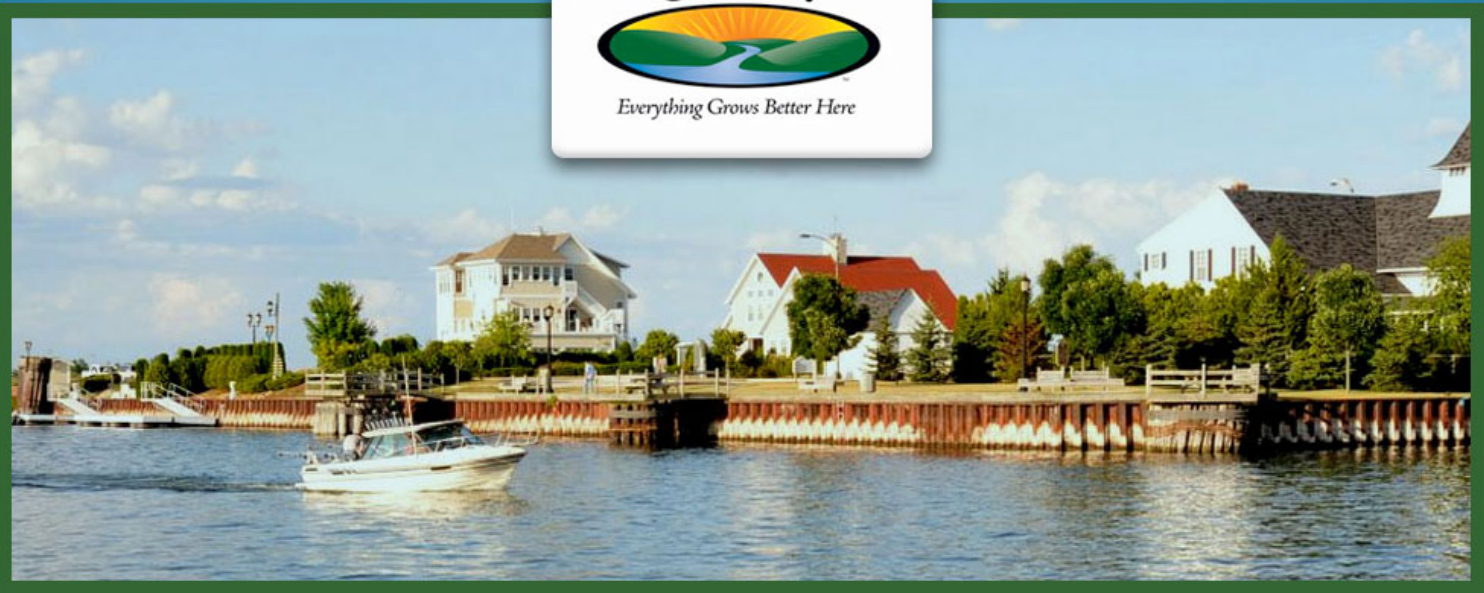


# Kewaunee County Economic Development Corporation



Annual Report - 2012

Dear Investors & Friends,

Welcome to the ninth Annual Kewaunee County Economic Development Corporation (KCEDC) Annual Dinner and fourth Annual Buy Local Awards Celebration. In 2012, KCEDC worked diligently to align with the State of Wisconsin and "Be Bold" with its economic development strategies. KCEDC focused on developing stronger partnerships; connecting the public and private sector with programs and resources and engaging the business community in economic development. Strengthening the local economy, remained KCEDC's priority with successful existing business development projects and the consistent growth of initiatives like the Kewaunee County Buy Local and Visit Kewaunee County. Additionally, KCEDC's proactive leadership role in youth career awareness initiatives assisted in addressing the future workforce needs of the local agriculture industry.

KCEDC promises to take a bold approach in 2013, remaining focused on opportunities and partnerships that will help strengthen and grow the economy. The KCEDC Board of Directors is committed to retaining and growing local businesses. With the support of Kewaunee County behind KCEDC, we can and will foster a strong and vibrant local economic environment for 2013.

Sincerely,

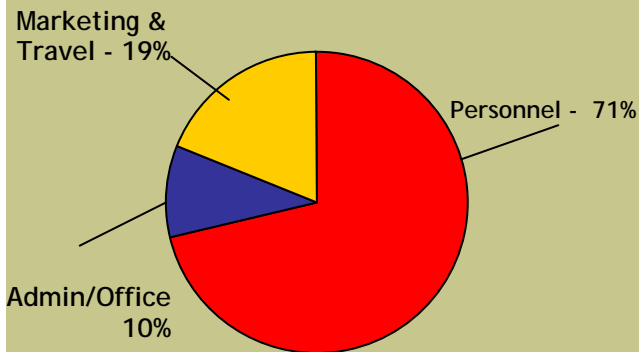
Kristy L. Pagel  
Chair

Jennifer K. Brown  
Executive Director

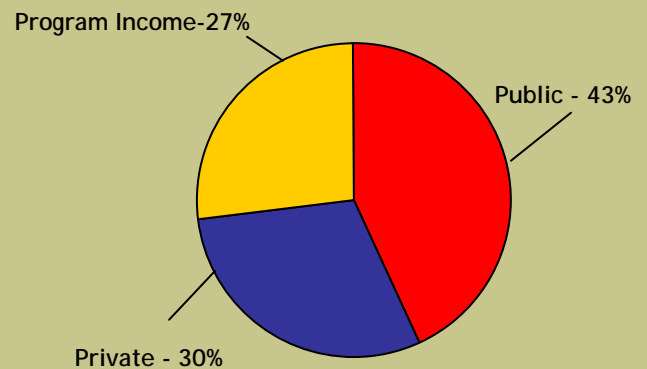
## FINANCIAL RESOURCES

The Kewaunee County Economic Development Corporation received continued support from both the public & private sector in 2012. KCEDC significantly increased program income and leveraged both financial and administrative resources with community partners in 2012. The pie charts below depict KCEDC's expenses and revenues for 2012 based on year end financial statements. Revenue for 2012 totaled \$121,559 and expenses totaled \$115,624.

2012 Expenses



2012 Revenues



## MUNICIPAL SERVICES

- KCEDC served local government entities through the following activities;
  - \*Grant/Incentive Research & development
  - \*Microloan Program Development
  - \* Town Tax Incremental Financing Information and support.
  - \* RLF Consulting – served on the County's Revolving Loan Fund Committee.

## BUSINESS RETENTION

- KCEDC visited 9 businesses and organizations throughout the County in 2012. Those visited employed 323 people and had a collective annual sales of nearly \$46M. Seventy-five percent expected an increase in sales in 2013 and over fifty percent planned expansions in facilities or equipment.

## GROWING BUSINESS & COMMUNITY

- Worked with Agropur, Inc. to facilitate local economic development incentives to advance the company's \$100M expansion in the Town of Montpelier.
- Served over 29 businesses (ranging from 2 to 300 employees) with project specific requests in areas including, economic development incentives, financing, workforce development issues and grants.
- Partnered in the launch of the Lakeshore Industry Cluster Initiative to grow and diversify the economies of the Lakeshore region.
- Organized a Regional Economic Strategy Team in response to the closure of the Kewaunee Power Station.
- Began modernization & integration of KCEDC's 3 websites to better promote the county.



## FOCUS ON AGRICULTURE

- KCEDC hosted Agriculture Career Days where nearly 900 7th and 8th grade students, educators and staff from four school districts were introduced to over 30 careers in agriculture.
- Hosted WI Association of Ag Educators. Showcased Kewaunee County agriculture & KCEDC.
- Provided economic development resources to expanding dairies.
- Hosted Ag Power Day — over 27 attendees gained knowledge on how the global markets influence local dairies.



## VISIT KEWAUNEE COUNTY

- Increased traffic to [visitkewauneecounty.com](http://visitkewauneecounty.com) by 10%; comparatively saw a 19% increase in visitor spending in Kewaunee County from 2010 to 2011.
- Promoted local festivals, events, fairs and other tourism opportunities on KCEDC's [visitkewauneecounty.com](http://visitkewauneecounty.com).
- Worked with local and regional tourism partners to highlight Kewaunee County at a regional and state-wide level.



## EDUCATION & WORKFORCE DEVELOPMENT

- KCEDC offered business and leadership educational opportunities including; Blogging for Business, Human Resource Common Sense, Wellness in the Workplace and Ag Power Lunch. Served 60 business and community leaders.
- Offered educational presentations focused on the use of Tax Incremental Financing in townships.
- Developed and launched a county-wide wellness program for the local business community. Encouraged 58 participants from 10 businesses.
- Distributed over 3,000 industry-focused print newsletters, as well as a new, revitalized e-newsletter.



## BUY LOCAL INITIATIVE

- Collaborated with the Literacy Partners of Kewaunee County on the Advantage Card; promoted 32 local businesses & added 4 coupons in 2012.
- Increased the success of Buy Local Cares Day, which involved 39 members of the business community and served 11 local non-profits.
- Recognized excellence in (10) Kewaunee County Businesses with the Best of Kewaunee County Awards.
- Showcased 15 food & beverage businesses at the 4th Annual Taste of the County with a record 175 attendees.
- Included 41 local businesses in the annual holiday promotion. Increased advertising and encouraged a record 1,218 local business visits.



## LOOKING AHEAD—2013

KCEDC remains committed to advancing Kewaunee County's existing business community and strengthening the local economy. As partners in economic development, we are all passionate about promoting our community, businesses and excellent quality of life. KCEDC looks forward to continuing a partnership with the community and business leaders to foster a strong and vibrant local economic environment for Kewaunee County in 2013!

## 2012 KCEDC BOARD OF DIRECTORS

Mark Kanz, Chair  
Dominion Energy

Kristy Pagel, Vice-Chair  
Diamond V

Tim Trembl, Treasurer  
Bank of Luxemburg

Scott Bortolini  
Cornerstone Appraisal Service

Renee Koenig  
UW Health/UW Extension

Lynn Kroll  
Wisconsin Public Service

Karen Naze  
WS Packaging Group

Dan Porath  
Retired Entrepreneur

Tom Wilson  
GreenStone Farm Credit Services

Ron Heuer  
Kewaunee County

Tom Reynolds  
City of Algoma

Tim Kinnard  
Village of Casco

Ron Gilbertson  
City of Kewaunee

Todd Dorner  
Village of Luxemburg

Jennifer K. Brown  
Executive Director

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920/487-5233  
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[WWW.KCEDC.ORG](http://WWW.KCEDC.ORG)

## 2012 KCEDC Investors

As Kewaunee County's only public/private economic development corporation, it is critical that we continue our work to grow the local economy. Without our current investors, we could not work on the many exciting projects shared with you in this report. We hope you will thank the businesses/organizations below and consider investing in the local economy by investing in KCEDC!

### Diamond (\$40,000)

#### Kewaunee County

### Platinum (\$5,000-\$39,999)

Bank of Luxemburg      Dominion      City of Algoma  
Luxemburg Chamber      Union State Bank

### Gold (\$2,500-\$4,999)

Baylake Bank      City of Kewaunee  
D&S Machine Service      Village of Luxemburg      WPS

### Silver (\$1,000-\$2,499)

Agropur, Inc.      Forest Construction      BMO Harris  
Olson Fabrication  
WS Packaging Group

### Bronze (\$500-\$999)

Algoma Hardwoods      Citizens Bank      Century-Tel  
GreenStone Farm Credit Services      Keller, Inc.  
Kewaunee Fabrications      Kewaunee Rotary  
Title Trends      Village of Casco

### Copper (under \$500)

Bayland Buildings      Cornerstone Appraisal Service  
Eye & Vision Clinics, SC      Federated Insurance  
Hillside Apples      Jag, Inc      New Rail  
Salmon's Meat Products      von Stiehl Winery

### In-Kind Partners

Custom Communications      SRO Events  
Algoma Chamber      Algoma Main Street  
Kewaunee Chamber      New Rail  
Tim Legois, CPA      UW-Extension

