



Ozaukee Economic Development 2007 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 2007, OED was involved in the following activities:

Organizational Activities: In 2007, OED took steps to become a more pro-active organization.

- OED developed a fundraising strategy that brought in \$100,000 of funding from Ozaukee County, \$12,500 of funding from local governmental units and \$21,000 from private businesses and grant programs.
- With increased funding, OED was able to hire a full-time Executive Director in March of 2007. This position is filled through a contract with the University of Wisconsin-Milwaukee's Consortium for Economic Opportunity saving the organization significant dollars.
- A new Strategic Plan was developed and approved, creating new outcomes and goals for the organization.
- A Code of Ethics for local Ozaukee Communities was created to provide guidelines for governments working with local businesses who are considering relocation within the county.

Outreach and Marketing Activities: In 2007, OED began work on a variety of outreach and marketing efforts to increase awareness of OED and its programs.

- A marketing committee was formed and an initiative was developed and implemented, creating a new logo and marketing trademark – Ozaukee Economic Development
- Business Retention visits were held with over eighty businesses within the County.
- Presentations were made to nine business/service organizations (i.e. Chambers of Commerce, Rotaries, and Kiwanis Clubs) thus promoting OED to approximately 300 businesspeople.
- OED made contact with, had meetings with or presented at all of the local units of government within Ozaukee County.
- OED's Executive Director attended and become a member of Concordia University's President's Roundtable.

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

- First Steps, a pre-venture counseling workshop had over 10 participants that assessed their readiness for entrepreneurship and gained knowledge on business resources.
- Fast Trac, an 12-week business plan development class was offered in the fall of 2007 in Ozaukee County, 16 business plans were developed.
- Worked as a partner with the Northshore Inventors and Entrepreneurs, a club for potential businesses that averages 70 attendees monthly.



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Financing Activities: As part of our renewed efforts, OED became the marketing arm of the County's Revolving Loan Fund (RLF) Program and worked to promote the local RLF programs.

- Two loans were completed for Modern Equipment's expansion to a new plant within the Port Washington Community, one from the County's Revolving Loan Fund Program for \$500,00 and one from the City of Port Washington's Revolving Loan Fund Program for \$300,000.
- A loan was completed for Guy and O'Neill (a Fredonia Manufacturer) for \$85,000 from the County's Revolving Loan Fund. The funds were used to expand their current production lines and purchase new equipment.
- A loan was completed for Generations Consignment for \$40,000 from the City of Cedarburg's Revolving Loan Fund. The funds were used for working capital for a new business within Downtown Cedarburg.
- Meetings were held with over 30 businesses on the revolving loan fund programs.

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

- Continued as a funding member of Workforce 2010, a consortium of education, business, 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 (MATC, Workforce Development, K-12 programs) developed and sponsored a Workforce Seminar in May, 2007 focusing on improving the workforce in the County by creating better connections between businesses and educational institutions. The seminar was attended by over 60 participants.

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
- 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 Area of Commerce working together on common economic development issues.