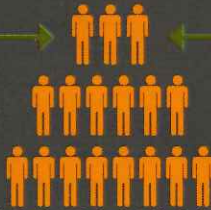
FOX CITIES REGIONAL PARTNERSHIP
A DIVISION OF **fc**

SUPPORT FOR EMPLOYMENT GROWTH:

We assist existing Fox Cities' primary employers to encourage expansions and hiring, as well as market the Fox Cities Region globally to recruit new business to the area.



EXISTING INDUSTRY RETENTION/EXPANSION



NEW INDUSTRY ATTRACTION



INFUSION OF OUTSIDE \$\$\$ INTO THE AREA:

As new wages circulate through our local retail, service, professional, government and non-profit sectors; our regional economy benefits.



BANKS



RETAIL



SERVICES



NON-PROFIT



TAXES

HIGHER STANDARD OF LIVING



FoxCitiesRegionalPartnership.com

TARGETED INDUSTRIES

PROJECTED GROWTH

+

HIGHER THAN AVERAGE WAGES

+

COMPETITIVE ADVANTAGES

=

FOX CITIES WEALTH

ADVANCED MANUFACTURING
PACKAGING
PAPER
ELECTRONICS
SPECIALTY MACHINERY



FOOD & BEVERAGE PROCESSING
DAIRY / CHEESE
GRAINS
FROZEN FOODS
CANNED GOODS



QUALITY BUSINESS SERVICES
INSURANCE
FINANCE
ENGINEERING
ARCHITECTURAL

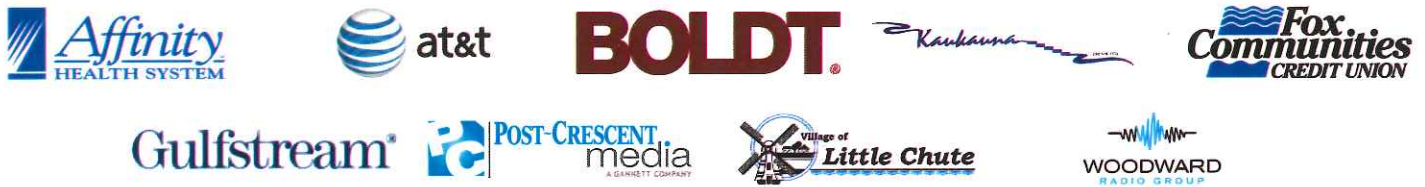


TRANSPORTATION MANUFACTURING
HEAVY TRUCKS
AEROSPACE
MILITARY
EMERGENCY EQUIPMENT

GOVERNORS CIRCLE



LEADERSHIP CIRCLE



INVESTORS CIRCLE



SUPPORTERS CIRCLE

- | | | | |
|------------------------------------|--------------------------------|-----------------------|------------------------|
| American National Bank Fox Cities | First National Bank Fox Valley | Outagamie County | Town of Menasha |
| Bank of Little Chute | Innovative Machining | Prospera Credit Union | Village of Hortonville |
| Business Lending Group | Garrow Oil Corp. | Time Warner Cable | Winnebago County |
| City of Appleton | Great Northern Corporation | Town of Buchanan | |
| CopperLeaf Boutique Hotel and Spa | Nordon Business Environments | Town of Grand Chute | |
| Consolidated Construction Co. Inc. | Martenson & Eisele | Town of Greenville | |

The following organizations provide Fox Cities Regional Partnership with specific tools to stimulate industry growth

