

2018 Per Capita Funding Allocations (Proposed)

Revised: January 19, 2018

<u>Municipality</u>	<u>2018 Allocations</u> <u>(\$1.12 Per Capita)</u>	
City of Menasha		\$ 16,741.00
City of Neenah		\$ 29,093.00
City of Omro		\$ 10,672.00
City of Omro	\$ 3,988.00	\$ 9,852.00
Town of Nekimi	\$ 1,586.00	
Town of Nepeuskun	\$ 820.00	
Town of Omro	\$ 2,507.00	
Town of Rushford	\$ 1,771.00	
Fox Cities Regional Partnership		\$ 8,510.00
Town of Clayton	\$ 4,549.00	
Town of Neenah	\$ 3,961.00	
Greater Oshkosh Economic Development Corp (GO-EDC)		\$ 84,125.00
City of Oshkosh	\$ 74,632.00	\$ 84,945.00
Town of Algoma *	\$ 5,294.00	
Town of Black Wolf	\$ 2,716.00	
Town of Nepeuskun	\$ 820.00	
Town of Utica	\$ 1,483.00	
Oshkosh Chamber of Commerce		\$ 3,881.00
Town of Algoma *	\$ 2,500.00	
Town of Oshkosh *	\$ 1,381.00	
Village of Fox Crossing		\$ 23,153.00
Village of Fox Crossing	\$ 21,159.00	
Town of Winchester	\$ 1,994.00	
Village of Winneconne		\$ 8,817.00
Village of Winneconne	\$ 2,681.00	
Town of Oshkosh *	\$ 1,381.00	
Town of Poygan	\$ 1,469.00	
Town of Vinland	\$ 1,953.00	
Town of Wolf River	\$ 1,333.00	
Town of Winneconne		\$ 2,694.00
Total 2018 Allocation		\$ 187,686.00
<hr/>		
Direct IDB Allocations		\$ 21,000.00
East Central International Trade, Business & Economic Development (ITBEC)(Winnebago Co Dues)	\$ 11,000.00	
Oshkosh Convention & Visitors Bureau	\$ 10,000.00	
GRAND TOTAL		\$ 208,686.00

* these communities have elected to split their allocations



February 2, 2018

Mr. Jerry Bougie, IDB Coordinator
Winnebago County Planning Department
112 Otter Street
Oshkosh, WI 54903-2808

Re: Winnebago County 2018 Per Capita Funding Expenditure Plan

Dear Mr. Bougie,

Enclosed please find the City of Menasha's 2018 Per Capita Fund Expenditure Plan for the Winnebago County Industrial Development Board's review. I will also be e-mailing the document to you.

The City of Menasha looks forward to continuing our economic development efforts in 2018 and appreciates the support of the Industrial Development Board.

If you have any questions or concerns, please do not hesitate to contact me at by phone at 920-967-3651 or by e-mail at sschroeder@ci.menasha.wi.us.

Respectfully,

Sam Schroeder
Community Development Director

2018
Winnebago County Industrial Development Board
Per Capita Fund Expenditure Plan
City of Menasha

Economic Development Objectives

Promotion

Promote the City of Menasha as a desirable place to live, work, and do business.

Business Retention, Expansion, and Recruitment

Build and retain relationships with existing and prospective businesses and industries to monitor their economic health and determine present and future needs. Provide information, referrals, technical and financial assistance that support business retention, expansion and development. Assist businesses and property owners with needs assessments and development plans, aid them with navigating local and state zoning and building plan approval processes, and help ensure adequate infrastructure and municipal services are available to facilitate rehabilitation and expansion efforts.

Program Coordination

Coordinate with other entities to foster and establish private-public partnerships in support of economic analysis, business development and marketing strategies.

Marketing

Develop advertising and marketing materials on multi-media platforms to promote available development sites. Initiate contact and conduct follow-up with parties interested in expanding their existing operations or with prospects interested in locating their business within the City of Menasha.

Capital Improvement related to Development

Improve the built environment within Menasha's commercial and industrial areas to provide needed amenities that support existing commercial activities and encourage development; promote an environment desirable to employers, employees and visitors; pursue land purchases and environmental clean-up of vacant and abandoned properties, particularly vacant former manufacturing sites.

Scope of Work

The scope of work involves direct expenditures for developing and distributing marketing materials, providing staff time related to business retention, meeting with prospects, project development, program coordination, and hiring consultants to provide assistance with economic development analysis' and initiatives.

Proposed Program Budget

Business Retention, Expansion, and Recruitment

- \$14,000 Staff time allocated to business retention and recruitment including prospect meetings, project coordination-management and development assistance efforts.
- \$17,573 Participation in the Fox Cities Regional Partnership and taking part in programs such as Talent Upload, I-41 Corridor Marketing Collaborative, and the Site Selector Tours.
- Conduct site visits and business retention visits with local industries.

Program Coordination

- \$2,500 Staff time associated with program coordination and project development assistance with agencies including but not limited to Wisconsin Economic Development Corporation, Fox Cities Economic Development Professionals, Fox Cities Regional Partnership, Menasha Area Business Group, Fox-Wisconsin Heritage Parkway, and Winnebago County.

Marketing and Promotion

- \$14,500 for advertising and marketing of available development sites throughout the community with special focus on the Oneida Street (USH 10) and Lake Park Road (CTH LP) corridors.
- \$10,000 in grants and loans for commercial building rehabilitation in the downtown commercial corridors designed to encourage reuse and rehabilitation of existing commercial building inventory and promote historic preservation and cultural tourism.
- \$22,500 used to implement the Paint and Restore Program to improve housing stock throughout the community thereby providing desirable housing options used for the recruitment and retention of employees of current and future businesses.
- Undertake environmental assessments, property appraisals, and engage legal counsel in preparation for the acquisition and redevelopment of multiple distressed industrial properties. Also, engage professional services to assist with evaluation, planning and marketing of redevelopment sites.
- Update the City's website and development material as it pertains to community development in coordination with the city's on-going website redesign efforts. Includes staff/intern time and professional services.

Capital Improvement related to Development

- \$20,000 for the design, planning and engineering services related to the 2020 reconstruction of Water Street. It is anticipated that this effort will enhance the waterfront for public access and recreation while being an impetus for future interest in redevelopment of the Water Street corridor from the Lock site/Trestle Trail to Tayco Street.

2018 IDB Per-Capita Fund Award Utilization

\$ 3,000*	Reallocate to the Fox Cities Regional Partnership
<u>\$13,741</u>	Retained by the City of Menasha to be applied to the City's various Economic Development Program activities.
\$16,741	TOTAL

**Note: the City of Menasha has contributed an additional \$14,573 of City funds in support of the Fox Cities Regional Partnership.*

Program Accomplishments – 2017

Business Retention, Expansion, and Recruitment

- Administered development agreements with the Ponds of Menasha, Cypress Homes, PJC Group LLC, Gilbert Development Company, LLC, Woodland Development LLC, Van's Realty, and Multi-Storage LLC.
- Processed building alterations and façade improvement grant/loan applications related to projects in the City's Historic Districts.
- Worked with the Fox Cities Regional Partnership staff and Menasha Utilities on business retention visits to "primary employers."

Program Coordination

- Managed the City's ten Tax Increment Districts including the closure of one.
- Represented the City with various outside agencies and boards such as the Fox Cities Regional Partnership, Neighborhood Partners Network of the Fox Valley, Menasha Business Group, NE Chapter American Planning Association, etc.
- Coordinated with WisDOT on the USH 441 reconstruction projects and the Racine Street bridge reconstruction. Worked with WisDOT and Calumet County on planning the reconstruction of the CTH LP.
- Administered a Site Assessment Grant (SAG) grant to fund exploration of site conditions and finished building demolition for property at 867 Valley Road.

Marketing and Promotion

- Planning and lot purchases associated with the Loop the Lake regional trail development.
- Developed a Downtown Vision Plan that will be used as a marketing tool that provides a clear message for the development and redevelopment goals within the City center which will guide future development in years to come.
- Continued efforts for updated webpage.
- Assisted real estate services in updating and maintaining a listing of available commercial and industrial buildings within the City.
- Completed and began implementation of an external marketing and branding strategy to promote new development and redevelopment within the City.
- Continued marketing sites in the Midway Business Park as well as properties located on Lake Park Road (CTH LP).

- Continued efforts to promote redevelopment of Menasha's downtown, Third Street and Racine Street corridors resulting in multiple business relocations and new establishments.

Capital Improvement related to Development

- Constructed downtown hardscape at the southern terminus of Mill Street within the Main Street corridor.
- Initiated the construction of the "Loop the Lake" project which will continue to expand our collaboration and regional trail connections.
- Executed and managed a Land Purchase Agreement between RR Donnelley and the city/RDA.
- Began initial Water Street corridor planning including lock site visioning report, Valley Marine lease and trail development from Water Street to lock site.

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following eight (8) Economic Development Eligible Funding Program(s) that best match your proposed project, and include the Total cost of each program (**Column 1**) and amount of IDB Per Capita funding you propose to allocated for each program (**Column 2**):

	<u>Column 1</u>	<u>Column 2</u>
Eligible Economic Development Project / Program	Total Cost (\$) of Project / Program	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Project/ Program
1. Brochures / Marketing Materials	\$2,520 City Guide & Destination Guide	\$2,520
2. Seed Money for Econ. Dev. Financing Programs(s)	\$17,573 FLRP	\$3000
3. Studies directly related to Econ. Dev. Programs/Projects	\$20,000 Water Sr Study/Design	\$3,000
4. Other Promotional Programs (example: trade show booths)		
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$14,000 staff time business retention / recruitment	\$5,721
6. Funding of Administrative Activities and/or Positions	\$2,500 staff time program coordination	\$2,500

7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in 2 nd column should equal your Per Capita Funding Request from IDB)		\$16,741.00

Your report must also address the following two statements (on a separate sheet of paper/cover letter)...

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available.
2. 2018 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) of the funding allocation for your proposed project and program(s) for the current year.



January 30, 2018

**CITY OF NEENAH 2018 FUNDING REQUEST
WINNEBAGO COUNTY INDUSTRIAL DEVELOPMENT GRANT**

Requested Level of Funding: \$29,093.00

Community Economic Profile

Neenah has built a strong economic base, supported by a good business mix. Prominent companies dealing in paper products, printing, electronics, flexible packaging, cast metals, insurance, finance, and health care lead our economy. Construction activity in 2017 increased approximately 3% from 2016 with a total of just under \$51 million of new tax base added. This new investment tracks slightly below the five-year average of \$53 million.

The City continues to market industrial sites in the fourth expansion area of the Southpark Industrial Center. Manufacturing growth in 2017 was led by Horseshoe Beverage investment of \$10 million in their Southpark Industrial Center facility and a \$1 million addition at Galloway Corporations. Tax Incremental Finance District Number 10 (TID No. 10) on the west end of Downtown, is now home to Plexus' new \$10 million Design Center and the 200+ engineers that moved to the facility in June of 2017. Newly created TID Number 11 on Neenah's far west side is home to the Pendleton Park condominium style apartment development. 48 new living units were added to the development in 2017, adding over \$4 million to the tax base.

The City's Green Bay Road/Winneconne Avenue corridor is providing growth opportunities for commercial and residential development. American Grand has nearly completed their second phase of construction on a residential living facility that in total will add \$7 million to the tax base. Additional commercial development in this corridor is anticipated in 2018.

All of these business growth initiatives were supported by funds from the Winnebago County IDB. These funds supported professional economic development efforts in marketing, advertising, and business recruitment. In 2017, the IDB funds assisted with administrative tasks associated with economic development including IEDC training, retention visits with area businesses, response to site information requests from a number of businesses, economic development studies and expansion projects for several manufacturing and commercial facilities. The funds were also utilized as part of an on-going partnership with the City of Oshkosh in efforts to explore the feasibility of a municipally owned wetland bank.

2018 Economic Development Strategy

By creating an environment for growth, progress, and opportunity, the City of Neenah and its partner organizations have been successful in attracting high quality development projects to the greater Neenah community. Resourceful planning and management at the local government level should continue to produce excellent economic results in the future. Economic development activities in 2018, which will be enhanced with the funding made possible from the Winnebago County IDB, include:

- Support of economic development and marketing programs for all commercial and industrial business neighborhoods.
- Marketing industrial sites for sale in the fourth expansion of the Southpark Industrial Center.
- Managing capital development and marketing programs in all Tax Increment Districts and in the Neenah Central City Business Improvement District.

- Managing Downtown redevelopment initiatives; continue a business recruitment program aimed at attracting residential, office, retail, and dining/entertainment uses, particularly in the Gateway Redevelopment Area.
- Managing Downtown parking system and evaluate options to improve parking supply specifically for the Downtown employment centers.
- Promoting sustainable practices in all economic development projects.
- Producing collateral materials to be used in community promotion and marketing efforts.
- Working cooperatively with our economic development partners on area-wide promotion and marketing efforts.
- Complete wetland mitigations of City-owned land in Southpark Industrial Center in order to improve the marketability and developability of those sites.
- Several economic development studies including an overall economic development strategy for the Department, market research along the S. Commercial Business Corridor and possible ingress/egress improvements to the Southpark Industrial Center.
- Continue towards the implementation of a municipally owned wetland bank in partnership with the City of Oshkosh.

2018 City of Neenah Industrial Development Grant Budget

• Print Advertising	\$ 2,000.00
• Economic Development Studies	\$ 12,593.00
• Promotional Materials Design/Printing	\$ 1,000.00
• Business Recruitment/Retention Expenses	\$ 5,500.00
• Economic Development Administrative Activities	\$ 4,500.00
• Membership Dues	\$ 3,500.00
Total	\$29,093.00

With a successful track record from past partnership efforts and with the continued support of the Winnebago County Industrial Development Board, the City of Neenah is committed to furthering the economic growth and vitality of our county. We look forward to working together with you in the coming year.

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following eight (8) Economic Development Eligible Funding Program(s) that best match your proposed project, and include the Total cost of each program (**Column 1**) and amount of IDB Per Capita funding you propose to allocated for each program (**Column 2**):

	<u>Column 1</u>	<u>Column 2</u>
Eligible Economic Development Project / Program	Total Cost (\$) of Project / Program	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Project/ Program
1. Brochures / Marketing Materials	\$4,000	\$2,000
2. Seed Money for Econ. Dev. Financing Programs(s)	\$25,000	\$0
3. Studies directly related to Econ. Dev. Programs/Projects	\$100,000	\$12,593
4. Other Promotional Programs (example: trade show booths)	\$2,000	\$1,000
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$38,000	\$5,500
6. Funding of Administrative Activities and/or Positions	\$25,000	\$4,500

7. Membership dues in Econ. Dev. Organizations	\$27,500	\$3,500
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in 2 nd column should equal your Per Capita Funding Request from IDB)	\$221,500	\$29,093

Your report must also address the following two statements (on a separate sheet of paper/cover letter)...

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available.
2. 2018 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) of the funding allocation for your proposed project and program(s) for the current year.



January 31, 2018

Winnebago County Industrial Development Board
c/o Jerry Bougie, Planning Department
PO Box 2808
Oshkosh, WI 54903-2808

Dear Jerry,

Attached you will find the City of Omro's 2018 Per Capita Fund Expenditure Plan for review and consideration by the Industrial Development Board.

Should you have any questions regarding the application, please feel free to contact me directly.

Sincerely,

Dana Racine

Dana Racine
Community Development Director
dracine@omro-wi.com
920.685.7005 ex.22
130 W. Larrabee St.
Omro, WI 54963



2018 Per Capita Funding Summary

The Omro Area Development Corporation (OADC) will be responsible for the Per Capita Funding received from the following communities in 2018:

<u>Municipality</u>	<u>Per Capita*</u>
City of Omro	3,988.00
Town of Nekimi	1,586.00
Town of Omro	2,507.00
Town of Rushford	1,771.00

These communities have a combined population that results in a total Per Capita eligible funding amount of \$9,852*. This money will be used to promote the Omro Industrial Park, Omro's downtown commercial development, as well as market the overall city of Omro.

*This amount subject to approval by the Industrial Development Board

Intentions for the 2018 Budget

The Omro Area Development Corporation will be focusing on the following objectives in 2018: 1) Promote the Industrial Park; 2) Continue to work at filling any current vacancies in commercial and industrial buildings; 3) Continue to promote tourism and traffic along the Fox River and in Downtown Omro; and 4) Support Future Omro, Chamber-Main Street program's objectives of economic restructuring, organization, design, and promotions to revitalize and reinvest in Omro which will strengthen overall economic growth in the entire City.

The following is how we intend to achieve our objectives:

- Keep informed on existing business needs in Omro to nurture future expansion plans.
- Market existing buildings and sites which are for sale or lease.
- Market the Omro Industrial Park's expansion both within and outside Omro.
- Provide a revolving loan program to assist businesses with development needs.
- Market and promote Omro through a multimedia campaign that involves on-line advertising, printed advertising, flyers, brochures, billboards and media advisories.
- Continue to work with the City of Omro, Future Omro Chamber-Main Street Program, Omro Business Improvement District, surrounding communities, and Winnebago County to enhance the economic development picture in the community.
- Continue to utilize City of Omro, OADC and Future Omro's websites as a recruitment tool for new businesses and as a source of information for existing businesses.
- Update the Omro Industrial Park's covenants to help City Council, the OADC board and prospective buyers better understand the development process and standards.
- Revise the agreement between the OADC and the City of Omro.

Winnebago County Per Capita Funding Application

Budget for 2018 Winnebago County Per Capita Funding Program

Project Description	Total Cost	Cost Covered by IDB Funding	Other Funding Sources
Tourism Ads in Visitors Guides, Welcome Bags for New Residents and Visitors, Information Booth Materials	\$5,000.00	\$1,000.00	OADC, Future Omro Chamber-Main Street Program, Business Improvement District, City of Omro
Marketing of Omro -Industrial Park Mailings and Postcards -In-person Visits to Developers/Planners -Info Packets to Prospective Buyers -Print Ads in Trades Publications - Include Properties on-line www.futureomro.org/available-properties and Google Ads	\$10,000.00	\$3,652.00	City of Omro, OADC
Discover Wisconsin Multi Media Campaign	\$9,500.00	\$1,000.00	City of Omro, OADC, Future Omro Chamber-Main Street Program
Community & Economic Development Position (Support to Market the Industrial Park and the City of Omro)	\$49,500.00+ benefits	\$4,200.00	OADC, Future Omro Chamber-Main Street Program, Business Improvement District, City of Omro
TOTAL COSTS	\$77,500.00 +	\$9,852	

Past Use of Funds and Results

The Omro Area Development Corporation (OADC) was generously granted \$12,814.00 from the Winnebago County Industrial Development Board in 2017. Over the past four years downtown storefront vacancy has become a key issue for Omro, with one third of the entry level buildings sitting empty. In an effort to improve the business environment, the creation of a business repository which lists the inventory and status of each commercial and industrial parcel was developed. Recruitment of specific types of businesses was gathered from prior market analyses, this lead to the development of various marketing collateral and encompasses available property listings on-line. Because of the listings on Future Omro's Available Properties page, several leads have generated, and a new business has moved into downtown.

To retain businesses in Omro, outreach efforts have been on-going. One example includes a company, having outgrown their current location, is now seeking to purchase a parcel in the new section of the park to build and relocate to. The industrial park has also had a shift in existing building ownership with a few new businesses moving in, including Monroe Fabrication, Creative Landscaping and GRP Mechanical. The final portion of CC & R building was also

Winnebago County Per Capita Funding Application

completed, and the company is now operational. A TIF was also created and includes a portion of phase two of the industrial park. Construction of a new CBRF, Country Villa Assisted Living is underway. Phase one of the project includes a 24-bed facility, job creation of approximately twenty positions including a full-time RN and contains a development incentive allocated from the established TID. Expected completion of the project is a February/March timeframe. The project was awarded the Omro Herald Newsmaker of the year award and is eagerly anticipated by the community.

The OADC moved forward with advertising the available parcels for sale on a multisite billboard campaign on highway 21, which reaches 11,000 to 14,000 travelers per day. They also contributed to a three phase placemaking project with crossing flags, dog waste receptacle systems and a little library. OADC funded several print advertisements which were featured in trade publications as well as a portion of a Discover Wisconsin segment featuring Omro.

The Omro Business Improvement District Board revised the façade grant program in 2017. The reimbursement amount was increased to \$1,000 for façade improvements and \$500 for signage with an additional 10% when a local contractor is utilized. The program now requires reference to the Future Omro Design Guidelines as a document to follow when making alterations to the properties. Because of the additional funding amount, several key projects located on Main Street took place to the rear, Fox River facing, facades including masonry improvements to four of the historic buildings. A tree growing out of the soffit, was cut down and bricks which could be extracted by hand, are now securely in place. Since 2013, over \$14,000 in funds have been provided to the property and business owners through this program. Since 2011, over \$6,500,000 in private investment and \$1,000,00 in public investment has taken place in Omro.

2017 marked a momentous year with the majority of Omro's large-scale events celebrating milestone anniversaries including the 30th year of the Memorial Day Car Show and 4th of July Celebration. A welcomed addition to the Car Show was the Touch a Truck where children and families enjoyed seeing a variety of vehicles from local businesses and organizations. Because of the additional activities, attendance grew by over 20%. The Lewis Drobnick & Ed Goss Memorial Fox Trot 5k Run/Walk got the community out and moving for its 25th year. Omro also participated in Wisconsin Main Street's Downtown Open House event where twenty historical sites held behind scene tours of the historically significant spaces. Unique, never seen before sites include an octagon house which hosted over 200 visitors coming as far as Milwaukee and Minnesota. This was also ideal timing for a rededication of the three-year long project which revitalized Omro's fifty site Historic Walking Tour. Two vacant storefronts were showcased by transforming them into pop-up museums for the day. One of the buildings, 109 E. Main, underwent a clean-up transformation thanks to the efforts of volunteers in the community. The private-public project brought together efforts including funding from Future Omro, OADC, City of Omro, and the Omro Area Historical Society. Having held twenty-four events and an estimated 18,000 people in attendance, these events continue to bring visitors to Omro and provide area businesses additional exposure to a larger market.

Thanks, in-part to the Per Capita Funding Program progress throughout Omro can be seen by the various improvements and filled storefronts. We look forward to continuing successful development projects and making Omro a great place to live, work and do business throughout 2018.



FUTURE OMRO

CHAMBER | MAIN STREET

2017 Annual Report Presentation



Placemaking

What the heck is this anyway Dana?

Multi-faceted approach to the planning, design and management of public spaces which enhances a community

These projects were funded through both the OADC and Future Omro. Thanks to Public Works for their assistance with installation.

Phase I:

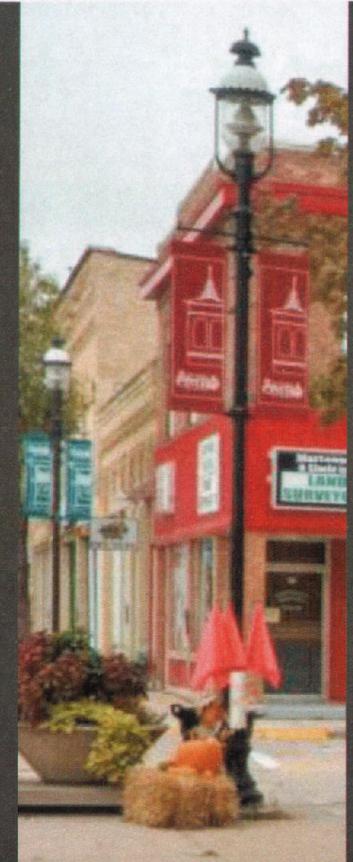
Main Street Flags-5 highway locations with several at crossing points of children

Phase II:

Dog Waste Receptacles-8 in parks and main areas

Phase III:

Little Library-South Scott Park with fox paw prints leading to the Carter Memorial Library



Most of the Little Library materials were donated by the Omro Building Center and it was built with pride by Bob Daoust

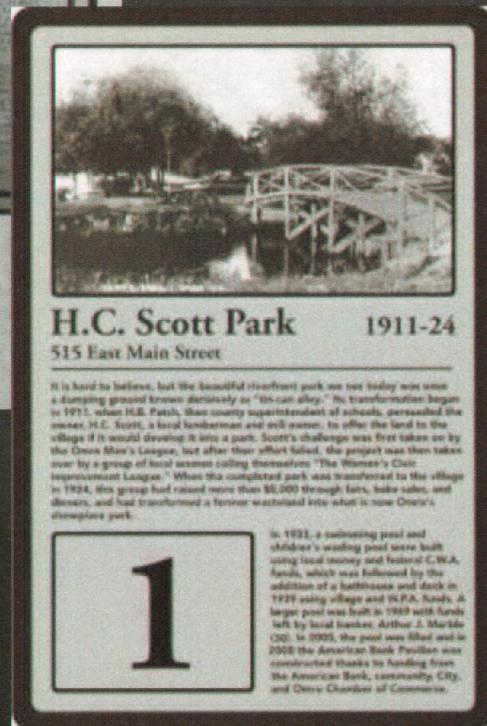
Omro Historic Walking Tour

- Revised walking routes with new signs on businesses & homes
- New brochures completed, placed in N. Scott Park & info booth
- Online tour created at FutureOmro.org
- Smartphone scan QR code to walk through the online tour



Before

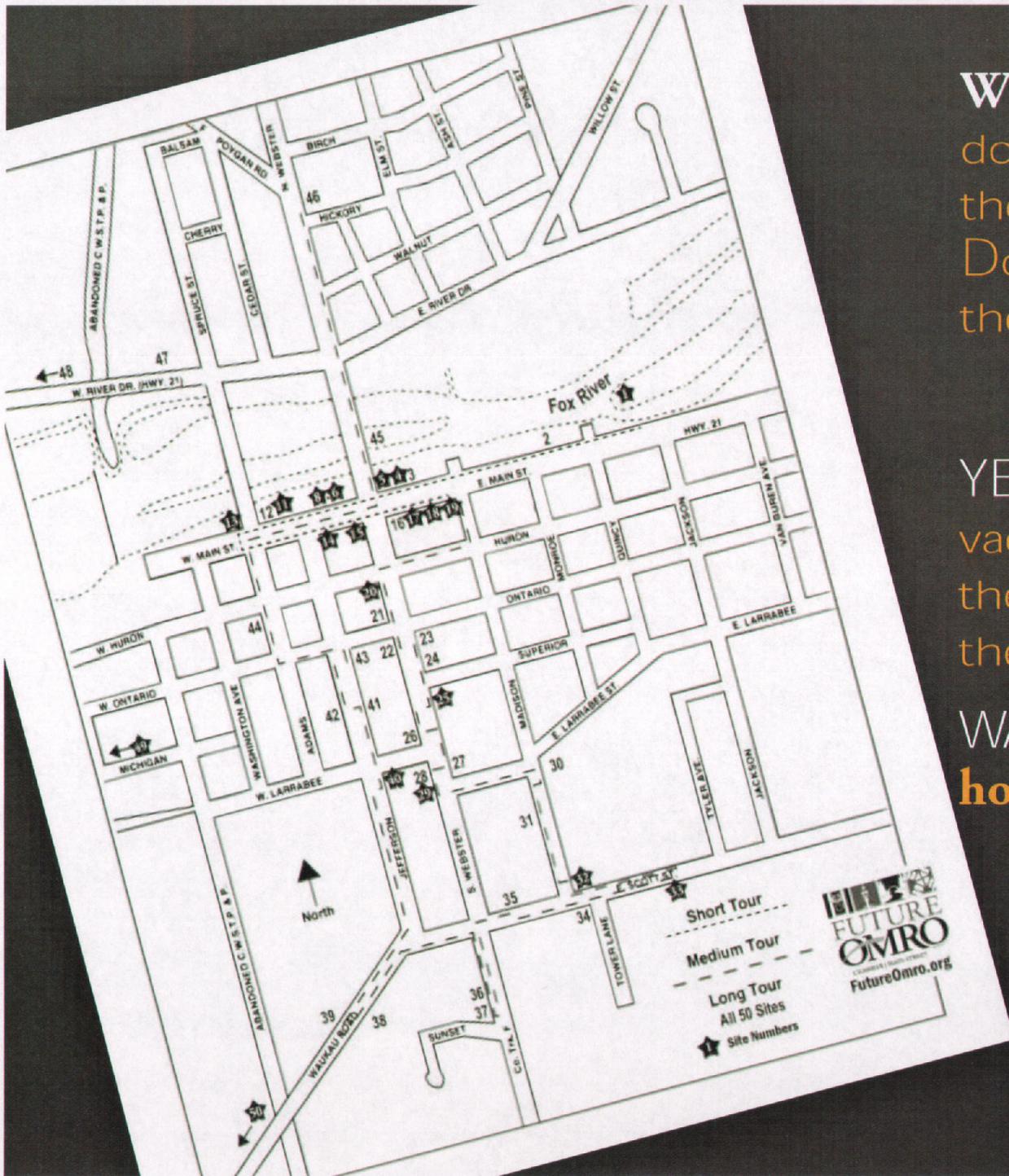
After



Please Enjoy a Complimentary
**Omro Historic Walking
Tour Brochure**
(one per person please)

This location is the first of
50 properties on the tour. The
various tours are listed in the
brochure. Follow along on a
device by visiting
www.FutureOmro.org or
scan the code below to :

Another Community
Project Brought to You By:



With the tour completed...
do we want to be a part of
the second state-wide
Downtown Open House in
the spring of 2017?

YES! **Let's showcase our**
vacant buildings and put
them to use for during
the tour!

WAIT! We need to do some
house cleaning...

Short Tour
Medium Tour
Long Tour
All 50 Sites
Site Numbers

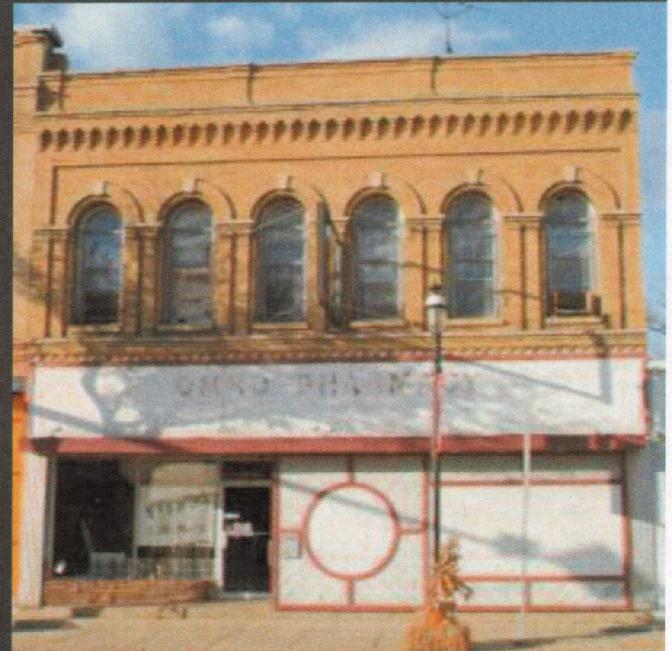
**FUTURE
OMRO**
COMMUNITY ORGANIZATION
FutureOmro.org

109 spring clean up

Call to Action:
Thanks to Future Omro
staff & members, Legion
& Auxiliary, and Masons
for answering the call

Also, to Advance
Disposal

Before



After

HELP Restore 109

On Friday, April 28 from 8 am - 4 pm we invite you to help us on 109 E. Main St., the former Carter Pharmacy. In order to get the building prepared for the Omro Downtown Open House event on May 13 and sold or leased, we need to improve the curb appeal both inside and out. The project involves painting parts of the old wooden facade on the exterior and doing some cleaning inside. What we need from you are your time and your muscles.

Throughout the year, Ken Rossow, owner of Carter Pharmacy, has given to numerous community members and organizations through his generosity and support. Now we have an opportunity to repay him by helping to restore Carter's old building. Contact Don with Future Omro at don@future-omro.org or call 685-700 for more information.

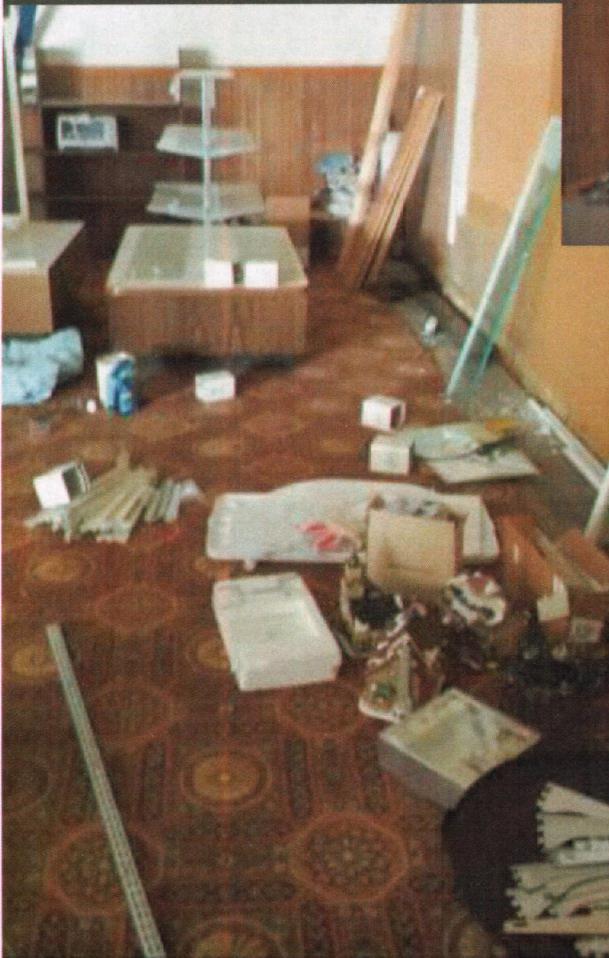
Together we are making a difference in Omro

The 109 E. Main Street history

W.W. Race Building, 1871

Both a decade before its neighbor to the west, this is the oldest extant of Omro's masonry low buildings with commercial buildings. Its grand second story windows being an especially fine feature. W.W. Race ran a hardware business at the west end of the street for many years while the east end was first occupied by Davidson Bros. hardware and dry goods store. A few years later this space was occupied by a drugstore and dry goods store. In 1911 the building was occupied by a drugstore and dry goods store. The first Omro Library to be placed in its store. The library started as a store. The most well known pharmacist to this location was Charles W. Brown, who in 1911 moved the first Omro Library to be placed in its store. The building is located on the east end of the street and has a brick room was utilized to house the printing collection. The building is located on the east end of the street.

Before



After

Downtown Open house



20 Sites to Tour

10 am Re-dedication of Tour, **Scott Park**

Military Uniform and Flag Collection

W.P.A. Parade Costume Collection

Unique **Octagon House**

4 People buried in **Omro Cemetery** &

connected to Sites or Buildings in the Tour

Omro Site Information and Locations:

FutureOmro.org/open-house



W.P.A. Collection



Thanks to the Omro Area Historical Society, Legion Post 234 & Auxiliary and Future Omro Volunteers

Façade Grants

The program was revised this year:

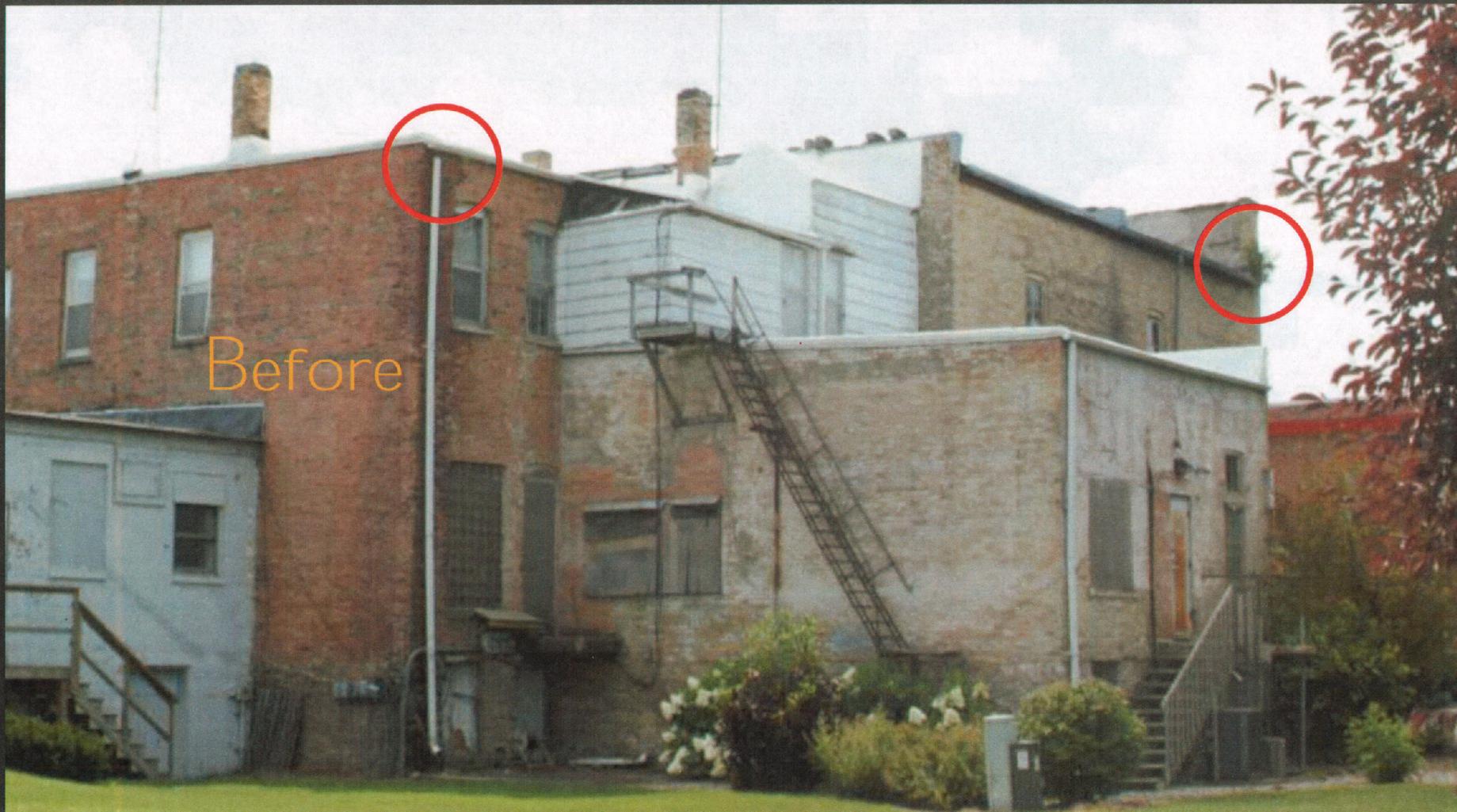
- ◆ Increasing the reimbursement amount to \$1000 for façade improvements and \$500 for signage with an additional 10% if a local contractor is utilized
- ◆ Now required: reference the Future Omro Design Guidelines as a document to follow when making improvements to properties
- ◆ Since 2013, over \$14,000 in funds has been granted back to the property and business owners through this program
- ◆ Since 2011, over \$6,500,000 in private investment and \$1,000,000 in public investment

**Rear Façade Masonry Repairs Completed
October 2017**

103 East Main Street (Los Amigos)

109 East Main (former Omro Pharmacy)

117 West Main & 123 West Main (Art by U & Machak Dental)



After





Business Recruitment

Future Omro Welcomes:

- **Shipping Containers Unlimited, Ron Killam
(230 McKinley Ave.)**
- **Los Amigos, Sandra Bejar & Mother, Julia
(103 W. Main)**
- **Art by U, Shawn Loskot
(117 W. Main)**

Action Through:

- On-line leads through FutureOmro.org, LoopNet, CoStar, LocateIn (**WEDC's site**)
- A new TIF district was created east of the city, thanks to City Administrator, Linda Kutchenriter, Mayor Wright and City Council
- Groundbreaking on CBRF, Country Villa, phase I includes 24 beds

Ground Breaking & Ribbon Cutting

A flyer for 'Art by U Studio' featuring a drawing of a building facade and a colorful abstract design. The text on the flyer provides details about a ribbon cutting event and a grand opening.

Art by U
studio & gallery
117 W. Main Street, Chaska | 952.885.1432

You are invited to the art by U
Ribbon Cutting
at 2 pm on Shop Small, Saturday, November 25, 2017

Plus Grand Opening All Day
Tour the studio & gallery

Enter to win a "Glaze & Sip" event
Includes one hot glass of wine or non-alcoholic beverage
per person up to 12 people and 25% off pottery piece of
your choice. Receive an extra entry by "checking in" on our
Facebook page (one extra entry per person. Enter in person
11:25-17 or on Facebook only.)

Three opportunities to win a wine basket
Includes wine and gourmet items will be exchanged for
non-alcoholic beverages if winner is under 21 years of age.

Enjoy light appetizers
25% off a pottery piece of choice in November only

ART BY U - STUDIO
OCTOBER 19, 2017



Volunteers

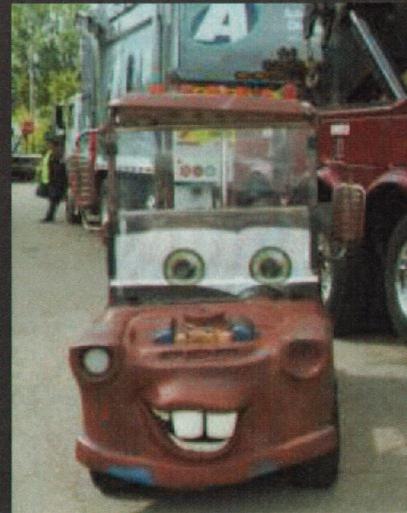
- Lifeline for Future Omro
- Thank you to all our volunteers who generously volunteered over 900 hours worth over \$21,000
- Volunteer Binder
- 2017 Steen Volunteer of the Year Award goes to...



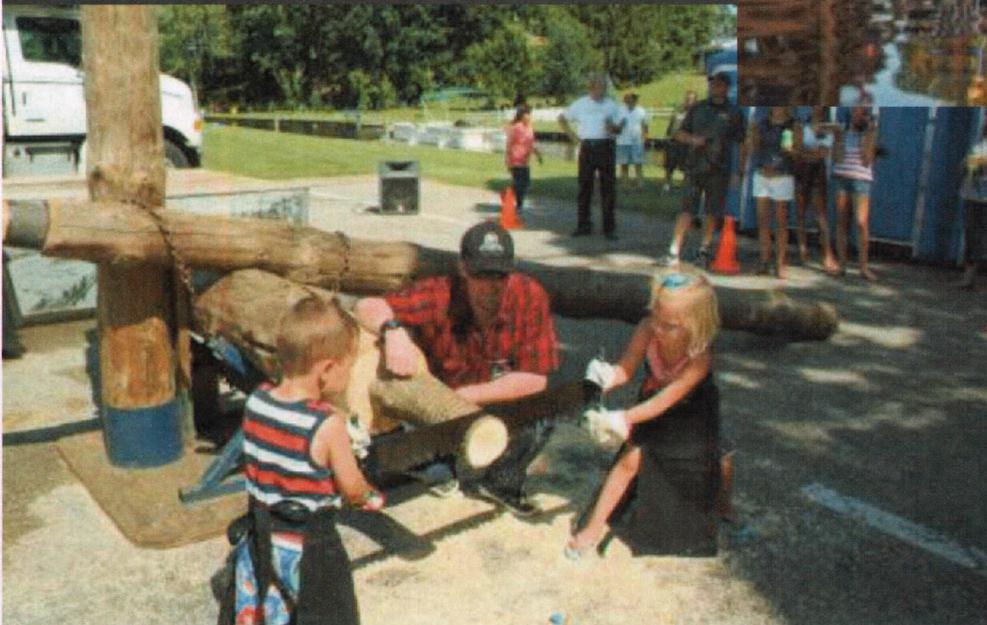
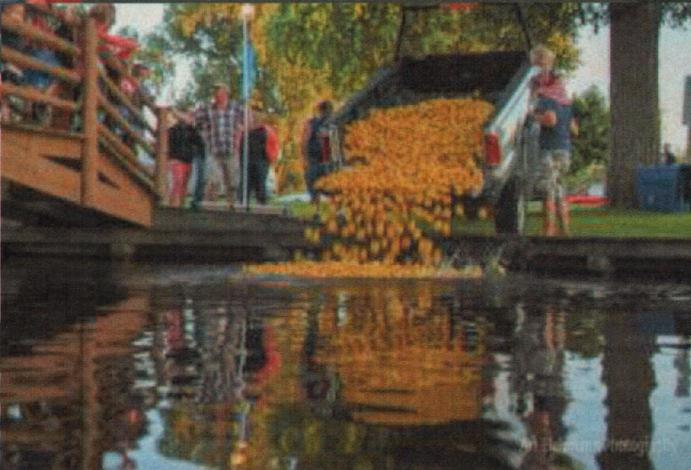
2017 Events

- **Over 17,000 visitors attending 24 events**
- **2nd year SOLD OUT of Food and Beverages on Memorial Day and 4th of July**
- ▶ Downtown Open House, May 13 Rededication of Historic Walking Tour
- ▶ 30th Annual Memorial Day Car Show
- ▶ Added MORE Music at the Market Nights
- ▶ 30th Annual Duck Race with 3 Lumberjack Shows
- ▶ Oktoberfest first Saturday in October and included a Omro Chili Cook-Off at Legends, 8 businesses competed and \$500 raised for the Police & Fire Holiday Baskets
- ▶ 25th Annual Lewis Drobnick & Ed Goss Memorial Fox Trot
- ▶ Cookie Walk & Holiday Parade

Memorial Day Car Show



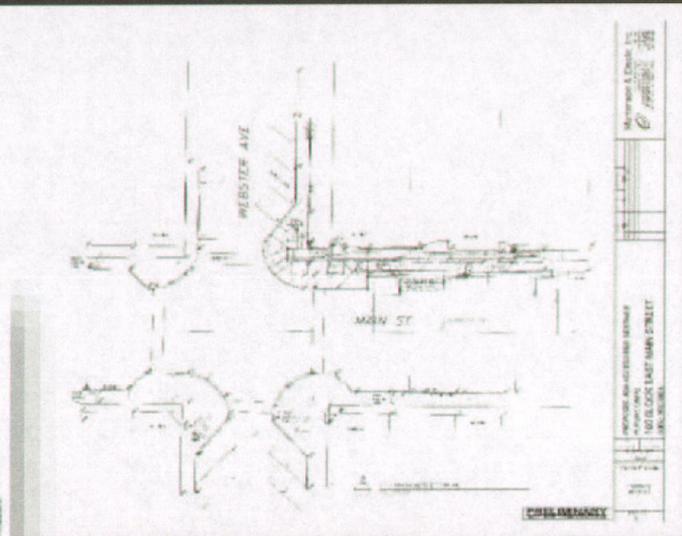
4th of July



Cookie Walk & Holiday Parade



2018...



- Future Omro is proud to be the newly elected Charter Org. for Troop 623
- Working with School District on Future Omro Student Scholarship
- After 6 months of discussions with the DOT, continuing with next phase of plans for the Handicap Accessibility Ramp to the 100 East Block of Main St.
- Began discussions on Dumpster Corral on River Walk behind 100 West Block of Main St.
- Joint effort with Town of Algoma, Village of Winneconne, Omro and Oshkosh to create a Winnebago County Bike/ Pedestrian Map



To: Jerry Bougie, IDB Coordinator
Winnebago County Planning Department

From: Peter Thillman 
Vice-President

CC:

Date: January 19, 2018

Re: IDB Per Capita Economic Development Funding Allocations

Comments: This document contains:

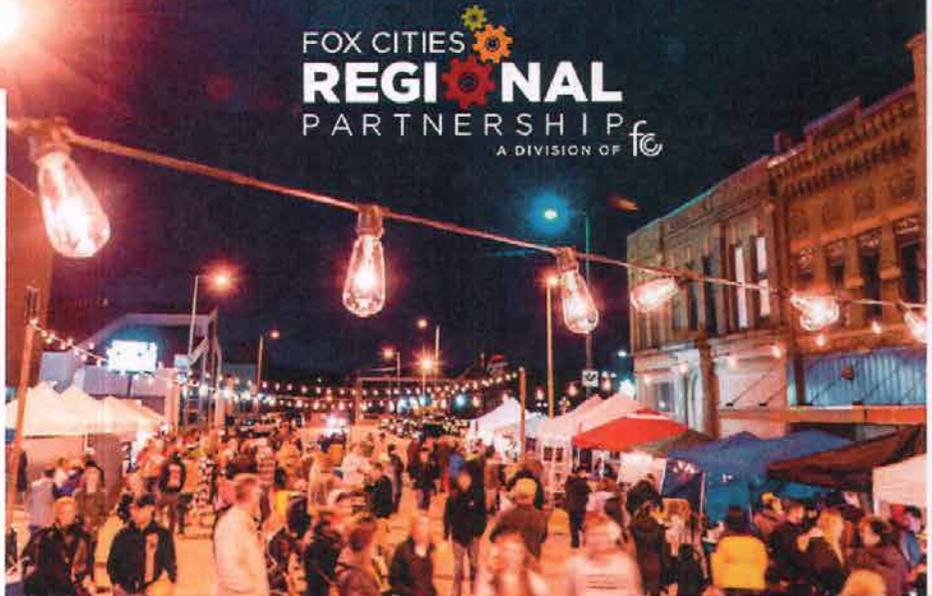
- 1.) The Plan Submittal Form
- 2.) Prosper Fox Cities 2018-2022 Economic Development Campaign
- 3.) 2017 Program Highlights
- 4.) 2018 Workplan
- 5.) 2018 Budget

PROSPER FOXCITIES

ECONOMIC DEVELOPMENT CAMPAIGN 2018-2022

FOX CITIES
REGIONAL
PARTNERSHIP
A DIVISION OF fc

The Fox Cities Regional Partnership serves as a catalyst and collaborator to help recruit, develop and retain talent in the Fox Cities; retain and support growth of existing businesses; and recruit businesses to Calumet County, Outagamie County and northern Winnebago County.



2022 MEASUREMENTS OF SUCCESS

When businesses thrive, we all prosper. Here are our measurements of success for economic development in the next five years.

- Increased recruitment of skilled and talented workforce
- 1,750 new and retained jobs targeted at or above median wage
- \$400 million secured capital investment
- 750 employer visits
- 20 projects secured
- Strengthened regional brand and image



PROSPERFOXCIITIES



GOAL #1:

Help attract, develop and retain talent to support business growth

We listened to business leaders and know that talent continues to be one of the largest challenges facing them today. The Fox Cities Regional Partnership will continue to focus on collaborating with others to help attract, develop and retain talent to support the needs of businesses in our region.

ATTRACT TALENT

- Coordinate and expand Talent Upload, to double the number of students to more than 200 hosted annually, from universities throughout the Midwest.
- Collaborate to implement Talent Reload, a program focused on recruiting experienced veterans.

DEVELOP TALENT

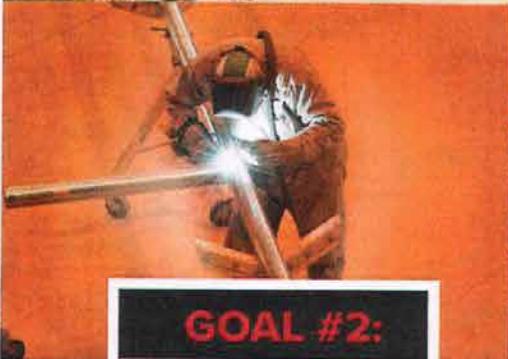
- Work with area businesses and school districts to encourage students to pursue courses and careers needed most in our region, including the skilled trades, manufacturing and other professional positions.
- Serve as an advocate for apprenticeships, internships and job shadow opportunities with schools and area businesses.

RETAIN TALENT

- Partner with area businesses, schools and workforce development organizations to encourage retraining opportunities.
- Implement placemaking opportunities, in partnership with Fox Cities PULSE Young Professionals Network and Leadership Fox Cities, to retain talent in the region.



PROSPERFOXCIITIES



GOAL #2:

Retain and support growth of existing businesses

When it's time for a business to grow, the Fox Cities Regional Partnership is there to help. We work with primary employers to support their efforts and make sure their needs are met with relevant resources.

RETENTION

- Conduct 150 retention visits annually with primary employers.
- Visit a minimum of four corporate headquarters of area companies that are outside of our region annually.

GROWTH

- Encourage and support small- to medium-sized companies to pursue global growth opportunities.
- Serve as a resource for primary employers and a referral source for startup companies.



LEVERAGES

1



STATE & LOCAL ASSISTANCE

2



WORKFORCE DEVELOPMENT FUNDS

3



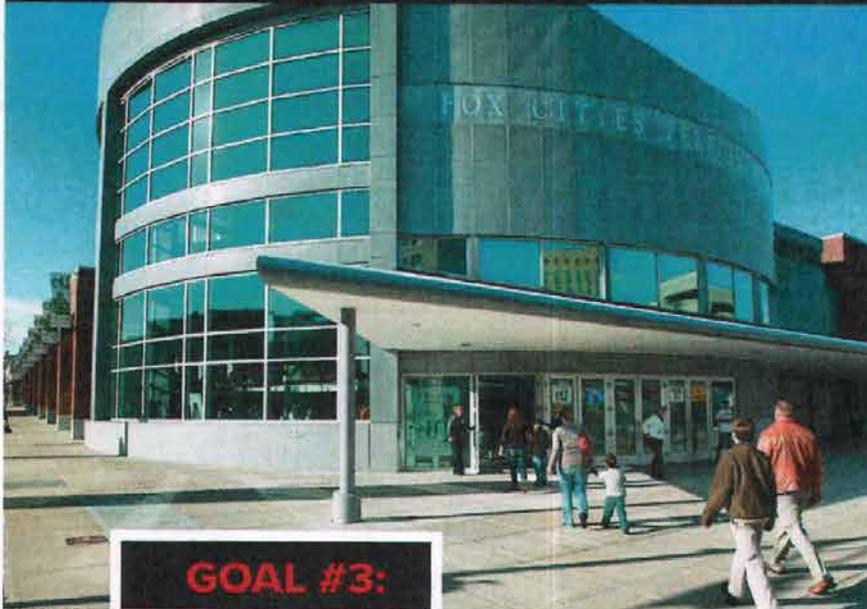
COMMUNITY MARKETING OPPORTUNITIES

4



SUPPORT & RESOURCES OF FOX CITIES CHAMBER

PROSPERFOXCIITIES



GOAL #3:

Promote the brand and image of the Fox Cities region

Every day businesses are making decisions on where to locate their companies. The Fox Cities needs to be top of mind for decision makers so our area is part of their selection process. Promotion and marketing of the Fox Cities is and will continue to be a way for us to market our industries, talent and quality of life.

VISIBILITY

- Communicate and build relationships with national site selectors and consultants.
- Host familiarization tours of the region for national site selectors and consultants, in partnership with New North and the I-41 Corridor collaborative.

FINANCIAL TARGET: \$3.5 MILLION OVER 5 YEARS

\$750,000

Aggressively promote the exciting brand and image of the Fox Cities region

\$1,750,000

Attract, develop and retain the workforce of the future and support placemaking activities

\$1,000,000

Retain, grow and recruit businesses, tax base and jobs in the region





Fox Cities Regional Partnership 2017 Highlights

Talent Upload

56 Students

16 Universities

Regional Partnership

4 Business Expansion Projects

217 Respondents to the Economic Outlook Survey

135 Companies responded to the Wage and Benefit Survey representing 4710 employees

Primary Employer Expansions

295 New Primary Jobs

\$11,137,000 in new wages

Pulse Young Professionals

31 Events

22,000 Attendees



WORKPLAN - 2018

BUSINESS GROWTH & PROSPERITY

PROGRAM AREA	OBJECTIVE	STRATEGY/ACTION ITEM	TIMING	PERFORMANCE MEASURES	LEAD	Priorit y
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 150 visits from 1/1 to 12/31	VP ED & Director Business Services	1
		Provide support to expanding local primary employers	5 year plan	Track new job announcements against goal of 1,750 primary jobs	All	1
		Conduct Talent Upload events (based on employer feedback/needs)	Spring & Fall	Minimum of 100 participants registered and 20 companies for each event	Director - Workforce Development & Marketing	1
		Provide guidance on availability of loan funds to primary employers and area lenders	On-going	Provide support through application and review processes	VP ED, Director Business Services	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	Director – Workforce Development & Marketing	2
			On-Going	Participate in export enhancement network	VP ED	
		Conduct targeted visits to remote corporate	On-going	Conduct visits to a minimum of 4 corporate headquarters	CEO, VP ED	2

		headquarters of local primary employers				
		Develop and maintain service matrix of available resources for growing businesses start-ups	Winter 2018/On-going	Establish and publish service matrix—develop online intake system similar to “Ignite Fond du Lac”	Director Business Services	2
PROGRAM AREA	OBJECTIVE	STRATEGY/ACTION ITEM	TIMING	PERFORMANCE MEASURES	LEAD	Priority
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	On-going	Website visits increase by minimum of 20%	Director Workforce Development & Marketing	1
		Pursue opportunities for editorial placements in trade journals, business publications, etc.	On-going	Placement in 10 publications	VP ED	
		Maintain up-to date website with relevant data and resources	On-going		VP ED, Director of Workforce Development & Marketing	
	Develop productive relationships with site selection consultants	Engage with site consultants at appropriate conferences and through targeted city visits (FCRP/ I-41 Collaboration & New North)	On-going	Face-to-face marketing contacts made with a minimum of 35 site selectors from 1/1 to 12/31	CEO, VP ED	1



		Conduct Site Selector Familiarization Tour with regional partners	Fall 2018	Conduct one Fam Tour for a minimum of 4 site selectors in collaboration with a neighboring community	CEO, VP ED	1
	Increase regional economic development readiness by expanding inventory of regional "Gold Shovel" sites	Refine and market the program to FCEDP partners and commercial brokers	On-going	Minimum of three sites certified as Gold Shovel	VP ED, CEO	2
	Increase number of available properties on Zoom Prospector	Conduct annual "Available Properties" inventory—foster relationships with real estate stakeholders	Spring/ Summer	10% increase in available sites—published report with number of sites, buildings, average size, ppa/ppsq, etc.	VP ED, CEO	?
	Construct a tie between industry attraction and industry 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 five remote suppliers identified from 1/1 to 12/31	VP ED	1

Internal marketing (within Fox Cities Region)	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%	Director of Workforce Development & Marketing	1
		Conduct Signature Regional Partnership events (e.g. awards forum, symposiums, etc.) that attract wide spectrum of customers and partners	On-going	Conduct a minimum of one event - Economic Outlook Breakfast	VP ED, Director of Workforce Development & Marketing	2

		PUBLIC INVESTORS PLAN		INSERT AFTER PUB TASK FORCE MEETS	CEO, VP ED	
		Facilitate a minimum of one workshop for elected officials, senior staff, boards and commissions, etc.	July 2018	Workshops attended by a minimum of 35	CEO, VP ED	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 ED, CEO	1
		Provide periodic updates to local elected officials	On-going	Minimum of two presentations to investor communities; minimum of one presentation to non-investor communities	VP, CEO	
	Build credibility of the Regional Partnership within its client base	Generate testimonials from industry and clients endorsing the work of the Regional Partnership	On-going	Generate a minimum of five testimonials that can be used on the web and in collateral materials	ALL	2
	Increase funding support for the Regional Partnership	Employ assistance of staff and Board to target and solicit investment	On-going	Increase private sector annual pledges \$20k by 7/31/18	VP ED, CEO	1



	Enhance relationships and engagement of Regional Partnership Investors	Develop Investor Relations Plan	End of 1 st quarter	Retain 85% of Investors	VP ED, CEO	1
	Continue enhancement of the organization's effectiveness by identifying and adopting best practices	Participate in professional development opportunities through IEDC, WEDC, WEDA and others	On-going	Participate in four regional/national educational/staff development events	All	2

WORKFORCE DEVELOPMENT

PROGRAM AREA	OBJECTIVE	STRATEGY/ACTION ITEM	TIMING	PERFORMANCE MEASURES	LEAD	Priority
Talent K-16	Connect education and business partners to support talent and workforce initiatives	Talent collaboration	On-Going	Increase participating districts from nine to eleven	Business Services Coordinator	
			On-Going	Meet with school districts to define needs and expectations	Business Services Coordinator	
		Your Future platform - existing	On-Going	Ensure up-to-date database, increase business participation, increase student opportunities	Business Services Coordinator	
		Your Future platform - new	On-Going	Prepare legal and financial documents to begin licensing of Your Future platform	CEO, VP Membership & Fund Development	

	Create a sustainable, world-class talent pool through collaboration with our regional stakeholders	Introduce future workforce to Fox Valley businesses/career exploration	March 2018	One day 8 th grade career expo	Business Services Coordinator	
		Reduce number of undecided graduates by exposure to direct entry opportunities	March 2018	One day 11 th grade job fair	Business Services Coordinator	
		Expand Talent Upload to include new majors	Fall 2017	Min 150 students/25 companies	Director Workforce Development & Marketing	
		Explore TU for other industries	TBD	Use national data and employer feedback to identify regional labor shortages in specific occupations	Director Workforce Development & Marketing	
		Collaborate on Talent Reload program for retiring veterans	TBD		Director Workforce Development & Marketing	
Talent-PULSE	Enhance visibility of Fox Cities as a diverse and innovative community	Facilitate and improve Young Professional program	On-Going	Monthly networking events, YP Week, Future 15 event	Director – YP, Business Services Coordinator	
		Creation of cultural assets	On-Going	3-Bazaar After Dark, 2 Artery,	Director – YP, Business Services Coordinator	
		Collaborate on local diversity & inclusion initiatives	On-Going	Attend D&I events, roundtable conversations and committees	Director YP	
		Create a space for YPs to explore leadership opportunities	On-Going	CEO Breakfast, new professional development series	Director - YP	

2018

INCOME

FCRP - Private Sector	400,000.00
FCRP - Public Sector	200,000.00
Program Income	292,150.00
Publications/Other Sales	<u>4,000.00</u>
TOTAL INCOME	896,150.00

EXPENSES

Program Expenses	185,200.00
Publication/Other Exp	<u>3,000.00</u>
TOTAL DIRECT EXP	188,200.00

TOTAL INCOME LESS DIRECT EXP 707,950.00

INDIRECT EXPENSES

Personnel Expense	646,148.93
Professional & Contracted Exp	21,000.00
Building and Equip Exp	45,631.50
Marketing & Communication Exp	30,200.00
Member & Community Relations Exp	7,965.00
Travel Exp	13,500.00
Supplies & General Exp	19,870.00
TOTAL INDIRECT EXP	<u>784,315.43</u>
Net Income	<u><u>(76,365.43)</u></u>

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following eight (8) Economic Development Eligible Funding Program(s) that best match your proposed project, and include the Total cost of each program (**Column 1**) and amount of IDB Per Capita funding you propose to allocated for each program (**Column 2**):

	<u>Column 1</u>	<u>Column 2</u>
Eligible Economic Development Project / Program	Total Cost (\$) of Project / Program	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Project/ Program
1. Brochures / Marketing Materials		
2. Seed Money for Econ. Dev. Financing Programs(s)		
3. Studies directly related to Econ. Dev. Programs/Projects		
4. Other Promotional Programs (example: trade show booths)		
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)		
6. Funding of Administrative Activities and/or Positions	\$646,148.93	\$8,510.-

7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in 2 nd column should equal your Per Capita Funding Request from IDB)	646,148.93	\$8510.-

Your report must also address the following two statements (on a separate sheet of paper/cover letter)...

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. 2018 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) of the funding allocation for your proposed project and program(s) for the current year.



January 29, 2018

Jerry Bougie
IDB Coordinator
Winnebago County Planning Department
112 Otter Avenue
Oshkosh, WI 54903-2808

RE: Winnebago County 2018 Per Capita Economic Development Funding Program

Dear Mr. Bougie,

This letter serves as the application and supportive documentation for Greater Oshkosh Economic Development Corporation's request for funding from the Winnebago County Industrial Development Board. Our application is for the 2018 Winnebago County Industrial Development Per Capita Funding in the amount of \$84,945.00.

Our mission and objective as an organization is *to be the leading economic development organization in the Greater Oshkosh area driving collaboration, existing business development, attraction, and business startups*. This is completed by our five values we use as guideposts which were set forth in our updated three-year strategic plan in 2017. These values are listed below and expanded upon in the enclosed documents.

- **Leadership:** We will act as leaders in the community for economic growth and quality of life.
- **Responsiveness:** We will serve with efficiency, effectiveness and with an orientation to achieving results.
- **Accountability:** We will act in open and transparent ways to serve the public's interests.
- **Innovative:** We will act in creative and flexible ways to stimulate achievement.
- **Collaboration:** We will continually act as a connector in our community.

The funds Greater Oshkosh EDC received last year were put towards initiatives that moved economic development in Winnebago County forward. The work Greater Oshkosh EDC accomplished in 2017 is detailed in the 2017 Highlights (enclosed), but some of the key items that were accomplished that the IDB Funds were used for were:

- Marketing, planning and promotional materials to promote Greater Oshkosh EDC and our surrounding communities.
- Retention and addition of key employers in Winnebago County.
- Promotion of the Aviation Business Park at Wittman Regional Airport.
- Promotion of our area Industrial Parks.
- Continual study of economic impact, workforce, trends, and issues in our area.



Intended Use of Funds: In 2018, Greater Oshkosh EDC will apply Winnebago County Per Capita Industrial Development funds of \$84,945.00 to support the following economic development activities:

- Increasing access to capital by continuing to find ways to support our established businesses and startup businesses in Winnebago County. (\$15,000 - staff time)
- Promotion of the Aviation Business Park at Wittman Regional Airport. (\$10,000 - staff time, promotion, and marketing material development)
- Business retention and expansion activities for existing, local industries and manufacturers. (\$25,000 - staff time)
- Recruitment and diversification of new industries and manufacturers. (\$10,000 - staff time)
- Continued involvement in workforce initiatives from education and assessing employer needs, to daycare development and transportation issues. (\$10,000 - staff time)
- Continual assessment of businesses, workforce and surveying the community's trends and needs through studies and interviews. (\$4,945 - staff time and materials)
- Expanding the area and their strengths by continuing development and assisting the towns in Winnebago County. (\$10,000 - staff time)

In the enclosed document you will find our 2017 Highlights and the many ways in which the 2017 IDB funds were utilized. The staff at Greater Oshkosh and myself would like to thank you and the members of the Winnebago County Industrial Development Board for supporting our organization and working with us to drive the economy in our area forward.

Please let me know if you have any questions.
(920) 230-3321 / jason.white@greateroshkosh.com

My Best,

A handwritten signature in blue ink that reads "Jason E. White".

Jason E. White
President & CEO

Encl: Greater Oshkosh EDC 2017-2020 Strategic Plan
Encl: Greater Oshkosh EDC 2018 Objectives
Encl: Greater Oshkosh EDC Ongoing Initiatives
Encl: Greater Oshkosh EDC 2017 Highlights
Encl: Links to Annual Report, Midyear Report, Brochures, and 2017 Videos



Greater Oshkosh Economic Development Corp. 2017 – 2020 Strategic Plan

The following initiatives were set forth in the 2017-2020 Strategic Plan:

Initiative One: Business Retention & Expansion

A healthy and vibrant local economy depends on the well-being of a community's existing firms. The reasons are many:

- Forty to eighty percent of all new jobs are created by existing firms.
- Businesses that stay competitive are more likely to remain in the community and expand.
- Retaining an existing business is generally easier than recruiting a new firm.
- Firms considering relocating to an area will talk with existing firms. Odds are better of attracting new firms if existing ones are happy with the community.

Initiative Two: Workforce Development (Talent Retention & Attraction)

The single greatest influencing factor as to how quickly the Greater Oshkosh economy will grow is workforce and talent development. The population of the Greater Oshkosh region is not growing at a fast pace, and a better match is needed for growing the pipeline of graduates entering into careers of demand by area employers. Due to its unique private-public collaborative structure, Greater Oshkosh is focused on being the connector among business, education and government in facilitating the solutions for our community's workforce needs.

Initiative Three: Entrepreneurial Growth

Greater Oshkosh believes in helping our own businesses grow and striving to keep them here. Our region has many high-growth, high-value, and mature business and industry. To become a more sustainable region, however, the greater Oshkosh needs to continue cultivating a culture of entrepreneurship and innovation, while growing a pipeline of new companies that want to start and grow in our community, including graduating students.

Initiative Four: Targeted Industry Development

In order to build upon the core strengths of greater Oshkosh and achieve diversity within the economic base of the community, Greater Oshkosh will lead targeted industry development, collaborate with complementary partners to achieve such aims, and be resourceful in anticipating new and innovative opportunity. The target segments primarily focus on manufacturing, IT, and aviation, but also downtown redevelopment, economic improvements in areas of economic distress, and blight elimination.



Greater Oshkosh Economic Development Corp. 2018 Objectives

1. Continue expansion of an internal Business Retention and Expansion (BR&E) process with a client tracking and follow up system. (#1)
2. Develop the next \$250,000 round of Greater Oshkosh Capital Catalyst funding for local startups in high-tech growth sectors. (*Specifically: Advanced manufacturing, IT/Software Development, Medical Devices/Research, Energy/Biosciences, Aviation/Aerospace, and Agriculture/Food Processing.*) (#3)
3. Continue prospecting for potential businesses for the Industrial Parks and Aviation Business Park through requested RFIs, and outreach. (#4)
4. Support the Oshkosh Image Campaign initiative to brand the area as a prime destination to attract talent, selling the various selling attributes for people to want to move here. (#3)
5. Facilitate conversations and offer solutions to downtown parking concerns for employers/workers. (#3)
6. Partner with stakeholders to address gaps in second shift daycare support. (#3)
7. Partner with stakeholders to expand public transportation options to help people get to work. (#3)
8. Continued involvement with poverty-reduction initiatives and partnerships such as POINT. (#3)
9. Continue to support the international export assistance for businesses with the University of Wisconsin Oshkosh Small Business Development Center. (#1)
10. Work with New North on the completion of at least one Gold Shovel Ready Site in the Greater Oshkosh area. (#4)
11. Continued execution of 2018-2020 three-year Capital Campaign for Greater Oshkosh's operating and program budget. (OD)
12. Expand development of a scorecard for internal utilization and education focused on quantifiable and measurable outcomes as well as provide results-oriented data to investors.* (OD)
13. Continue to utilize cutting edge marketing resources (i.e. social media channels) and keep strong relationships with local and regional media. (OD)
14. Implement a process to evaluate the return on investment and exit timeline for new local and regional initiatives proposed for Greater Oshkosh's involvement. (OD)

*Continued development of an impact scorecard includes, but not limited to: Projects completed/in progress; Jobs added; Jobs retained; Capital investment made; Commercial and Industrial properties sold; Business visits (BR&E); Current business; growth investments made; Entrepreneurial assistance provided; Entrepreneurial investments made; Prospect site visits made to Greater Oshkosh; Open projects by sector & type; Completed projects by sector & type; Paid and organic marketing impact



Greater Oshkosh Economic Development Corp. *Ongoing Activities*

1. Consistent focus on the values upon which the organization was founded: leadership, responsiveness, accountability, innovative, and collaboration.
2. Continued effective outreach to all public stakeholders – the City of Oshkosh, Towns, Village of Winneconne, Winnebago County and others defined as part of the Greater Oshkosh region.
3. Committed to continue to achieve the goal of connecting with 150 companies annually to address issues identified and establish benchmarks for providing solutions to area businesses.
4. Administer, maintain and seek creative ways to expand financing programs for all-sized businesses, including, but not limited to, the Greater Oshkosh Revolving Loan Fund and Greater Oshkosh Capital Catalyst Fund.
5. Identify and evaluate market opportunities and requirements in the local and regional supply chains for identified industry clusters.
6. Continued collaboration with and recognition of the value and respective niches of all our education and workforce-based partners.
7. Greater Oshkosh will continue to take an active interest in seeking ways to connect employers to their various services as well as assist in developing innovative and forward thinking programs to develop the workforce needed for Greater Oshkosh businesses.
8. Greater Oshkosh will continue to quantify the present workforce needs of area employers.
9. Continued evaluation of the changing demographics and diversity in Greater Oshkosh and the region, as well as its impact on workforce and employer demands.
10. Partner with commercial real estate brokers, developers, and property owners to consistently be aware of available commercial/industrial sites and buildings available within the Greater Oshkosh community.
11. Partner with organizations to remove blighted properties and restore such properties to more attractive and better uses for the community, particularly within areas of economic distress.
12. Retention and growth of staff to accomplish the organization's goals and objectives.
13. Develop, implement and maintain marketing and internal and external communication plans.
14. Utilize developed marketing plans and organic media to increase the awareness of Greater Oshkosh's comprehensive services and to reflect a positive image of doing business in the Greater Oshkosh area.
15. Through updated marketing materials and online resources, Greater Oshkosh will utilize Locate in Wisconsin and network with our list of nearly 100 real estate professionals to market an inventory of available sites and buildings in the Greater Oshkosh area.
16. Recognize the role, purpose and involvement of Greater Oshkosh EDC in participating in Interstate 41 corridor and other regional initiatives.



Greater Oshkosh Economic Development Corp. ***2017 Highlights***

Initiative One: Business Retention & Expansion

- Our project portfolio since inception of the organization (June 2015 – November 2017) translates to 636 new jobs, 1,773 retained jobs and nearly \$125.4 million in capital investment.
- Greater Oshkosh EDC hired a Director of Strategic Initiatives to facilitate the Initiative 41 Department of Defense grant. The team consists of five full-time staff and two part-time staff.
- Business Retention and Expansion (BR&E) outreach: Greater Oshkosh EDC exceeded the organization's goal of 150, by connecting with 183 companies in 2017.
- Continued availability of gap financing to second stage businesses through the Greater Oshkosh Revolving Loan Fund. Greater Oshkosh EDC administers, maintains and seeks creative ways to assist businesses in their growth and expansions through the Greater Oshkosh Revolving Loan Fund and other available financing options throughout the state.
- Supported the UWO SBDC efforts to retain an International Trade Consultant that will help guide companies through the logistics of selling and buying goods on the global market.
- Populated the 'Locate in Wisconsin' property inventory system. Added or modified 37 properties.
- Partnered with nearly 100 real estate brokers and developers to identify commercial and industrial sites and buildings around our area.
- Packaged responses for nine requests for proposals (RFIs) from New North. Greater Oshkosh replied with more than 44 available properties.
- Very involved in projects with, but not limited to, Continental Girbau, ACI North (formerly Pioneer Metal Finishing), Oshkosh Plating, Covanta, Felix's Auto and The Howard in 2016. The organization is also started work on several business expansions in 2016 that carry over into 2017.
- Greater Oshkosh EDC led the facilitation of two of the most talked about economic development projects in 2017: the Menominee Nation Arena and the Oshkosh Corporation global headquarters.
 - Menominee Nation Arena: The facility opened to the public on December 1, 2017 and has been a draw to Oshkosh's Sawdust District. This project has the potential to bring jobs, tourism revenue, and continues the development of a strong central city in Oshkosh.
 - Oshkosh Corporation Global Headquarters: This four-story, 180,000 square foot facility will be located on the shores of the Fox River. The new global headquarters will be a talent draw and a crowning jewel for our home Fortune 500 company. The global headquarters will include a training academy, fitness center, innovation center, collaboration spaces, and meeting areas open to the community.



Initiative Two: Workforce Development (Talent Retention & Attraction)

- Performed analysis on an ongoing basis related to area economic and employment trends.
- Greater Oshkosh EDC has ongoing collaborations with and recognizes the value and respective niches of all our education and workforce-based partners. The organization continues to connect employers and workforce to their various services.
- Held recurring meetings with Fox Valley Technical College Business & Industry Services staff to discuss opportunities and employment needs of companies and discussed ways to troubleshoot these issues and connect FVTC staff as appropriate.
- Presented to multiple classes at the University of Wisconsin Oshkosh to talk about the skills and talents that local employers are demanding when hiring.
- Spoke to local high school groups regarding economic development, its local impact, current workforce needs and expectations, and what to expect post high school.
- Represented Oshkosh on the Poverty Outcomes Initiatives (POINT) task force to help nonprofit organizations take a more data driven approach to reducing poverty in our region.
- Partnered with the Oshkosh/Winnebago County Housing Authority to investigate opportunities to utilize either their facilities or partner with other organizations to create daycare options for second shift workers with young children.
- Served on the Winnebago County Transportation Committee and GO-Transit Strategic Planning Committee to help employers find ways to assist their employees who do not have a reliable transportation option to get to work.
- The GO-EDC Foundation, Inc., a 501(c)(3) charitable nonprofit organization, is continually focused on creating economic opportunity in distressed parts of Oshkosh, including removing blight, engaging in workforce development, and extending financial capital for businesses looking to invest or locate in such areas.
- Partnered with organizations to remove blighted properties and restore such properties to more attractive and better uses for the community, particularly within areas of economic distress.



Initiative Three: Entrepreneurial Growth

- Worked with the UW Oshkosh Small Business Development Center to assist entrepreneurs in necessary business and financial resources. This partnership is key to the success of the Greater Oshkosh Capital Catalyst fund and to keeping our entrepreneurial spirit strong in the greater Oshkosh community.
- Greater Oshkosh EDC continues to administer the first entrepreneur focused financing program in the New North, developed in July 2016. The Greater Oshkosh Capital Catalyst program makes \$250,000 available to start ups in high technology growth sectors via loans, grants and equity positions.
- Since the Greater Oshkosh Capital Catalyst fund began, the program has supported seven startup companies through loans and grants and is currently gearing up to apply for a second round of funding.
- Startups assisted include: Fifth Ward Brewery (agriculture/food processing), Mission Move (IT), Upright Kids (advanced manufacturing), ICARUS Devices (aviation/aerospace), Bee Bella (agriculture/food processing), RG Manufacturing (advanced manufacturing), and Roberts Defense (advanced manufacturing).
 - With the Greater Oshkosh Capital Catalyst funding received, the above businesses have: purchased equipment, expanded their products nationally to nearly 500 retailers, been featured on the cover of national industry magazines, surpassed distribution expectations, acquired the two largest school districts in the country as their customers, and developed key partnerships to move their products forward.

Initiative Four: Targeted Industry Development

- Reviewed and approved covenant variances to allow four businesses to grow and expand in the Oshkosh community.
- Worked with Winneconne on outreach for their additional industrial park land, updating their community profile statistics and marketing piece, as well as reviewing and promoting their Waterfront RFP to interested parties.
- Greater Oshkosh EDC continues to promote the Aviation Business Park at Wittman Regional Airport, which became officially shovel ready with full infrastructure in place in the summer 2016.
- Promoted the Aviation Business Park in advertisements purchased in AirVenture Today and advertisements displayed on multimedia venues at AirVenture 2017.



Organizational Outreach & Development

- Approximately 68 organizations invested \$500,000 in the third year of Greater Oshkosh EDC GROW EDC campaign. One third was invested by public sector partners, and two thirds private. These partners have also committed \$1.6 million for the next three years, which equates to a 93% investor retention rate; continuing to show strong support for Greater Oshkosh EDC and its purpose.
- Social media:
 - Facebook: 657 likes (88.8% increase over 2016)
 - Twitter: 367 followers (57.5% increase over 2016)
 - LinkedIn: 330 followers (118.5% increase over 2016)
 - YouTube: 12 subscribers (100% increase over 2016)
- Continue to partner and contract with a marketing agency to further build brand awareness, reach targeted audiences and communicate our message effectively.
- Continually deliver the 'Week That Was' e-newsletter that goes out to 682 investors and partners.
- Represented Greater Oshkosh EDC at a booth at the Oshkosh State of the City Event – March 20th, 2017 and Insight's InDevelopment Conference – March 21st, 2017.
- Mailed our [2016 Annual Report](#) and [2017 Midyear Report](#) to 300 contacts which included investors, business executives and partners. Additionally, our 2016 Annual Report was distributed in 850 copies of *New North B2B Magazine*.
- Hosted a Wetland Lunch & Learn to educate real estate professionals, developers, business owners and other industry partners on wetlands and how they can affect the development process.
- Created a [brochure](#) highlighting the programs of the *GO-EDC Foundation, Inc.* which aims to combat blight within targeted areas and educate, connect and serve people in the community who would benefit from economic empowerment.
- Held an Investor Appreciation Event at the Alumni Welcome and Conference Center at UW Oshkosh for investors and key stakeholders on May 5th, 2017. Attendees received an update on completed projects and initiatives, and heard from keynote speaker, Wilson Jones CEO of Oshkosh Corporation, on cultivating talent and company culture.
- Created a [brochure](#) highlighting our GROW EDC Capital Campaign encouraging new investments and partnerships with greater Oshkosh businesses.
- Hosted a Tax-Exempt Loan Workshop to educate lenders, financial partners, manufacturers and other industry partners on potential incentives available for growth and expansion.
- Held a Manufacturing & Industry Excellence Event to celebrate Manufacturing Month and honored three greater Oshkosh employers with awards. John Schwochert from Proto-1 Manufacturing received the Difference Maker Award; Hoffmaster received the Innovation Award; and Sonex Aerospace received the Made in Greater Oshkosh Award.



- Held a Courtside Report, one of the first events at the new Menominee Nation Arena, on November 27th for our partners, stakeholders, investors, media and the greater Oshkosh business community. The event focused on successful projects that occurred in 2017, most notably the completion of the new arena and Oshkosh Corporation's announcement to build a new global headquarters.
- Created a video highlighting partner organizations, businesses assisted in the last year and our GROW EDC Capital Campaign – [view video](#).
- Created a video highlighting business milestones and anniversaries in 2017 – [view video](#).

Links to:

2016 Annual Report: http://greateroshkosh.com/wp-content/uploads/GOEDC_2016AnnualReport_PresentationFile-003.pdf

2017 Midyear Report: http://greateroshkosh.com/wp-content/uploads/GO-EDC_2017-Midyear-Report_P3.pdf

GO-EDC Foundation, Inc. Brochure: https://docs.google.com/viewerng/viewer?url=http://greateroshkosh.com/wp-content/uploads/FoundationBrochure_online.version.pdf&hl=en

GROW EDC Campaign Brochure: https://docs.google.com/viewerng/viewer?url=http://greateroshkosh.com/wp-content/uploads/InvestLevelsDoc_P10.pdf&hl=en

GROW EDC Capital Campaign Video: <https://youtu.be/E37QNooPk9w>

2017 Greater Oshkosh Highlights Video: <https://youtu.be/aBbaEaNlflkI>

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following eight (8) Economic Development Eligible Funding Program(s) that best match your proposed project, and include the Total cost of each program (**Column 1**) and amount of IDB Per Capita funding you propose to allocated for each program (**Column 2**):

	<u>Column 1</u>	<u>Column 2</u>
Eligible Economic Development Project / Program	Total Cost (\$) of Project / Program	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Project/ Program
1. Brochures / Marketing Materials		
2. Seed Money for Econ. Dev. Financing Programs(s)	\$30,000	\$7,500
3. Studies directly related to Econ. Dev. Programs/Projects	\$7,500	\$2,472.50
4. Other Promotional Programs (example: trade show booths)	\$10,000	\$5,000
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$37,500	\$12,500
6. Funding of Administrative Activities and/or Positions	\$130,000	\$42,472.50

7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below: RECRUITMENT + INDUSTRY DIVERSIFICATION	\$15,000	\$5,000
8a. WORKFORCE INITIATIVES	\$15,000	\$5,000
8b. REGIONAL ASSISTANCE	\$15,000	\$5,000
8c.		
TOTAL \$ (for items 1 – 8) (note: total in 2 nd column should equal your Per Capita Funding Request from IDB)	\$200,000	\$84,945.

Your report must also address the following two statements (on a separate sheet of paper/cover letter)...

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. 2018 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) of the funding allocation for your proposed project and program(s) for the current year.



January 26, 2018

Jerry Bougie, IDB Coordinator
Winnebago County Planning Department
112 Otter Street
Oshkosh, WI 54903-2808

Dear Jerry:

Per your letter relating to the County's Per Capita funding program designating the Oshkosh Chamber of Commerce as the recipient of funds from the Towns of Algoma and Oshkosh the following outlines our intended use of these funds. The Town of Algoma allotment is for a total of \$2,500 and the Town of Oshkosh allotment of \$1,381.

Intended Use of Funds

This funding will be utilized to support ongoing activities relating to accomplishing our economic development objectives and more specifically our trade show/prospect development efforts. The Oshkosh Chamber economic development staff works with over 500 clients that include over 100 business cases on an annual basis. These clients require specific economic development staff support relating to site selection, market analysis, business plan counseling, business financing support, and demographic informational needs. We have attached our 2018 Economic Development Program of Work detailing work plans to be accomplished. We will allocate this IDB funding specifically to help us accomplish our trade show prospect marketing activities.

Scope and Objective

Our program focuses on a number of key economic development components to accomplish its objectives including:

- **Business Attraction**
- **Existing Business Development**
- **Marketing and Promotion**
- **Entrepreneurship**
- **Regional Partnerships**
- **Workforce Development**

Our economic development staff attends trade shows, along with the Site Selector's Guild annual conference and ICSC Real Estate Trade Show to market our area, provides access to incentives and other business financing programs, manages Winnebago County's CDBG Revolving Loan Fund and the Oshkosh Area Economic Development

A Five Star Accredited Chamber of Commerce

Corporation's (OAEDC) Small Business Revolving Loan Fund, manages and supports a number of targeted industry cluster initiatives including Information Technology (Amplify Oshkosh), Advanced Manufacturing, and Workforce Development.

We also work closely with regional and statewide partners such as New North, Inc., the Fox Valley Workforce Development Board, Inc., the Northeast Wisconsin Regional Economic Development Partnership (NEWREP), the Wisconsin Economic Development Corporation (WEDC), the Wisconsin Economic Development Association (WEDA), and most recently the I-41 Corridor Partners to deliver needed resources to area businesses. Our overarching goals are to expand the local tax base and create jobs. Our area has been a leader in the region in new construction and low unemployment rates. See attached.

Proposed Budget

The Oshkosh Chamber economic development budget for 2018 is \$183,400. Attached is a copy of the economic development section of our 2018 Program of Work and related Budget. This outlines specific activities that the Oshkosh Chamber plans to implement, along with economic and business development services provided.

Prior Year's Use of Funds

Attached is a copy of the Oshkosh Chamber annual report of economic and business development activities for 2017 summarizing specific results.

Should you need additional information, please feel free to contact me directly at 920-303-2265, extension 14.

Sincerely,



Rob P. Kleman
Senior Vice President, Economic Development
Oshkosh Chamber of Commerce

Cc: John Casper, President and CEO, Oshkosh Chamber of Commerce
Tom Belter, Chairman, Oshkosh Chamber Economic Development Advisory Council

Oshkosh Chamber of Commerce

2018 Program of Work

Department: Economic Development

Implement Targeted Industry Study

- Coordinate the activities of the Amplify Oshkosh Information Technology Consortium
 - Maintain dedicated staff who will focus efforts on Amplify Oshkosh programs and activities
 - Provide administrative and coordination activities for the Amplify CollaborateIT conference that is scheduled for November 14, 2017
 - Provide administrative and coordination activities for Ideas Amplified speaker/networking series throughout the program year
 - Provide support and coordination activities for the Amplify Consortium and committees including Skills and Talent, Marketing and Events, Website/Social Media and Fundraising committees.
 - Assist and support Amplify development activities including the completion of a capacity building grant application to WEDC.
 - Attend, support and participate in Strategic Partner initiatives such as Women in Technology (WIT), Northeast Wisconsin IT Alliance, and Association of Information Technology Professionals (AITP).

Drive Business Attraction through Development of External Marketing Mechanisms

- Continue to build strong corporate real estate relationships via continued participation at the annual ICSC Spring RECON event and regional real estate deal making events in Chicago and Milwaukee. Make 10 new solid retail/brokerage contacts for Oshkosh.
- Participate in the CARW (Commercial Association of Realtors of Wisconsin) activities.
- Attend and participate in the Site Selectors Guild annual conference scheduled for March 2018.
- Be an active partner in the I-41 Corridor Marketing Collaborative that includes representatives from the Green Bay Chamber, Fox Cities Chamber, Fond du Lac County Economic Development Corp., New North, and GOEDC.
- Participate in Initiative 41 activities being led by the East Central Regional Planning Commission.
- Respond to 500 Oshkosh business/client inquiries.
- Assist over 100 business cases.
- Continue to coordinate the use of the ESRI information software for economic development clients.

- Continue the Oshkosh Chamber's web-enabled building and sites database.
- Coordinate economic development advertising programs in appropriate publications.

Support Existing Business Development Efforts

- Continue to provide support and assistance to existing Oshkosh area companies.
- Coordinate the Oshkosh Chamber Economic Development Advisory Council Key Account Call Program with Oshkosh area CEO's.
- Continue to be an active member of the 18 County Northeast Wisconsin Regional Economic Partnership (NEWREP) as the Chamber Senior V.P. of Economic Development will be completing his service as NEWREP Board Chair in 2017.
- Continue to be an active member of the Wisconsin Economic Development Association (WEDA) and continue Senior VP of Economic Development efforts as a member of the WEDA Board, Legislative Committee and Chairmanship of the Wisconsin Economic Development Institute Board of Directors.

Foster Local Entrepreneurial and Emerging Business Development

- Create a welcoming environment for entrepreneurs; start-up businesses and emerging businesses so that individuals interested in developing a business have the resources and tools available to do so.
- Continue to provide direct consultative services to 100 entrepreneurs, start-ups and emerging businesses.

Encourage Growth and Expansion of High Wage/Family Sustaining Jobs

- Continue to lead efforts for Amplify (IT) and Workforce/Talent Development Initiatives.
- Continue to provide staff support to the Oshkosh Manufacturing Alliance.
- Continue to provide support to the Oshkosh Workforce/Talent Development committee.
- Work closely with the Fox Valley Workforce Development Board regarding workforce development initiatives for Oshkosh based companies and employees.
- Work with the Fox Valley Workforce Development Board on rapid response projects and grant opportunities pertinent to Oshkosh employers.

Provide Incentives and Resources for New and Existing Businesses

- Ensure that "gap" financing is available for new and existing businesses to foster investment and job growth.
- Continue to administer the OAEDC Revolving Loan Fund.
 - Work with RLF Committee to develop a plan to further capitalize the fund
- Continue administration of the Winnebago County Industrial Development Board's (IDB) CDBG-RLF program per agreement with Winnebago County.
- Coordinate marketing, assist with loan applications, loan review committee meetings, loan documents, monitoring loan payments, monitoring loan recipient

financial status, monitoring fund balance, and other reporting requirements for OAEDC and IDB programs.

- Work closely with the Wisconsin Economic Development Corporation (WEDC), WHEDA, DOA, and other state and federal sources that can provide support and assistance to Oshkosh area companies

Organizational

- Continue to coordinate the Oshkosh Chamber's Economic Development Advisory Council meetings.
- Complete strategic planning efforts with the Oshkosh Chamber Board and Economic Development Advisory Council.
- Ensure that the Oshkosh Chamber has the resources to provide sustained leadership in economic development in Oshkosh and the surrounding area and to be a collaborative partner with other economic development partners in an effort to provide exceptional results.
- Investigate additional funding sources including grant opportunities that will support the Oshkosh Chamber's economic development efforts.
- Continue to support the activities of the Downtown Oshkosh Business Improvement District (BID).
 - Support and Promote activities relating to the City's recently completed Downtown Parking Study and Imagine Oshkosh Downtown Action Plan.
- Provide office space and administrative support to the BID.
- Monitor the progress of economic development program activities, deliverables, metrics and tactics through the Oshkosh Chamber's Economic Development Advisory Council.
- Organize quarterly investor progress update events to communicate the results of Chamber economic development activities.
- Conduct annual economic development fund-drive with the goal of raising \$50,000.
- Continue coordination of the monthly Oshkosh Chamber "Taking Care of Business" promotional radio show.

**OSHKOSH CHAMBER ECONOMIC DEVELOPMENT
PROGRAM OF WORK PY 2016 (October 2016 – September 2017)
YEAR END REPORT**

Drive Business Attraction through Further Development of External Marketing Mechanisms

- Continued to lead and coordinate the activities of Amplify Oshkosh and assisted in the continued development of the Amplify brand. Built the Amplify Consortium to 35 members and coordinated 12 Amplify Consortium meetings. 150 meetings were coordinated by Chamber staff relating to Ideas Amplified events, the InnovateIT and CollaborateIT events and other sub-committee activities. Full-Time dedicated Amplify staff was added.
 - Led the coordination and planning for five Ideas Amplified events. Secured sponsorships for each of the five events and coordinated venues and speakers for the events.
 - October 2016
 - Sponsor – Choice Bank
 - Speaker – Dan Shea – Shea Electric and Communications
 - Location – Becket’s Atrium
 - January 2017
 - Sponsor – BMO Harris Bank
 - Speaker – Adrienne Hartman – JJ Keller
 - Location - The Waters
 - March 2017
 - Sponsor - Nutanix
 - Speaker – Javad Ahmad – Oracular, IS
 - Location – The Paine
 - May 2016 Celebration Event
 - Sponsors – Oracular and bank first National
 - Location – Best Western Premiere
 - 200 in Attendance
 - September 2017
 - Sponsor – AEGIS and Fox River Brewing Company
 - Speaker - Paul Hager, IT Pro’s
 - Location - Fox River Brewing Company & Taproom
 - Successfully coordinated the 2016 Amplify InnovateIT event that took place on November 15, 2016 at the UW Oshkosh Alumni Welcome and Conference Center. Secured 15 cash sponsors and an additional 11 in-kind contributors. Secured keynote speaker and seven panel/breakout session speakers. Also coordinated event logistics and venue. Attendance was 215 people which exceed the goal of 200 attendees.

- Began coordination of the 2017 Amplify CollaborateIT event that was scheduled for November 14, 2017 at the UW Oshkosh Alumni Welcome and Conference Center. Secured cash and in-kind sponsorships including event website design and registration system development. Secured 17 cash sponsors and an additional 13 in-kind contributors. Secured keynote speaker, luncheon speaker and seven additional presenters including representatives from Microsoft, the Milwaukee Brewers and Milwaukee Bucks. Also coordinated event logistics and venue.
- Continued coordination of established Amplify committees including: Website and Social Media; Fundraising/Development; Marketing and Events; Skills and Talent; and the broader Amplify Consortium committee. Reformulated the Skills and Talent Committee to include a broader representation from business and education partners.
- Amplify was selected as a finalist for the 2017 statewide CEDA award for best Economic Development Initiative.
- Began planning and development work for a WEDC Capacity Building grant for Amplify. 3 planning meetings were held and a draft of the proposal was delivered to WEDC for their feedback.
- Continued to represent Amplify at the Northeast Wisconsin IT Alliance meetings.
- Completed trademarking of the Amplify Oshkosh name.
- Completed work with Stellar Blue and Oracular on the redevelopment of the Amplify website which was rolled out in Q2 of 2017.
- Worked with Stellar Blue on the development of nine testimonial videos promoting Amplify.
- Attended the ICSC Global Real Estate Trade Show in Las Vegas in May of 2017.
 - Developed 35 new contacts through individual efforts
 - Seven site visits were conducted as a result of these efforts
 - Two prospects toured numerous sites in Oshkosh
 - 19 meetings with local developers and interested commercial prospects were held during the two day period
 - Met with officials from Horizon Group
 - Assisted local developers with a number of tenant and site related meetings
 - Met with officials from Meijer and Mid-America Properties regarding greater Oshkosh area opportunities

- Discussed opportunities in Oshkosh with retailers/restaurants including Moe's, Panda Express, Jersey Mikes, KFC, Popeyes, Save A Lot, Chipotle, Marshalls, and Arby's
 - Met with reps from a number of regional real estate firms including Mid-America Real Estate, Commercial Property Associates, and CBRE and other local and regional site selectors regarding opportunities in Oshkosh. These firms represent most Big Box retail that would include the likes of Kohl's, Sam's Club, COSTCO, Meijer, and Woodmans.
 - Met with Retail Strategies and Buxton Company regarding retail marketing opportunities for Oshkosh. This has been on-going relating to meetings between Buxton, the Oshkosh Chamber and the City of Oshkosh.
 - Met with a fast growing fitness/health club that will be expanding into Wisconsin markets in 2018.
- Attended the 6th Annual Site Selectors Guild in Tucson, AZ in March 2017 to promote opportunities in the greater Oshkosh region to 43 of the world's leading site selectors. Attended networking reception along with site selectors and other I-41 Partners to establish relationships with site selectors.
- Attended the annual Commercial Association of Realtors of Wisconsin event in Milwaukee in April of 2017.
 - Over 300 developers and real estate professionals from Wisconsin in attendance
 - Five meetings held relating to Oshkosh developments from this event
- Assisted or managed the response of 102 business cases and held over 200 meetings relating to these cases.
 - 63 qualified business prospects developed
 - 11 project wins
 - 27 site tours provided
 - \$1.2 Million in incentives leveraged \$3.75 Million in private investment
- Managed the vacant Building and Sites database located at www.oshkoshchamber.com. Over 150 properties are listed.
- Continued very successful monthly "Taking Care of Business" Promotional Radio Show and held 12 shows throughout the year with various guests.
- Assisted with the Project Oshkosh marketing campaign relating to the retention of the Oshkosh Corporation Corporate HQ in Oshkosh.
- Provided support in input for the Imagine Oshkosh Central City Investment Strategy.
- Continued to work closely with the Masters Group regarding their purchase and redevelopment plans for the Aviation Plaza site. Masters purchased the site in October 2013. Chamber staff is currently working with the Masters Group on the potential for them

to develop a large scale restaurant on their site. Three on-site meetings were held with Masters and the Chamber provided assistance with contractor support for the building renovation. Six phone conferences were held with Tom Masters throughout the year.

- Continued to communicate with Meijer and Woodman's regarding the potential purchase of land in Oshkosh. Eight different site options were proposed.
- Continued partnership with the I-41 Corridor partners. Participated in four meetings including planning meetings relating to organizational structure and coordination of the I-41 Corridor Familiarization Tour. The Oshkosh Chamber contributed \$5,000 to the I-41 effort in 2016.
- Participated in the coordination of the inaugural I-41 Marketing Collaborative Site Selector "Familiarization Tour" with representatives from Green Bay, Fox Cities, Fond du Lac and the New North. Activities included:
 - Regional Business Tours
 - CEO and Business Services Panels
 - Helicopter Tours
 - Receptions, Public Debrief, Packer/Bear game

Support Existing Business Development Efforts

- Continued to provide day to day support for existing Oshkosh companies and introduced a new Key Account Call Program with the EDAC. 25 of Oshkosh's largest companies will be visited by EDAC members. 19 CEO calls have been completed to date. This is ongoing.

Foster Local Entrepreneurial and Emerging Business Development Projects

- Assisted 24 start-up business cases.

Provide Incentives and Resources for New and Existing Businesses

- Assisted the developer of the Beach Building project (240 Algoma Blvd, LLC) in securing State historic tax credits of \$526,636. Chamber staff facilitated two separate meetings between WEDC staff and the developer and assisted the developer with the application and submittal process. The Beach Building project added 22 new adaptive reuse apartments in downtown Oshkosh and includes the addition of The Rise and Grind Co-Working space as well as a new coffee shop (Planet Perk).
- Continued marketing and loan servicing activities relating to the Winnebago County Industrial Development Board's (IDB) CDBG-RLF program per the Oshkosh Chamber's agreement with Winnebago County. This included the collection of financial statements and insurance documents, on-site visits and other servicing requirements for IDB loan clients.

- Assisted an area real estate broker on a site search for a transportation related company. 9 sites were identified and the client has selected a site. This has not yet been announced publicly.
- The Oshkosh Chamber closed a \$25,000 RLF loan with Zaronis in October 2016 for the establishment and rebranding of their former Glass Nickel Pizza Restaurant at 2407 Jackson Street. This loan leveraged \$55,000 in private investment to support leasehold improvements, purchase of new equipment and will result in the creation of up to 8 new jobs and the retention of 32 jobs.
- The Oshkosh Chamber closed a \$20,000 RLF loan with Flowers and Leaves in September 2017 for the purchase and rebranding of the former Flower Studio at 2200 Jackson Street. This loan leveraged \$100,000 in private investment to support working capital needs and purchase of inventory and the purchase of the business. This loan will help support the creation of up to 5 new jobs.
- In 2017, the OAEDC RLF closed loans totaling \$45,000 and leveraged \$155,000 in new private sector investment and assisted in the creation of up to 13 new jobs.
- Since its inception in 2004 the OAEDC RLF has closed 28 loans, leveraged \$6.1 million in private investment and created or retained 270 jobs in the Oshkosh area.
- Continued loan servicing activities for 8 existing OAEDC RLF loan clients.
- The following loans were paid off in 2017:
 - 5G Benefits – October 2016
 - LaVaque Professional – January 2017
 - Adventure Games – April 2017
 - Fine Country Gourmet – May 2017
 - Ski's Meat Market - August 2017
 - Darabosh Accounting – August 2017
- The BID distributed three recruitment fund grants in 2017 totaling \$7,500 and leveraging total investment of \$151,000
 - \$3,000 to Caramel Crisp for their expansion into the former Dream Jeweler space leveraging an additional \$37,000 in private investment.
 - \$2,500 to Marissa's Fit Boutique for the purchase of their building at 13 Waugoo Avenue and to support the opening of the business and leveraging an additional \$97,500 in private investment.
 - \$2,000 to the Lunch Box in City Center to help with opening that business leveraging an additional \$9,000 in private investment.

- Since its inception in 2003 the BID grant program has distributed 55 grants totaling over \$264,000, leveraged over \$4.4 million in private investment and created over 360 jobs.

Organizational

- Helped to secure \$57,535 in commitments relating to the Oshkosh Chamber's private economic development fund drive in conjunction with Chamber CEO. This was a 10% increase over 2016.
- Coordinated six bi-monthly Oshkosh Chamber Economic Development Advisory Council meetings.
- Organized and coordinated two Economic and Business Development Investors Breakfast meetings. The meetings featured John Bergstrom, Chairman and CEO of Bergstrom Corporation on October 13, 2016, and the second featured John Koskinen, Chief Economist for the Wisconsin DOR on February 16, 2017. Attendance was over 70 at each event.
- Continued management and direct oversight of the Downtown BID Manager.
- Senior VP of Economic Development was elected 2017 President of the Northeast Wisconsin Regional Economic Development Partnership (NEWREP). Began duties in January of 2017.
- Represented the Oshkosh Chamber and greater Oshkosh community at over 50 separate meetings as a member of the WEDA Board, WEDA Legislative Committee, WEDA CEDA Awards Committee, NEWREP Board of Directors, New North IT Alliance and the I-41 Collaborative Marketing Group among others.

LOCAL AREA COUNTY UNEMPLOYMENT STATISTICS (LAUS) December 31, 2017

COUNTY	EMPLOYMENT December 31, 2016	EMPLOYMENT December 31, 2017	CHANGE 2017 VS 2016	UNEMPLOYMENT RATE(SEPT 17)	UNEMPLOYMENT RATE(OCT 17)	UNEMPLOYMENT RATE(NOV 17)	UNEMPLOYMENT RATE(NOV 17)	UNEMPLOYMENT RATE (NOV 16)
Winnebago	89,546	91,292	1,746	2.8	2.7	2.5	2.4	3.2
Outagamie	100,123	103,336	3,213	2.7	2.7	2.6	2.5	3.4
Fond du Lac	55,789	56,791	1,002	2.5	2.4	2.3	2.2	3.0
Brown	134,197	137,614	3,417	2.7	2.6	2.5	2.4	3.4
Calumet	27,165	28,149	984	2.5	2.6	2.4	2.2	2.8
Waupaca	25,877	26,061	204	2.8	2.7	2.6	2.6	3.7
Waushara	10,915	11,225	310	3.2	3.0	3.1	3.5	4.7
Shecboygan	59,942	60,512	570	2.7	2.5	2.4	2.3	3.1
Manitowoc	39,635	40,569	934	3.2	3.1	2.9	3.0	4.3
Door	13,523	14,192	669	2.7	2.5	3.4	4.0	5.7
Rock	80,415	83,850	3,435	3.3	3.1	2.9	2.8	4.0
Eau Claire	56,236	56,753	517	2.7	2.5	2.4	2.4	3.3
La Crosse	65,738	67,737	1,999	2.7	2.5	2.3	2.3	3.3
Dane	308,349	317,959	9,610	2.3	2.2	2.0	1.9	2.6
Milwaukee	450,321	461,102	10,781	4.0	3.6	3.4	3.1	4.4
Wisc	2,983,504	3,066,238	82,734	3.0	2.8	2.7	2.7	3.7
United States	151,798,000	153,802,000	1,804,000	4.1	3.9	3.9	3.9	4.5

Seasonally adjusted (NO) for U.S. and WI
Employment is by month (not annually)

LOCAL AREA UNEMPLOYMENT STATISTICS (LAUS) December 31, 2017

CITY	EMPLOYMENT December 31, 2016	EMPLOYMENT December 31, 2017	CHANGE 2017 VS 2016	UNEMPLOYMENT RATE (SEPT 17)	UNEMPLOYMENT RATE (OCT 17)	UNEMPLOYMENT RATE (NOV 17)	UNEMPLOYMENT RATE (DEC 17)	UNEMPLOYMENT RATE (DEC 16)
Oshkosh	33,942	34,604	662	2.9	2.8	2.7	2.4	3.2
Appleton	39,159	40,428	1,269	3.0	2.9	2.6	2.5	3.3
Fond du Lac	22,405	22,808	403	2.8	2.6	2.5	2.4	3.2
Neenah	13,629	13,895	266	2.8	2.8	2.4	2.4	3.3
Green Bay	52,145	53,472	1,327	3.0	2.8	2.8	2.7	3.7
Manitowoc	15,405	15,768	363	3.6	3.3	2.9	3.0	4.5
Sheboygan	24,462	24,695	233	3.0	2.8	2.6	2.5	3.5
Beloit	16,273	16,968	695	4.0	3.6	3.7	3.2	4.4
Janesville	31,944	33,308	1,364	3.4	3.2	2.9	2.7	4.0
Eau Claire	38,255	38,611	356	2.7	2.6	2.3	2.2	3.2
La Crosse	29,207	30,095	888	2.8	2.7	2.5	2.4	3.4
Wausau	19,391	19,983	592	3.1	2.7	2.7	2.5	3.2
Madison	150,397	155,085	4,688	2.3	2.1	2.0	1.8	2.5
Milwaukee	263,904	270,222	6,318	4.4	4.0	3.8	3.4	4.9
Wisc	2,983,504	3,066,238	82,734	3.0	2.8	2.7	2.7	3.7
United States	151,798,000	153,602,000	1,804,000	4.1	3.9	3.9	3.9	4.5

Seasonally adjusted (NO) for U.S. and WI
Employment is by month (not annually)

2018 Program of Work & Budget

Department: Economic Development

Goals:

1. Drive Business Attraction through Further Development of External Marketing Mechanisms.
2. Support Existing Business Development Efforts.
3. Foster Local Entrepreneurial and Emerging Business Development.
4. Encourage Growth and Expansion of High Wage/Family Sustaining Jobs.
5. Provide Incentives and Resources for New and Existing Businesses.
6. Organizational Development.

Program/Activity	Budget		Owner	Other Dept./Committees Needed	Organization Goal	Completion Date
	Revenue	Expenses				
Amplify Oshkosh November event (Note 1)	\$26,000	\$16,000	Rob Kleman Alyssa Wilsnack	EDAC Marketing	#1, 2, 3, 4	November 2017
Ideas Amplified Networking Series (Note 1A)	\$10,500	\$9,000	Rob Kleman Alyssa Wilsnack	EDAC Marketing	#1, 2, 3, 4	September 2017 On-going
ICSC Spring Conventions (Note 2)	\$0	\$2,500	Rob Kleman	EDAC	#1, 4	May 2018
Site Selectors Guild (Note 3)	\$0	\$3,500	Rob Kleman	EDAC	#1, 3, 4	March 2018
I41 Corridor/New North Regional Marketing (Note 4)	\$0	\$1,000	Rob Kleman	EDAC Marketing	#1, 3, 4	On-going
Business Counseling – SCORE (Note 5)	\$0	\$0	John Casper	Board of Directors	#2, 3, 5	On-going

NationJob (Note 6)	\$0	\$0	John Casper	Board of Directors Marketing Member Services	#2	On-going
FV Wage & Salary Survey	\$0	\$2,500	Mark Halfen	Member Services	#2	January 2018 On-going
Oshkosh Chamber On-Line Property Database Update	\$0	\$500	Rob Kleman	EDAC Marketing	#1, 2, 3, 4	On-going
EDAC Key Account Retention Program	\$0	\$0	Rob Kleman	EDAC Marketing	#2, 3, 4	On-going
Consultant Services to entrepreneurs, start-ups and emerging businesses	\$0	\$0	Rob Kleman	EDAC	#2, 3, 4	On-going
"Taking Care of Business" Radio Show	\$4,500	\$2,400	Rob Kleman	Marketing	#1, 2, 3	September 2017 On-going Monthly
Fund Drive (Note 7)	\$50,000	\$0	Rob Kleman	EDAC Marketing	#6	April 2018
RLF Servicing Fees (OAEDC & Winnebago County)	\$1,000	\$0	Rob Kleman	EDAC	#5, 6	September 2017 On-going
Training & Conferences (Note 8)	\$0	\$0	Rob Kleman	EDAC	#1, 2	September 2017 On-going
Support Workforce/Talent Development Committee	\$0	\$0	Rob Kleman, Patti Andresen-Shew	EDAC	#2, 3, 4	September 2017 On-going
NEWREP Membership (Note 9)	\$0	\$500	Rob Kleman	EDAC	#1, 2, 3, 4	January 2018
Recapitalize RLF (Note 10)	\$0	\$0	Rob Kleman	EDAC	#1, 2, 3, 4, 5	September 2017 On-going

Support BID & provide office space. (Note 11)	\$0	\$0	John Casper, Rob Kleman	EDAC Board of Directors	#2, 3, 5	September 2017 On-going
Conduct quarterly investor relation events	\$0	\$500	Rob Kleman	EDAC	#6	September 2017 On-going
Downtown Master Plan (Note 12)	\$0	\$5,000	John Casper	EDAC Board of Directors	#1, 2, 3, 4	May 2018
Administration/Staff	\$0	\$140,000		Board of Directors		
Total	\$92,000	\$183,400				

Note #1. Proceeds from the Amplify Oshkosh event are used to help underwrite the Talent and Education Coordinator Salary

Note #1A. This is based on holding 6 Ideas Amplified Events including the Annual Celebration event in May

Note #2. Chamber staff attends the ICSC Spring Deal making Event in Milwaukee and the annual RECON event in Las Vegas

Note #3. Chamber staff will attend the 6th annual Site Selectors Guild Annual Conference in Cincinnati, OH in March 2018

Note #4. The I-41 corridor partners are not planning a Fam Tour in 2017 but are planning joint marketing efforts

Note #5. The Chamber provides office space and administrative/clerical support to the SCORE office.

Note #6. Revenue earned through the NationJob program is reflected in the Member Services department budget in the Affinity Programs line.

Note #7. The annual economic development fund-drive will be conducted by members of the Economic Development Advisory Council (EDAC).

Note #8. Training and conference expense is budgeted in the Administrative Budget.

Note #9. SR VP of Economic Development will be serving as NEWREP President in calendar 2017

Note #10. Available funds for the Revolving Loan Fund (RLF) are not sufficient to meet the needs that currently exist. Staff will seek additional investment recapitalize the Chamber's RLF.

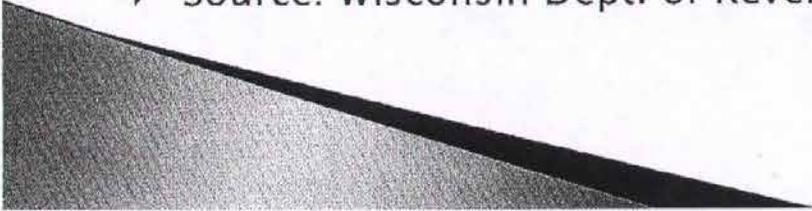
Note #11. The Chamber will provide the Downtown BID office space and administrative support services as an in-kind contribution.

Note #12. The Chamber committed \$15,000 to support the update of the Downtown Master Plan over a 3-year period. The budget reflects the second year payment.

New Construction Summary Since 2007

▶ Eau Claire	\$515 Million
▶ Oshkosh	\$446 Million
▶ Green Bay	\$432 Million
▶ Appleton	\$354 Million
▶ La Crosse	\$354 Million
▶ Sheboygan	\$285 Million
▶ Fond du Lac	\$265 Million
▶ Neenah	\$156 Million

▶ Source: Wisconsin Dept. of Revenue (DOR)



DOR New Commercial Construction

Total New Construction: Commercial												
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Totals
Eau Claire	\$42,000,000	\$48,526,900	\$61,308,400	\$26,600,000	\$19,266,900	\$24,967,700	\$27,190,000	\$29,680,500	\$47,636,900	\$60,673,500	\$62,587,000	\$450,437,800
Oshkosh	\$54,737,800	\$77,866,300	\$62,378,100	\$19,284,600	\$21,931,500	\$25,079,800	\$30,525,700	\$30,110,800	\$11,712,400	\$25,085,700	\$19,052,800	\$377,765,500
Green Bay	\$31,546,400	\$26,573,800	\$37,899,000	\$8,769,600	\$11,799,800	\$21,085,300	\$32,733,300	\$49,191,600	\$35,926,200	\$32,970,600	\$58,508,100	\$347,003,700
Appleton	\$39,188,400	\$45,868,500	\$18,868,800	\$46,840,900	\$13,248,100	\$9,697,600	\$16,506,200	\$20,169,200	\$19,895,900	\$61,889,700	\$41,896,700	\$334,070,000
La Crosse	\$27,177,600	\$26,169,200	\$35,010,900	\$21,942,400	\$21,632,200	\$25,282,600	\$12,559,500	\$11,544,900	\$19,698,200	\$37,904,500	\$53,624,700	\$292,546,700
Sheboygan	\$25,328,200	\$26,411,200	\$15,342,800	\$7,778,900	\$7,781,700	\$23,109,400	\$6,411,800	\$4,244,300	\$8,551,500	\$41,082,300	\$81,030,500	\$247,072,600
Fond du Lac	\$14,331,800	\$25,402,500	\$11,398,700	\$14,855,600	\$8,653,800	\$2,234,900	\$5,808,500	\$33,746,300	\$28,851,900	\$39,227,900	\$40,539,700	\$225,051,600
Neenah	\$4,830,000	\$7,078,500	\$13,818,000	\$21,009,500	\$1,379,500	\$4,335,900	\$18,685,600	\$2,113,000	\$2,286,300	\$3,027,300	\$11,913,900	\$90,477,500

DOR New Industrial Construction

Total New Construction: Industrial												
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Totals
Green Bay	\$4,112,900	\$15,121,200	\$10,371,300	\$7,535,500	\$5,415,200	\$7,836,500	\$11,170,700	\$9,277,300	\$3,753,200	\$4,954,100	\$5,415,000	\$84,962,900
Oshkosh	\$15,405,100	\$9,652,500	\$2,304,800	\$1,887,000	\$8,098,800	\$2,917,900	\$5,749,600	\$2,889,100	\$1,722,600	\$15,072,900	\$2,202,900	\$67,903,200
Neenah	\$7,336,900	\$6,189,200	\$3,336,200	\$643,800	\$2,564,700	\$2,589,600	\$8,466,800	\$16,072,000	\$3,125,300	\$9,907,400	\$5,177,500	\$65,409,400
Eau Claire	\$5,869,700	\$1,241,400	\$1,905,300	\$7,528,400	\$2,274,100	\$13,277,400	\$8,452,300	\$3,415,200	\$1,179,100	\$18,963,000	\$556,700	\$64,662,600
La Crosse	\$878,900	\$5,221,200	\$1,697,300	\$1,170,500	\$2,654,700	\$1,544,900	\$3,566,700	\$16,828,800	\$16,256,200	\$5,906,400	\$5,285,500	\$61,011,100
Fond du Lac	\$1,640,100	\$3,692,900	\$1,418,300	\$2,239,000	\$2,110,300	\$3,432,700	\$10,619,300	\$9,028,300	\$1,171,800	\$1,319,800	\$2,901,900	\$39,574,400
Sheboygan	\$1,700,200	\$1,216,400	\$5,268,100	\$571,900	\$250,100	\$690,900	\$6,236,900	\$5,464,500	\$5,244,900	\$2,317,400	\$8,541,100	\$37,502,400
Appleton	\$1,589,100	\$438,300	\$383,900	\$300,600	\$407,700	\$2,938,000	\$689,100	\$390,600	\$954,300	\$5,877,100	\$5,544,000	\$19,512,700



Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following eight (8) Economic Development Eligible Funding Program(s) that best match your proposed project, and include the Total cost of each program (**Column 1**) and amount of IDB Per Capita funding you propose to allocated for each program (**Column 2**):

	<u>Column 1</u>	<u>Column 2</u>
Eligible Economic Development Project / Program	Total Cost (\$) of Project / Program	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Project/ Program
1. Brochures / Marketing Materials		
2. Seed Money for Econ. Dev. Financing Programs(s)		
3. Studies directly related to Econ. Dev. Programs/Projects		
4. Other Promotional Programs (example: trade show booths)	SITE SELECTIONS BULD #3,500	
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	ILSL TRADE SHOW #2,500 I-41 PARTNERSHIP #1,000 #7,000	IDB FUNDING #3,881
6. Funding of Administrative Activities and/or Positions		

7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in 2 nd column should equal your Per Capita Funding Request from IDB)	\$ 7,000	\$ 3,881

Your report must also address the following two statements (on a separate sheet of paper/cover letter)...

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. 2018 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) of the funding allocation for your proposed project and program(s) for the current year.



*Community Development Department
2000 Municipal Drive, Neenah, WI 54956
www.foxcrossingwi.gov
Phone (920) 720-7105 Fax (920) 720-7116*

February 1, 2018

Mr. Jerry Bougie
IDB Coordinator
Winnebago County Planning Department
448 Algoma Blvd
Oshkosh, WI 54903-2808

RE: 2018 Winnebago County Per Capita Funding Program

Dear Jerry:

The Village of Fox Crossing continues to be appreciative of the opportunity to use IDB funding to support its economic development efforts in 2018. This is even more important due to the recent Kimberly-Clark announcement of the proposed plant closing in the Village. This makes clear the need to continue to diversify the regional economy. This funding, which is now in the amount of \$23,153, will allow the Village to continue its economic development efforts. These funds are combined with other Village funds to promote and support economic development in the Village of Fox Crossing. These efforts have resulted in both the expansion of existing, and the attraction of new, industries and businesses including a new motel, office building and business expansions.

The Village is again especially appreciative of the per capita allocation from the Town of Winchester and will strive to support them in the Villages economic development promotion and activities.

The Village of Fox Crossing adopted, as a part of its 2018 Annual Operating Budget, various fund accounts for economic development including, a specific account for the IDB per capita allocation. The IDB funds are an integral part of this effort. The Village was very successful in creating new jobs in the Village and surrounding areas. The Village will continue to use its website to provide information on industrial sites within the Village. The Community Development Department intends to update its market analysis in 2018. The Village will also continue to be directly involved in regional economic development efforts in Winnebago County and the Fox Cities. The Village feels that these regional organizations as well as others of regional import help to promote the region and maximize the impact of the limited funds available for economic development promotion.

Some of the examples of success in 2017 include creation of a new tax increment financing district for SECURA Insurance. This new district coupled with the two current districts, one for the Community First Credit Union Development and the second for McMahon Business Park, have helped to create over \$82 million in new development over the last three years.

Staff will continue to prepare appropriate grants, create new TIDs, utilize low interest loans

February 1, 2018

and grants when appropriate and provide regulation flexibility to assist existing and attract new businesses and industries. The continuing work on the new full 10/41/441 interchange and second bridge structure has fostered increased interest in economic development in the Village and the region. The Village will work with all regional economic development entities to promote new development opportunities in the Village and the region.

The continuing work on the 10/441/41 interchange including a second bridge over Little Lake Butte Des Morts has fostered continuing inquiries and requests for development assistance.

The Village of Fox Crossing appreciates its allocation of IDB Funds for economic development and also expresses appreciation for the allocation of the per capita funds from the Town of Winchester. These funds always leverage a substantial amount of additional funds that jointly promote the entire region. The award of the IDB funds for 2018 will allow the Village, along with all the other eligible entities in Winnebago County, to continue to maintain its economic vitality.

Attached is the Village's application for 2018 IDB funds.

Sincerely,



George L. Dearborn Jr., AICP
Director of Community Development
cc: Jeffrey S. Sturgell, Village Manager
Holly Stevens, Clerk, Town of Winchester

**2018 WINNEBAGO COUNTY PER CAPITA FUNDING APPLICATION
2018 VILLAGE OF FOX CROSSING ECONOMIC DEVELOPMENT PROGRAM**

Overview

The Village of Fox Crossing has adopted, as a part of its 2018 Annual Operating Budget, various fund accounts for economic development. The Village's local economic development activities are augmented with regional and state economic development programs. These regional efforts have helped to encourage local economic development. The Winnebago County Per Capita funds are blended with local funds and will augment the Village's ongoing economic development efforts in 2018 as it has in previous years. The Winnebago County per capita funds continue to be a very positive stimulus for economic development efforts in the Village which directly benefits the County.

The following economic development programs will continue, expand or be developed in 2018:

Business & Industrial Retention and Expansion

- The Village's retention and expansion programs incorporate tools and incentives to retain existing businesses and industries and support their expansion. Village staff participates in site visits to local businesses and industries to assess business needs and to address any concerns. These site visits have proven to be very productive. The site visits are conducted in cooperation with the Fox Cities Regional Partnership. These visits have and are anticipated to continue to provide information on the success of retention efforts. They also provide the Village with information about issues and concerns of local businesses and industries which the Village can assess and determine how these concerns can be addressed.
- One of the most successful economic development tools has been the creation of tax increment financing districts. The Village now has three current districts, one for the Community First Credit Union Development and the second for McMahan Business Park and the third for SECURA Insurance. These districts have helped to create over \$82 million in new development over the last three years. TID#1 is in the process of being expanded this year with a new motel with an anticipated value of at least five million dollars.. TID#2 has also been successful with the following the construction of WOW logistics corporate headquarters, an expansion of McMahan Corporate headquarters and a new office building for probation and parole. Staff will continue to prepare appropriate grants, create new TIDs, utilize low interest loans and grants when appropriate and provide regulation flexibility to assist existing and attract new businesses and industries.
- The continuing work on the new full 10/41/441 interchange and second bridge structure which is anticipated to open in 2018 has fostered increased interest in economic development in the Village and the region. The Village will work with all regional economic development entities to promote new development opportunities in the Village and the region.
- The opening of the new convention center in Appleton which the Village is supporting through room tax funds is anticipated to further promote more motel growth and increase tourism expenditures in the region.
- Village staff intends to update its local market analysis in 2018. This analysis is used to encourage businesses and industries to locate and expand in the Village. Staff anticipates conducting a new market survey to update its market analysis. The results of this updated market analysis will be used by the Village along with other public and private entities

Regulation Reform

- The Village continues to use its zoning ordinance to provide more flexibility for new industrial and commercial development. The Village has streamlined its development process and has eliminated duplicate regulations and other development barriers. This has proven to be invaluable in encouraging business and industrial expansion.

Industrial and Business Park Development

- The Village will continue to improve and extend public infrastructure. The Village also uses TIDs, grants and low interest loans when appropriate. This has helped to encourage the expansion of existing industrial and business parks and encourage new development. The Village promotes its parks on its website as well as state and regional websites and other state local and regional promotional efforts as they become available.

Community Promotion

- The Village will continue to update its economic development portion of its website. The Village continues to pursue the re-establishment of its internet map server that provides information on the location of industrial sites and other site-specific information. This will augment the present industrial park maps now on the Village's web site. The Village will continue its partnerships with the Winnebago County Industrial Development Board, New North, Wisconsin Economic Development Partnership, the Fox Cities Regional Partnership and other appropriate regional entities. The Village uses per capita funds coupled with other Village funds to support local business and industrial development along with potential financial contributions to appropriate regional entities that it deems most beneficial to the Village.
- The Village's Sustainability Committee continues to encourage the use of sustainable energy and other sustainable practices. The Village anticipates incorporating incentives within the Village's new zoning ordinance to both support and attract sustainable businesses.
- The Village again appreciates the allocation of per capita funds from the Town of Winchester and will continue to strive to assist the Town, when feasible, in any economic development efforts that they desire and will note the support of the Town in any of its promotional activities.

2018 Village of Fox Crossing Economic Development Budget

Project/Program	Total Amount	Per Capita Share
1. Brochures/Marketing Materials	\$ 1,000	\$ 500
2. Seed Money for Economic Development Financing Programs	\$ 7,000	\$ 5,000
3. Studies Related to Economic Development/Projects	\$3,000	\$ 1,500
4. Other Promotional Programs	\$0	\$0
5. Interaction with Business Prospects	\$ 1,000	\$ 500
6. Funding Administrative Activities	\$53,000	\$12,653
7. Membership Dues in Economic Development Organizations	\$ 3,000	\$ 3,000
8. Other Economic Development Projects	\$0	
Total Expenditures	<u>\$75,000.</u>	<u>\$23,153</u>

General Village Funds	\$51,847.00
Winnebago County Per Capita Funds <i>(\$1.12 Per Capita for the Village and The Town of Winchester)</i>	\$23,153.00
Total Projected Economic Development Expenditures	<u>\$75,000.00</u>

This Budget does not incorporate additional funds that are spent for infrastructure improvements that are specifically made to support business and industrial expansions.

2017 Village of Fox Crossing Economic Development Expenditures

Administrative Funding

Community Promotion

Advertising & Promotion (1) \$ 8,750

Business Retention & Expansion

Staff Assistance \$51,487
Development Information \$ 7,546

(1) Included membership in Fox Cities Economic Development Partnership, which contributes to the New North Economic Development Partnership, all of which are involved in promotion of the entire region. Also includes preliminary study of potential TID 3 creation

General Village Funds	\$44,795.00
Winnebago County Per Capita Funds	\$22,988.00
Total Economic Development Expenditures	<u>\$67,783.00</u>

2017 Economic Development Results

Community Promotion

Advertising & Promotion

The Village of Fox Crossing continued advertising and promotion of the community through a number of different mediums, using promotional materials, letters, site visits and improvements to the economic development portion of its website. The Village contributed to regional promotional efforts conducted by the Economic Development Partnership. The Village also hosted various meetings that promoted existing businesses and industries.

Development Information and Market Analysis

Staff Assistance

The Village Manager, Community Development Director, Associate Planner and Community Development Intern are all directly involved in economic development. Staff actively participated in local and regional efforts to promote the region for new and existing commercial and industrial development. The improving state and national economy coupled with local successes in existing and new development has increased in residential, commercial and industrial development. One of the major joint efforts in 2017 was the creation of a new tax increment financing district for SECURA Insurance to encourage over 52 million dollars in new development over the next few years

The new commercial and industrial development includes both new corporate headquarters and expansion of existing developments. The development has included completion of the new administrative building for Community First Credit Union, WOW Logistics, Precision Instruments, and a major addition to the McMahon Office building. New project now under construction include SECURA Insurance, a Wisconsin Institute of Urology Clinic, and a new expanded probation and parole building. This is a positive trend that we will build upon through our community promotion, incentives and effective cooperation with businesses and industries. Staff has also worked with a number of developers on potential tax increment financing districts which are anticipated in 2018 which will include a new motel in 2018.

Development Information

Village staff continued to improve the website to encourage new economic development. Staff also prepared a number of maps showing areas for development and assisted potential developers in their efforts to find appropriate sites for development, both within the Village and in surrounding areas.

Grants & Tourism

In addition to the Village's direct economic development efforts, staff has worked on the development of the new Convention Center that will promote conventions in the Fox Cities. Staff also works with the both the Convention and Visitors Bureau and the Room Tax Commission to promote new tourism projects.

Job Creation and Retention

New job creation numbers are difficult to quantify but we do know that we have created or retained many jobs in 2017. Some of the projected new jobs are estimated below:

*Community First Credit Union 200 jobs

*WOW Logistics 60 jobs.

*Gold Cross 2 jobs

*Precision Installations 10 jobs

These higher end jobs will also expand the need for other services and have increased the need for support industries further creating new jobs in Fox Crossing and the Fox Valley area. Additional jobs will be both retained and created for a new Urology Center which will be completed this year and within a year more jobs will be created and retained for the now under construction SECURA insurance building.

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following eight (8) Economic Development Eligible Funding Program(s) that best match your proposed project, and include the Total cost of each program (**Column 1**) and amount of IDB Per Capita funding you propose to allocated for each program (**Column 2**):

	<u>Column 1</u>	<u>Column 2</u>
Eligible Economic Development Project / Program	Total Cost (\$) of Project / Program	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Project/ Program
1. Brochures / Marketing Materials	\$ 1,000	\$ 500
2. Seed Money for Econ. Dev. Financing Programs(s)	\$ 7,000	\$ 5,000
3. Studies directly related to Econ. Dev. Programs/Projects	\$ 3,000	\$ 1,500
4. Other Promotional Programs (example: trade show booths)	\$ 0	\$ 0
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$ 1,000	\$ 500
6. Funding of Administrative Activities and/or Positions	\$ 53,000	\$ 12,653

7. Membership dues in Econ. Dev. Organizations	\$3,000	\$3,000
8. Other Econ. Dev. Projects / Programs: Itemize below:	\$0	\$0
8a.	\$0	\$0
8b.	\$0	\$0
8c.	\$0	\$0
TOTAL \$ (for items 1 - 8) (note: total in 2 nd column should equal your Per Capita Funding Request from IDB)	\$75,000	\$23,153

Your report must also address the following two statements (on a separate sheet of paper/cover letter)...

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. 2018 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) of the funding allocation for your proposed project and program(s) for the current year.

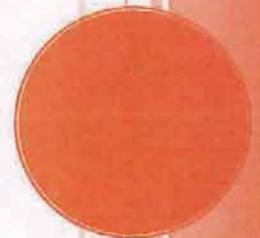
2018 IDB PER CAPITA FUNDING ALLOCATION APPLICATION

Village of Winneconne



Administrator Mitchell W. Foster

1/5/2018



2018 IDB Per Capita Funding Allocation Application

Village of Winneconne

Dear Members of the Winnebago County IDB, Winneconne Village Board, and taxpayers of the Village of Winneconne:

Please find enclosed, the Economic Development activities that occurred in 2017 and those that are slated to occur in the calendar year 2018.

2017 in Review

Last year the Village dedicated \$16,099.71 towards economic development within the Village boundaries and to support the surrounding outlying taxing districts.

The Village received \$6,709 in IDB per capita funding allocations for 2017. These funds were dedicated in the following manner:

- | | |
|--|--------------|
| • Wage and benefit portion for director (Village Administrator acts as Economic Director for the Village), | \$10,349.71. |
| • Office Supplies, printing, publishing | \$250. |
| • Contracted Services with GO-EDC | \$5,500. |
| • NET BUDGETTED FUNDS | \$16,099.71. |
| • 2017 IDB AWARDED FUNDS | \$6,709. |
| • VILLAGE FUNDED PORTION | \$9,390.71. |

The focus of this work was to promote the economic development of Winneconne and the surrounding area. Funds in 2017 were used for the following programs;

- Administer revolving loan fund for businesses that are expanding operations including; Midwest Specialty, Multi-Conveyor, and the Village Pub with \$115,420.55 in loans and a balance of \$457,009.90 available;
- Administer CDBG downtown façade improvement loans with \$57,000 available;
- Administer Tax Incremental District #5 project plan including the planning and reconstruction of Main Street (STH 116) in the district;

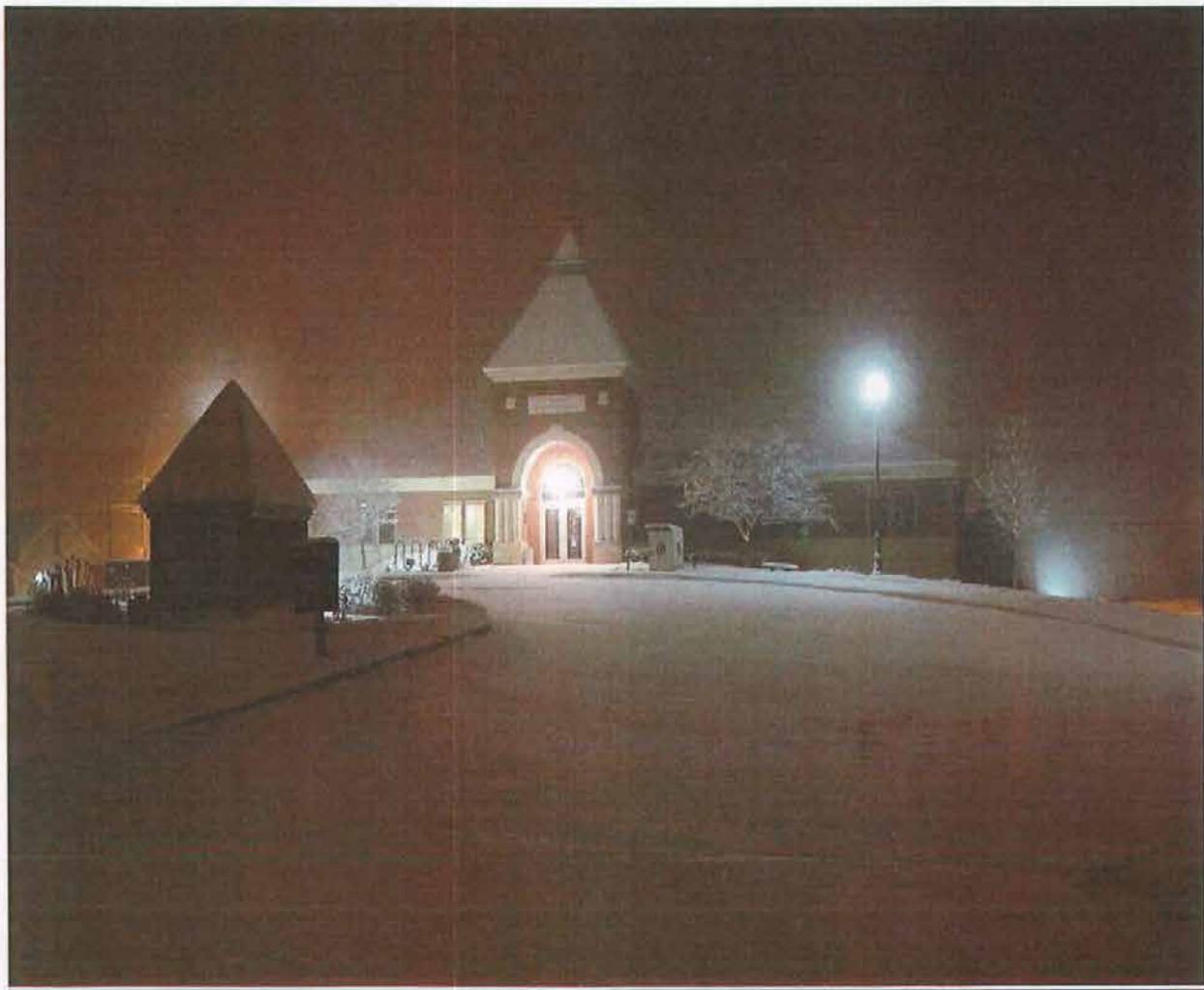
- Administer Tax Incremental District #3 including planning and reconstruction of Main Street (STH 116) and potential development opportunities in the district;
- Collaborate with Winneconne Community School District and local industry, manufacturing and business for career expo/class visits (increase awareness for high school students to understand options available in the surrounding community);
- Market the Village of Winneconne for new business opportunity and existing business expansion potential;
- Continue to work with GO-EDC on Business Retention and Expansion (BR&E) activities as well as an Industrial Development awareness activity;
- Coordinated the acquisition of fifteen (15) additional acres for the Industrial Park;
- Increase awareness of surrounding community businesses.



The below efforts will benefit the Village moving forward by replacing tax base (proposed for removal by STH 116 project), new or expanded business opportunities, as well as water, sewer, and road replacements within the Village;

- Main Street Reconstruction \$2,200,000.
- Commercial Development Potential \$7,500,000

The Village provided a 1.5 to 1 match in taxpayer dollars from the General Fund to support the Economic Development Plan. All funds were used to pay wage, benefits, and materials costs for products created by the Department and used toward promotion or expansion of the Village and surrounding community economies.



2018 – Determining the course for the Future of Winneconne!

For the upcoming year, the Village has AGAIN increased its allocation towards economic development by a significant amount due to some upcoming projects and a renewed focus on future planning. As you will see below, even with the reduction in outside community contributions, the Village is still planning to focus on development as its key to sustaining an amazing community.

The Village is proposing to receive the following 2018 allocations;

Village of Winneconne	=	\$2,681.
Town of Oshkosh	=	\$1,381
Town of Poygan	=	\$1,469
Town of Vinland	=	\$1,953
<u>Town of Wolf River</u>	=	<u>\$1,333.</u>
NET ALLOCATION	=	\$8,817.

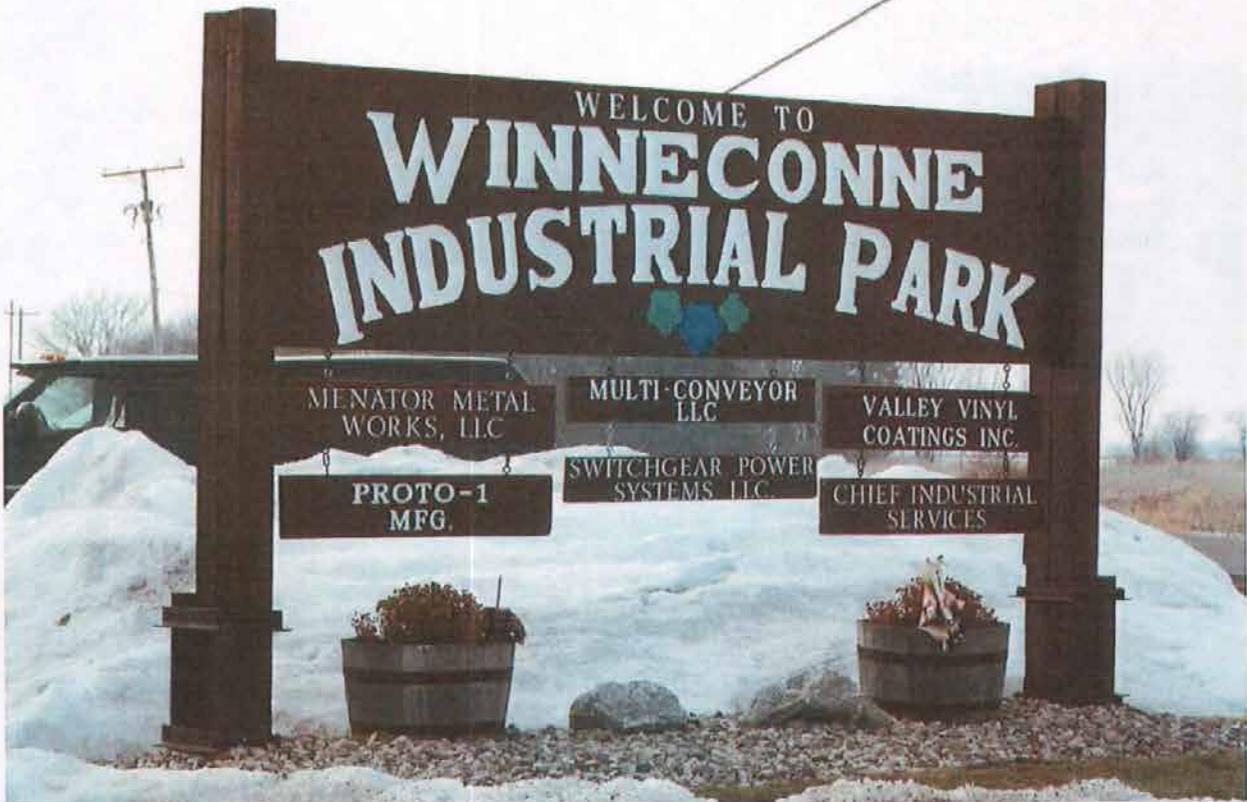
These funds are dedicated in the following manner:

- Wage and benefit portion for director (Village Administrator acts as Economic Director for the Village) \$10,668.06.
- Comprehensive Plan Contract with ECWRPC \$5,500.
- Agreement with GO-EDC \$5,500.
- NET BUDGETTED FUNDS \$20,668.06.
- 2017 IDB PROPOSED FUNDS \$8,817.
- VILLAGE FUNDED PORTION \$11,851.06.

The focus for 2018 is to continue the good work accomplished in 2017, promoting the economic development of Winneconne and the surrounding area. Funds in 2018 will be used for the following programs;

- Administer revolving loan fund for businesses that are expanding operations including; Midwest Specialty \$112,000 in loans and a balance of \$457,000 available;
- Administer CDBG façade improvement loans with \$57,000 available;

- Increase infrastructure improvements of new Industrial Park property;
- Work with new owners of property within Industrial Park on new business opportunities;
- Help coordinate “Business After Hours” style events for community businesses (within and beyond the Village limits);
- Market the Village of Winneconne for new business opportunity and existing business expansion potential;
- Help facilitate discussions with Main Street businesses about the creation of a “Connect Communities” program;
- Meet and cooperate with local community groups to promote the region;
- Help largest property owner work with DNR to allow for development of 35+ acres for residential/commercial purposes;
- An amount of \$5,500 will be paid to GO-EDC for their work on behalf of the Village which will be continuing in 2018;
- Update Comprehensive Plan for community with focus on long-term sustainable growth;
- Work with WEDC/Wisconsin DNR on redevelopment of contaminated sites that will be affected by the Highway 116 Bridge Project;
- Help expansion of Switchgear Power Systems within the Village;
- Work on recruiting developers for redevelopment of waterfront sites along STH-116 project.



Thank you for your trust in the Village of Winneconne and the expenditure of IDB per capita funds towards Economic Development. This program gives smaller communities like Winneconne the opportunity to grow and prosper in more ways than we could on our own.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Foster".

Mitchell W. Foster, MPA

Administrator

Village of Winneconne

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following eight (8) Economic Development Eligible Funding Program(s) that best match your proposed project, and include the Total cost of each program (**Column 1**) and amount of IDB Per Capita funding you propose to allocated for each program (**Column 2**):

	<u>Column 1</u>	<u>Column 2</u>
Eligible Economic Development Project / Program	Total Cost (\$) of Project / Program	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Project/ Program
1. Brochures / Marketing Materials		
2. Seed Money for Econ. Dev. Financing Programs(s)		
3. Studies directly related to Econ. Dev. Programs/Projects	\$5,500	\$5,500
4. Other Promotional Programs (example: trade show booths)		
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)		
6. Funding of Administrative Activities and/or Positions	\$10,668.06	

7. Membership dues in Econ. Dev. Organizations	\$ 5,500	\$ 3,317
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in 2 nd column should equal your Per Capita Funding Request from IDB)	\$ 20,668.06	\$ 8,817

Your report must also address the following two statements (on a separate sheet of paper/cover letter)...

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available.
2. 2018 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) of the funding allocation for your proposed project and program(s) for the current year.



Town of Winneconne

6494 Cty Rd M • Winneconne, WI 54986

Telephone: 920-582-3260 • Fax: 920-582-3207

Hello IDB Board,

Thank you for the opportunity to apply for the 2018 IDB funds. The Town of Winneconne is exploring an effort with the Butte des Morts Sanitary District to scope out what it would take to convert the current system from a retention pond to a mechanical system and also being able to comply with the impending phosphorus limits set by the DNR. The IDB allocation would help pay for a facility study, that would be a collaborate effort between the two entities. The interchange of Hwy 45 and Hwy 116/Cty Rd GG is within the BDM District boundaries although not within their service area. This section is currently zoned "Commercial" and the Town feels that this area is set for some economic development growth. Having a DNR compliant SD for this area will set the Town up for successful economic growth for years to come.

We have indicated that the total amount of funds to execute this study is "TBD". The reason for that is we have not yet received a total price tag for the study, but past experience has taught us that a study of this focus usually costs over the allotted \$2694.00.

The Town will keep the IDB board informed of our progress and hope to be able to provide an update late 2nd/3rd QTR of 2018. If the Town is unable to form a collaborative relationship with the BDM SD, we will defer our funds to the Village of Winneconne.

Thank you for the opportunity to help the Town compile the information required to have a robust community for business and industrial to succeed.

Matt Woods
Supervisor



Oshkosh Convention & Visitors Bureau

100 North Main Street Suite 112
Oshkosh, WI 54901
920-303-9200

www.VisitOshkosh.com

February 5, 2018

Jerry Bougle
Winnebago County Industrial Development Board
PO Box 2808
Oshkosh, WI 54903

Dear Jerry:

Tourism is flourishing in Winnebago County! In the packet provided there is a POWER OF TOURISM IN WINNEBAGO COUNTY sheet that gives an overview of the impact of tourism in our county. As an example of the success is Lifest. This festival has grown to become the 2nd largest event in Winnebago County, second only to AirVenture. The economic impact of Lifest is over \$5 Million dollars and over 90,000 people attended.

In 2017, as well as in 2018, the dollars received from the Industrial Development Board went to offset costs of marketing Winnebago County as a destination. The total used in the "Plan Submittal Form" is \$300,000—which is what our marketing budget is annually. The request for \$10,000 helps cover cost of publications that include our Visitor's Guide, Unique Your Trip, Fishin' the Crusin' and the Lighthouses of Winnebago County. In addition, OCVB Staff works with ITBEC on promoting the Endless Shores website and other initiatives of ITBEC.

The Convention & Visitor's Bureau is proud to promote Winnebago County and is appreciative of this partnership.

If there are questions or more information is needed, please contact me at any time.

Sincerely,

A handwritten signature in black ink, appearing to read "Amy Albright", is written over the typed name.

Amy Albright
Executive Director
Oshkosh Convention & Visitor's Bureau
amy@visitoshkosh.com



Oshkosh Convention & Visitors Bureau

100 North Main Street Suite 112
Oshkosh, WI 54901
920-303-9200

www.VisitOshkosh.com

Winnebago County Industrial Development Board

The Oshkosh Convention & Visitors Bureau (OCVB) is the official destination marketing organization for Winnebago County, committed to support and enhance the economic impact of tourism through events, service, sales, and marketing. The OCVB is a private, not-for-profit corporation funded by hotel/motel room tax assessed by local ordinance.

The Oshkosh CVB only receives room tax dollars collected from Oshkosh, not all of Winnebago County.

Marketing

- All Winnebago County Events featured on our website
- Mention of Winnebago County in most editorials
- Tourism Breakfast/Annual Report—announcement of Winnebago County economic impact numbers and employment in the tourism industry
- Markets all attractions and events in Winnebago County through social media, website and print marketing
- The OCVB is the only entity marketing our trail system. (River Walk, WIOUWASH Trail, The Lake Buttes des Morts Causeway.) We now have a completed map and video on our website of the trail system.

Sales

- Market and sell all Winnebago Boat landings as major fishing tournaments chose the waters in Winnebago Count for their fishing event
- Help complete the Winnebago County Park disc golf course and sell and market that venue
- Sells and markets Sunnyview Expo and Winnebago County Park as a venue for events

Visitor Guide

- The Visitors Guide is our print fulfillment piece, showcasing all of Oshkosh for tourist. We market Oshkosh and all of the County in all aspects of our Guide.
- Attractions, sports and recreation opportunities within Oshkosh and all of Winnebago County are listed in the Guide (free of charge). Examples:
 - Tayco St. Bridge Museum in Menasha
 - Waukau Nature Preserve
 - WIOUWASH Trail
 - Neenah, Menasha, Omro and Winneconne Parks
 - Lasley Point
 - More
- Distributes over 40,000 copies of our annual Visitor Guide to include all of Winnebago County

East Central ITBEC Board

The Oshkosh CVB sits on the East Central ITBEC Board representing Winnebago County. After a full strategic plan, ITBEC released a collaborative marketing project entitled Endless Shores. Partnerships include Fond du Lac, Calumet and Winnebago County. This project launched a website in January creating itineraries for the traveler to stay and play around Lake Winnebago.

TRAVEL
WISCONSIN
.COM

THE POWER OF
WISCONSIN TOURISM



THE POWER OF TRAVEL

Tourism plays a significant role in Wisconsin's economy and is a source of both employment and tax revenue.

- Tourism had a \$20 billion impact on the state's economy in 2016, up \$700 million or 3.5% from \$19.3 billion in 2015.
- The total six-year growth of tourism activity is up more than \$5.2 billion, a 35% increase from \$14.8 billion in 2010.
- Visitor growth topped 107.7 million in 2016, a six-year increase of 15.2 million.
- International travel in 2016 was up \$100 million over 2015.
- The tourism economy generated \$1.5 billion in state and local revenue saving Wisconsin taxpayers \$650 per household.
- The tourism economy supports 35% of all recreation jobs and 23% of all food & beverage jobs in Wisconsin.

Sources:
Longwoods International: Tourism Advertising
Evaluation and Image Study

Tourism Economics: The Economic Impact of
Tourism in Wisconsin

WINNEBAGO COUNTY

Oshkosh, Wisconsin's Event City, and Winnebago County ranked 10 out of 72 Wisconsin counties for traveler spending in 2016.

From music festivals and fishing tournaments to athletic competitions and meetings, Oshkosh continues to be a sought-after destination because of our focus on flexible, affordable and always creative options for leisure and business travelers. Annually, Oshkosh hosts more than 1,000 events and welcomes more than one million visitors. We feature three world-class museums, the state's oldest operating theater building, a downtown hotel and convention center on the Fox River and an Expo Center with extensive grounds. Oshkosh has options for nearly every budget.

VISITOR SPENDING

- Visitor spending in Winnebago County was \$242.5 million in 2016, an increase of 3.74% from 2015.
- Total business sales in Winnebago County was \$463.8 million in 2016, an increase of 3.74% from 2015.

JOBS

- 4,879 jobs with a total personal income of \$134.1 million were supported by visitors to Winnebago County last year.
- Tourism directly and indirectly supports 193,500 jobs in Wisconsin, a six-year addition of more than 21,500 jobs to the state's total employment.
- Largely comprised of small businesses, travel and hospitality jobs can't be outsourced or exported.
- The tourism industry provides work across the spectrum of employment from entry level and part-time jobs to management, executive and entrepreneurial positions.

TAX REVENUE

- Visitors to Winnebago County generated \$30.9 million in state and local taxes during 2016.
- In 2016, Winnebago County saw a 6% increase in room tax revenue.

OSHKOSH

AND WINNEBAGO COUNTY

Visitors Guide

2018

OSHKOSH

Wisconsin's
Event City

VisitOshkosh.com

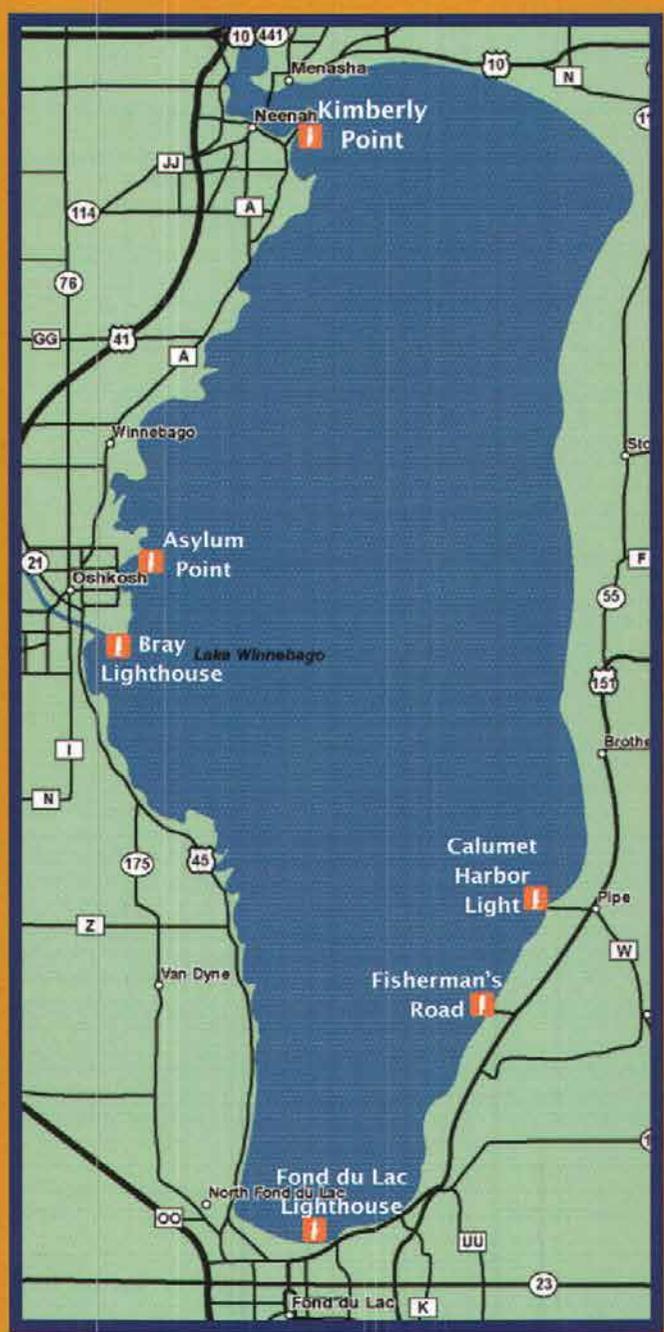
THE LIGHTHOUSES OF LAKE WINNEBAGO

Scenic Driving Tour

**Point to
ly Point**
3 mi
A 6.4 mi
e/S Park Dr 2.6 mi
in Ave 459 ft
Ave .6 mi
k Ave .2 mi
rside Park Dr .3 mi

**Point to
m Point**
.5 mi
.3 mi
on Ave .4 mi
mi
Trail 220 ft
tt Trail .4 mi
ng Ave 420 ft
4 mi
ominee Dr 1 mi
dock Ave .9 mi
1.0 mi
ty Rd A 1 mi
.3 mi
Rd .9 mi

**Oshkosh to
s Point**
on US-45
e .3 mi
1 mi
htly left and
Dr .7 mi
slightly left and
3 mi
house is on your
ou turn left.



↓
**Kimberly Point to
Calumet Harbor**
Right at E Wisconsin Ave .6 mi
Right at Commercial St/WI-114
Continue on Tayco St .4 mi
Right at 3rd St .8 mi
3rd St turns slightly left and bec
Plank Rd/WI-114 5.2 mi
Exit onto State Rd 114 5.4 mi
Continue on WI-55 3.3 mi
Right at Faro Springs Rd .6 mi
Left at Lakeshore Dr 12.8 mi
Left at Artesia Beach Rd .4 mi
Right at US-151/WI-55 1.6 mi
Right at County Rd W .9 mi
Right at Columbia Park .2 mi

↓
**Calumet Harbor to
Fisherman's Road**
Slight right at Calumet Harbor Rd
Left at County Rd W .7 mi
Right at US-151/WI-55 3.4 mi
Right at Fishermans Rd .6 mi
Make a U-turn - .6 mi

↓
**Fisherman's Road to
Fond du Lac Lighthouse**
Right at US-151/WI-55 4.3 mi
Right at WI-55 3.5 mi
Right at N Park Ave .3 mi
Right at Park Dr .1 mi

←
**Fond du Lac Lighthouse
to Oshkosh**
Park Dr turns left and becomes
Promen Dr .4 mi
Continue on N Main St .4 mi
Right at W Scott St/US-45 US-45 16

This map has been brought to you courtesy of the:
Oshkosh Convention & Visitors Bureau
100 N. Main St. Suite 112, Oshkosh, WI 54901
877-303-9200 ~ www.visitoshkosh.com



Kimberly Point Lighthouse

This 40-foot tall lighthouse was a gift from James Kimberly of the Kimberly-Clark Corporation. It was built in 1945 to guide boaters into the Neenah Harbor at the mouth of the Fox River. The base of the tower serves as a park restroom.

The grounds are open but the tower is closed.

44.1853 - 88.4425

Fisherman's Road Lighthouse

This light tower marks the entrance to the boat ramp and small marina operated by the Fisherman's Road Fishing Club. It previously stood alongside the tower at Calumet Harbor, but was moved here in 2001.

The grounds are open but the tower is closed.

43.87353 - 88.36262

Asylum Point Lighthouse

This lighthouse was built for the Works Progress Administration but rejected by the Department of Transportation as a navigational light for the lake, so it was never lit. In 2007, it received a \$4,000 renovation by the inmates of the Winnebago Correctional Institution.

The grounds are open but the tower is closed.

44.06244 - 88.51467

Calumet Harbor Light

This 75-foot light tower marks the entrance to Pipe Creek from Lake Winnebago. It was originally built for the Fond du Lac Table Factory. In 1936, it was moved to Calumet Harbor to serve as an observation tower and a navigational aid.

The grounds and the tower are both open.

43.91517 - 88.33262

Bray Lighthouse

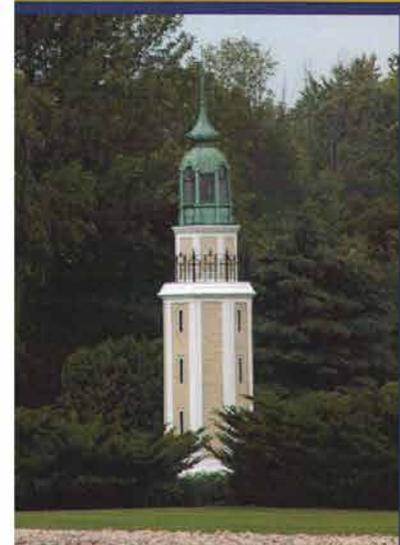
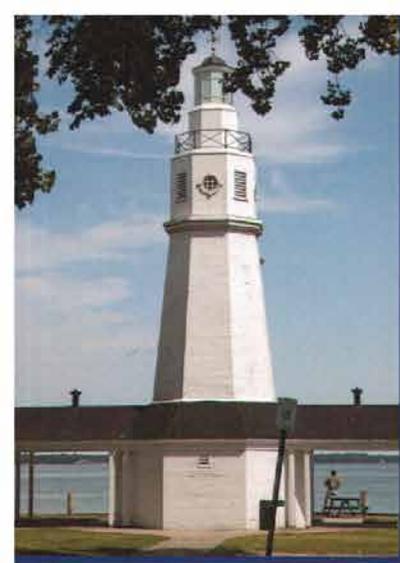
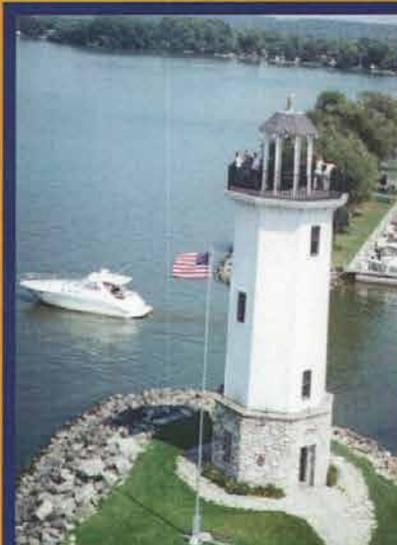
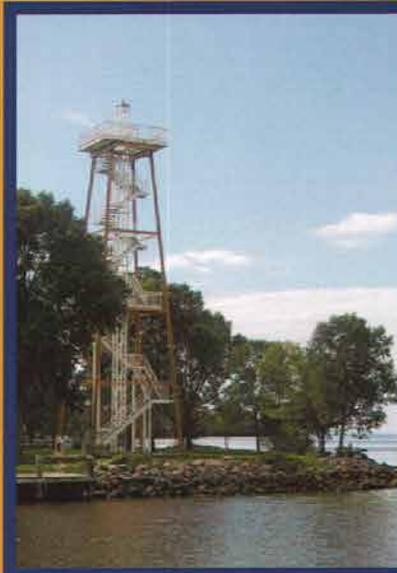
This lighthouse was built in 1909 by William Bray to mark a dangerous reef at the Fox River entrance to Lake Winnebago which posed a threat to the heavy shipping traffic. In 1917, it was the only government-licensed inland light. Over time it has had many different names.

The grounds and the tower

Fond du Lac Lighthouse

This 40-foot tall lighthouse was built in 1933 through a cooperative effort by local residents. The bottom ten feet are flagstone covered. There is a winding wooden staircase attached to the walls of the interior allowing visitors to climb to the observation deck.

The grounds and the tower



Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following eight (8) Economic Development Eligible Funding Program(s) that best match your proposed project, and include the Total cost of each program (**Column 1**) and amount of IDB Per Capita funding you propose to allocated for each program (**Column 2**):

	<u>Column 1</u>	<u>Column 2</u>
Eligible Economic Development Project / Program	Total Cost (\$) of Project / Program	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Project/ Program
1. Brochures / Marketing Materials	\$ 300,000	\$ 10,000
2. Seed Money for Econ. Dev. Financing Programs(s)		
3. Studies directly related to Econ. Dev. Programs/Projects		
4. Other Promotional Programs (example: trade show booths)		
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)		
6. Funding of Administrative Activities and/or Positions		

7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in 2 nd column should equal your Per Capita Funding Request from IDB)	\$300,000	\$10,000

Your report must also address the following two statements (on a separate sheet of paper/cover letter)...

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available.
2. 2018 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) of the funding allocation for your proposed project and program(s) for the current year.

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following eight (8) Economic Development Eligible Funding Program(s) that best match your proposed project, and include the Total cost of each program (**Column 1**) and amount of IDB Per Capita funding you propose to allocated for each program (**Column 2**):

	<u>Column 1</u>	<u>Column 2</u>
Eligible Economic Development Project / Program	Total Cost (\$) of Project / Program	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Project/ Program
1. Brochures / Marketing Materials		
2. Seed Money for Econ. Dev. Financing Programs(s)		
3. Studies directly related to Econ. Dev. Programs/Projects	<i>TBD</i>	<i>\$ 26,941.00</i>
4. Other Promotional Programs (example: trade show booths)		
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)		
6. Funding of Administrative Activities and/or Positions		

7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in 2 nd column should equal your Per Capita Funding Request from IDB)	TBD	\$ 26,941.00

Your report must also address the following two statements (on a separate sheet of paper/cover letter)...

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available.
2. 2018 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) of the funding allocation for your proposed project and program(s) for the current year.