



Jayne Sellen

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About FCRP

- **Public/Private partnership working to enhance the local economy, expand economic opportunity and improve the quality of life for local residents by supporting the expansion of the local primary job base**
- **Division of the Fox Cities Chamber of Commerce**

Dedicated FCRP Staff



Jayme Sellen



Jennifer Brown



Amy Andersen

Outcomes

- **2019 – 2020 BRE Visits**
 - **201 visits in 17 different municipalities**
- **2013 – 2020 Expansion/Retention Projects**
 - **18 Companies**
 - **2,050 New/Retained Jobs**
 - **\$150,336,243 Annual Payroll**

Work during COVID-19

- Stronger Together Coalition
- Surveyed 142 local businesses on impact
- Followed up with 50 businesses for financial assistance (not RLF)
- Held weekly meetings for ED leaders

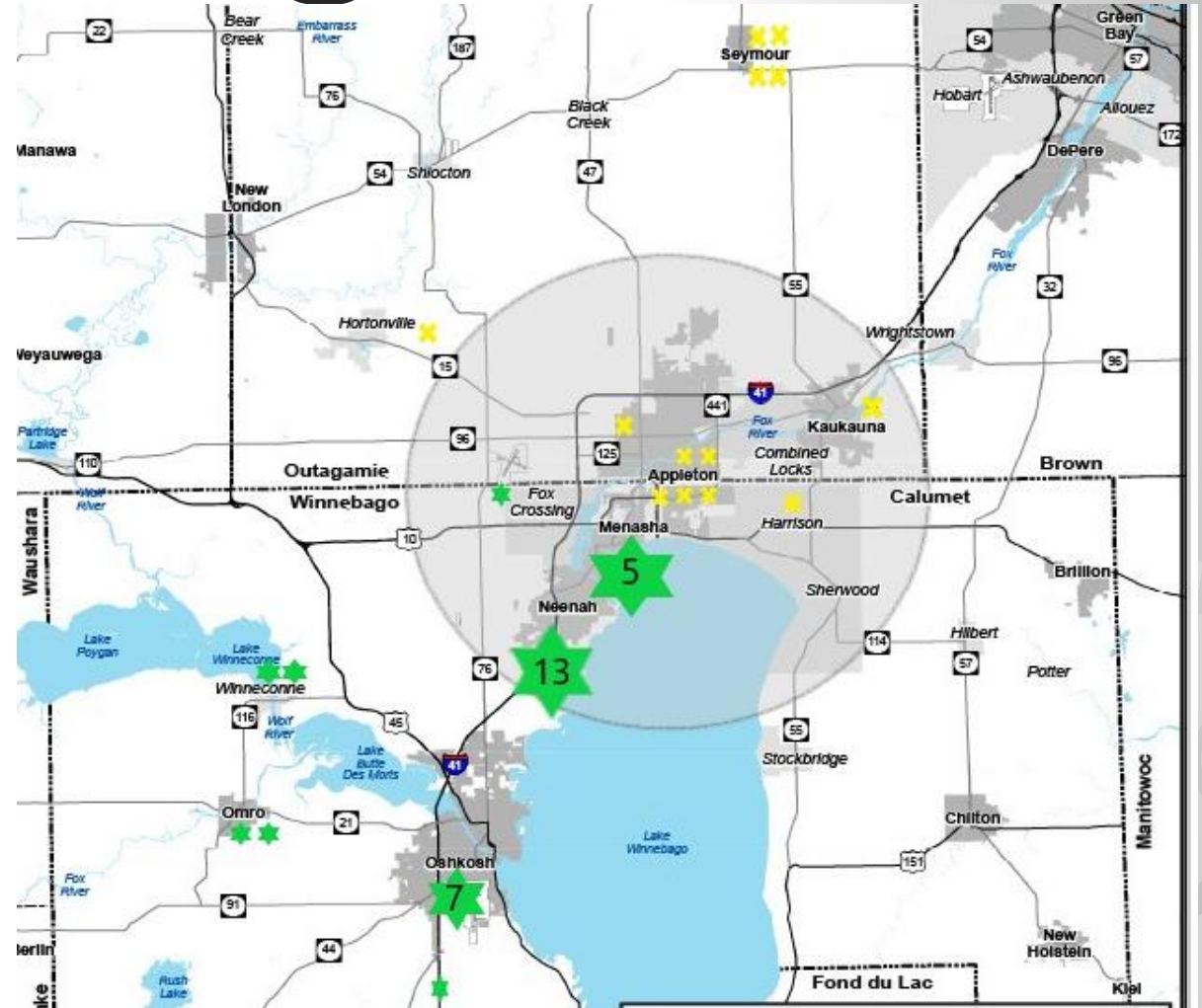


Work during COVID-19

- **Consulted with 47 businesses on FFCRA, CARES Act, SAH**
- **Drafted over 220 letters for WEDC's We're All In grant**
- **FCRP Strategic Plan**
- **Purchased and installed Synchronist**
- **Formed workgroup on FCRP funding and governance**

County RLF Programs

- Assisted 47 small businesses
- Injected over \$444,000 into community during COVID-19 Pandemic
- Directly retained over 400 jobs
- Types of businesses:
 - Restaurants
 - Metal Fabricators
 - Early Childhood Learning Centers
 - Retail Shops



Work with City of Appleton

- EDA Grant
- Research through JobsEq
- BRE collaborations

Looking Forward

- **Business Retention & Expansion Visits**
 - 80 to 100 visits each year
 - Target primary employers, bring municipal staff on visits
 - Collaborated to establish a list of 350 area businesses with municipalities
 - Synchronist to track BRE data & provide reports

Looking Forward

- **Business Attraction**
 - **Promote region with digital marketing, communications**
 - **Research/analyze local community factors for target industries**
 - **Inventory factors influencing business location decisions**
 - **Identify supply chain connections/opportunities**

Looking Forward

- **Talent**
 - **Collaborate with post-secondary on retraining unemployed or underemployed**
 - **Find creative ways to assist individuals in career search**
 - **Target talent marketing campaigns**
 - **Assist in building community readiness for diversity**

Questions?

