



Ozaukee Economic Development - 2008 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 2008, OED was involved in the following activities:

Outreach and Marketing Activities: In 2008, OED worked on a variety of outreach and marketing efforts to increase awareness of OED and its programs.

- Business Retention visits were held with over ninety 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 over 400 business people.
- OED held its first Outreach Event in May of 2008, over 130 top business and government officials came to hear Gale Klappa, President/Chairman of Wisconsin Energy Corporation and co-chair of the Milwaukee7 speak on regional economic development.
- OED created its first electronic newsletter. The newsletter came out in December of 2008 and promoted many of the events and programs that OED works on. The newsletter will come out three times each year and is sent to business and government executives throughout the county.
- OED developed a new web address and new website. The new 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.)
- A new marketing pamphlet promoting the types of assistance OED can provide to local businesses was created in 2008.
- OED made contact with, had meetings with or presented at all local units of government within Ozaukee County.
- OED's Executive Director attended and became a member of 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 was a partner with Cook Composites and Polymers, a Saukville company, in hosting a Sustainability and Green Business Forum in October. Over 35 business representatives attended.

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 \$56,500 county loan was completed for Slingshot Marketing, a business to business marketing firm in Saukville. The company, which formed in 2002 has seen great growth and utilized the funds to purchase a digital cutting machine. The company plans on expanding its employment over the next two years.



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Financing Activities cont:

- OED worked with a City of Port Washington business on a \$100,000 working capital loan from the City's Revolving Loan Fund. In December, the business chose to withdraw their loan application due to collateral issues.
- OED worked with Shady Lady Lighting on a Village of Grafton Revolving Loan Application. The loan of \$150,000 will be utilized for Working Capital. Although, several meetings were held in 2008, the loan did not receive final approval until 2009. Shady Lady Lighting is planning on hiring over 7 new employees over the next two years.
- OED worked with Wisconsin's Department of Commerce to approve a Milk Volume Production loan for a farm in Ozaukee County. The loan will assist the farm purchase new milking cows and hire the needed staff.
- Meetings were held with over 45 businesses on the revolving loan fund programs.

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

- Continued as a funding member of Workforce 2010, 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 partnership with Workforce 2010, applied for a WIRED Grant to revamp the current program. Federal and State funding for the Workforce 2010 has declined over the past five years.
- OED, in cooperation with several partners (Workforce Development, Port Washington-Saukville School District and various Private Employers) developed, sponsored and held the first annual Manufacturing Career Expo. The program, which was held at Port Washington High School, highlighted the Manufacturing Industry and the careers and salaries available within the industry. Approximately, 350 students attended the program with 16 employer booths.
- OED jointly sponsored a "Salute to Manufacturing" with MATC-Mequon and Federal Tool and Engineering. The program recognized the first Ozaukee County graduates of the Manufacturing Skills Standards Certification Program. Governor Doyle and Secretary of Workforce Development, Roberta Gassman presented to over 100 invited business people.

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

- First Steps, a pre-venture counseling workshop had nine participants that assessed their readiness for entrepreneurship and gained knowledge on business resources.
- 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.



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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 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. In 2008, Ozaukee County's Habitat for Humanity received a forgivable loan from this program to build housing in the City of Port Washington.

Other Activities:

- OED raised over \$25,000 dollars in contributions from the Business Community in 2008.

Job Creation and Retention:

OED actively worked on projects with seven new or existing businesses creating over 75 new jobs and helping retain approximately 300 existing jobs.

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	7	75	294
Pending Projects	17	986	802

Utilizing an economic impact program designed by the Metropolitan Milwaukee Chamber of Commerce, these jobs create an impact of over 34 Million Dollars.

New Job Impact - \$7,140,000

Retained Job Impact - \$26,945,000

Total Economic Impact on Ozaukee County - \$34,085,000