



Ozaukee Economic Development - 2009 REPORT

The purpose of the OED (Ozaukee County Economic Development Corporation) is to advance the business prosperity and economy of Ozaukee County in collaboration with community, regional and business partners

www.ozaukeebusiness.org

During the calendar year 2009, OED was involved in the following activities:

Outreach and Marketing Activities: In 2009, OED worked on a variety of outreach and marketing efforts to increase awareness of OED and its programs.

- Business Retention visits were held with one hundred businesses within the County.
- Presentations were made to seven business/service organizations (i.e. Chambers of Commerce, Rotary Clubs, and Kiwanis Clubs) promoting OED to over 300 business people.
- OED held its second Outreach Event in April of 2009, over 160 top business and government officials came to hear Richard Leinenkugel, Secretary of the Wisconsin Department of Commerce speak on the State's efforts on economic development.
- OED continued to utilize its electronic newsletter. The newsletter comes out three times a year, in April, August and December and promoted many of the events and programs that OED works on. The newsletter is sent to business and government executives throughout the county.
- OED maintains a website. The site works to provide key information to businesses looking to locate or expand in Ozaukee County. The site links with all key partners (County/Local Government Units, Chambers of Commerce, etc.) Staff has been trained to maintain and update the site internally.
- New marketing pamphlets promoting the Revolving Loan Fund programs in all of the communities were created in 2009. These brochures provide a snapshot of the programs available.
- OED made contact with, had meetings with or presented at all local units of government within Ozaukee County.
- OED's Executive Director attended Concordia University's President's Roundtable.
- OED exhibited at the "Small Business Times" – Business Expo in West Allis. OED provided information on development opportunities within Ozaukee County.
- OED partnered with Cook Composites and Polymers, a Saukville company, in hosting a Sustainability and Green Business Forum in October. Over 40 business representatives attended.
- OED partnered with MATC on a Sustainability Program focusing on the wind industry and stimulus dollars. Over 70 businesses attended the program.
- OED developed an economic development practitioners' network within the county. The network, which meets quarterly attempts to utilize and share ideas that are successfully working for neighboring communities.



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Financing Activities: OED serves as the marketing arm of the County's Revolving Loan Fund (RLF) Program and works to promote the local (City of Mequon, City of Cedarburg, City of Port Washington, Village of Grafton) RLF programs.

- A \$100,000 county loan was completed for eCare Solutions, a Health and Wellness Company in Thiensville. The company also received a \$100,000 loan from the State of Wisconsin's Community Development Block Grant Program.
- A \$35,000 working Capital county loan was completed for Messina Restaurant in Saukville. The loan was utilized to assist the company expand into additional catering opportunities and add an outdoor seating option at the restaurant.
- Due to the economic crisis and credit crunch, there has been significant activity and meetings regarding the RLF program. However, many of the projects have stalled or failed to move forward. OED continues to work with these businesses.
- Meetings were held with 67 businesses on the revolving loan fund programs.

Workforce Development: OED understands that Workforce Development is a key element in economic development;

- Continued as a funding member of Workforce 2020, a consortium of education, business, and community and government representatives pursuing future employment needs in the county through the implementation of a School-To-Work apprenticeship program.
- OED, in cooperation with several partners developed, sponsored and held the second Manufacturing Career Expo. The program, which was held at Grafton High School, highlighted the Manufacturing Industry and the careers and salaries available within the industry. Approximately, 300 students attended the program with 14 employer booths.
- Held a joint program with Workforce Development and MATC on the WIA Youth program approximately 10 employers attended the event.

Entrepreneurial Training: OED, in cooperation with UW-Extension, has developed and implemented:

- Fast Trac, a thirteen week session, which assists potential entrepreneurs develop business plans had 14 participants in its Fall Session at MATC-mequon.
- OED developed a partnership with the Northshore Inventors and Entrepreneurs. The club, which has meetings in Mequon, Milwaukee and West Bend, averages over 70 attendees per meeting. Attendees are mainly new or potential business owners.

Regional Economic Development: OED actively participates in

- Milwaukee7 Council meetings, the Milwaukee7 is a cooperative organization of the seven county Milwaukee Region (Ozaukee, Washington, Waukesha, Milwaukee, Racine, Walworth and Kenosha) to recruit, retain and expand companies that offer high-value jobs



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Regional Economic Development cont.

- Hosted the Fall Milwaukee7 Council Meeting at the County Administration Building in Port Washington. This meeting brought approximately 70 of the region's top executives to Ozaukee County.
- Next Generation Manufacturing Council, the first off-shoot of the MKE7 works to improve manufacturing processes in the region creating more productive and technology advanced, higher value manufacturers.
- Regional Economic Partnership: A consortium of seven County Economic Development Agencies, the Southeastern Wisconsin Regional Planning Commission, the City of Milwaukee and the Milwaukee Metropolitan Association of Commerce work together on common economic development issues.
- OED's Executive Director serves as Ozaukee County's representative to the Home Consortium, a four-county Affordable Housing Consortium that provides grants and loans to developers who create affordable housing projects

Other Activities:

- OED raised \$28,070 dollars in contributions from the Business Community in 2009.

Job Creation and Retention:

OED actively worked on projects with fourteen new or existing businesses creating over 142 new jobs and helping retain approximately 375 existing jobs. OED has sixteen pending projects that it is currently working on.

Additionally, OED worked with four projects that either did not move forward or with companies where jobs were lost due to outside economic conditions beyond our control. Seventy-two existing jobs were lost due to these projects.

	PROJECTS	JOBS CREATED	JOBS RETAINED
Completed Projects	14	142	381
Pending Projects	16	1123	845
Projects Withdrawn	4	74 new jobs not created	72 lost jobs

Utilizing an economic impact program designed by the Metropolitan Milwaukee Chamber of Commerce, these jobs create an impact of over 44 Million Dollars.

New Job Impact - \$12,070,000

Retained Job Impact - \$32,385,000

Total Economic Impact on Ozaukee County - \$44,455,000