



Ozaukee Economic Development - 2010 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 2010, OED was involved in the following activities:

Outreach and Marketing Activities: In 2010, 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 five business/service organizations (i.e. Chambers of Commerce, Rotary Clubs, and Kiwanis Clubs) promoting OED to over 250 business people.
- OED held its third Outreach Event in April of 2010, over 160 top business and government officials came to hear Mike Gousha, Media Personality speak on the key issues facing the region.
- 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. Additionally, OED sent out one OED Express, a shortened version of our newsletter/ 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.
- 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 MATC on a Sustainability Program focusing on the wind industry and stimulus dollars. Thirty businesses attended the program.
- OED partnered with local economic development to host a seminar on developing a business plan for existing businesses. Thirty-eight business people from throughout the county attended.
- OED hosted a financing seminar focusing on capital availability and options. Twenty-eight businesses attended.
- OED maintained its economic development practitioners' network. The network, which meets quarterly attempts to utilize and share ideas that are successfully working for neighboring communities.
- OED established a business Advisory Council. The Council is made up of thirty top Business Executives from throughout the County representing all types of businesses. The Council held its first meeting in October. The Council will meet semi-annually.



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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.

- Both a \$100,000 Ozaukee County loan and a \$100,000 City of Port Washington loan were completed for Custom Wire Technologies.. The company utilized the funding to purchase a new facility on Sunset Road in Port Washington. The new space will allow the company to expand its current business
- Both a \$70,000 working capital Ozaukee County loan and a \$100,000 equipment loan from the City of Port Washington were completed for Prism Manufacturing. Prism was located in Manitowoc and Brookfield, it combined its operations in Port Washington in the former Simplicity Building.
- Both a \$70,000 working capital Ozaukee County loan and a \$125,000 working capital City of Port Washington loan were approved for Lighthouse Development. These loans were utilized to improve the former Smith Brothers properties, so that Franklin Energy could relocate their corporate headquarters there.
- A \$40,000 equipment Ozaukee County loan was approved for Oldenburg Metals. The loan allowed the company to expand its current offerings.
- 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 74 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 third Manufacturing Career Expo. The program, which was held at Cedarburg High School, highlighted the Manufacturing Industry and the careers and salaries available within the industry. 350 students attended the program with 15 employer booths.

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

- First Steps, a three hour seminar was held twice in 201. The program give entrepreneurs straight information on the difficulty of starting a business.

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 a M7 promotion luncheon at Concordia University. Eighty-four business executives and local government officials attend the program, which highlighted M7's efforts for the region.
- Next Generation Manufacturing Council, the first off-shoot of the M7, which 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 and current Board President 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 \$33,800 dollars in contributions from the Business Community in 2010.

Job Creation and Retention:

OED has actively worked on projects with twenty new or existing businesses creating over 214 new jobs and helping retain approximately 512 existing jobs over the past three years. In 2010, seven projects moved forward creating 72 new jobs and helped retain 131 existing jobs. OED has twenty pending projects that it is currently working on.

Additionally, OED worked with six projects that either did not move forward or with companies where jobs were lost due to outside economic conditions beyond our control. One hundred and thirty-three existing jobs were lost due to these projects.

	PROJECTS	JOBS CREATED	JOBS RETAINED
Completed Projects	20	214	512
Pending Projects	20	558	722
Projects Withdrawn	6	182 new jobs not created	133 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 - \$18,190,000

Retained Job Impact - \$43,520,000

Total Economic Impact on Ozaukee County - \$61,710,000