



Kewaunee County Economic Development Corporation Annual Report

CELEBRATING NEW BEGINNINGS



KCEDC 2018 Highlights

County-wide Roundtables

Broadband Survey

New Executive Director

Kewaunee Waterfront Development





Dear Investors & Friends,

Welcome to the fifteenth annual Kewaunee County Economic Development Corporation (KCEDC) Annual Meeting. Success is measured in several different ways. Some people will measure success by personal wealth, some stature in their community, and others by family ties. All of them define personal success, but how do you measure organizational success?

Last year at this time, I laid out an ambitious goal to revitalize KCEDC, to focus on a few key areas, to determine whether KCEDC is a relevant organization in our community. If it is, then we need to develop a strategy in order for KCEDC to move on and thrive.

We started with roundtable discussions among key stakeholders in the County, and their answer is yes, we need KCEDC. Our roundtable discussions with CEO's of our larger businesses also had the same theme: "Yes, KCEDC does have a purpose, and we will support it with a concise vision and strategy." We shared results of the roundtables with county leadership and they also echoed the same themes to support KCEDC.

Former executive director of Door County Economic Development Corporation, Bill Chaudoir helped us navigate this reorganization period and assisted with our search for a new executive director.

Today, I am proud to announce, that KCEDC is not only relevant, but also thriving. Due to the relevant feedback, we have accomplished the following:

1. We rewrote our Bylaws to be more inclusive of the public sector.
2. We expanded our Board by adding a second County Member to the Board.
3. We requested municipalities and townships for their representation.
4. Our marketing committee worked on new communication strategies to gather top priority issues, take decisive action, and to help relay our message to investors.
5. Our Executive Board was expanded to include the Past Chair and a Public Sector Member who can assist us in carrying the message back to the related parties.
6. We have hired Richard Baker as our new Executive Director. He has a broad range of experience and talents that are exactly what we need in Kewaunee County.

As you can see, success organizationally, is measured by the commitment and actions not only of the team in place, but those it serves. We have built a new team, a new focus and better communications. However, we need your support for additional funds, commitment to the community and your voice to help KCEDC be heard. It is cliché' but Success can't start without "U"!

As the outgoing Chair of KCEDC, I would like to thank every one of you for your time, opinions and support for these past four years. It has been frustrating at times, extremely rewarding most of the time, and fun and pleasurable working with such a great diverse group of people all of the time! Lynn Kroll will be your chair for 2019-2020 and I cannot think of a better person to hand the reigns to. Lynn and the team she has assembled will be fantastic for KCEDC! She is committed to the Community, has strong leadership skills, and most importantly is a great person! I look forward to working with her over the next year and having her lead KCEDC to great things!

Warmest Regards,

Lynie (Lonnie) Vincent
KCEDC Chair

2018 KCEDC BOARD OF DIRECTORS

PRIVATE SECTOR

Lynie Vincent, Chair
NEW Plastics Corp.

Lynn Kroll, Vice-Chair
Wisconsin Public Service

Jeff Kleiman, Treasurer
Nicolet National Bank
(Retired)

Mike Bories
Team Clean

Kendra Bulgrin
James May Gallery

Tom Kleiman
Accurate Marine & Storage

Kim Larson
Larson-Marvine

John Nimmer
Forest Construction

Jim Smidel
Investors Community Bank

PUBLIC SECTOR

Cory Cochart
Township of Lincoln

Jan Dart
City of Algoma

Gary Paape
Kewaunee County

Sandi Christman
City of Kewaunee

Karen Trembl
Kewaunee School District

Meet our New Executive Director

To help us achieve our goals, we are pleased to welcome Richard Baker, our new executive director. Richard has over 10 years of community development and non-profit experience. He most recently served 3-1/2 years as the community development director for Mille Lacs County, Minnesota where he planned, coordinated, and facilitated development opportunities between cities, businesses, and the county. He also wrote multiple grants for projects and worked on broadband expansion in the area. Richard holds a bachelor's degree in public relations with a minor in economics. He also holds certificates in economic development and nonprofit organization management.

One of our highest priorities is for Richard and the KCEDC board to start visiting you, our investors, as part of our business retention and expansion goal. Our established businesses in Kewaunee County will account for 80%–90% of our economic growth. Your input will help us define our goals and will influence the strategic planning process our board is scheduled to begin this fall. We want to know what issues you face and how we can assist you.

My Impressions and First Three Months

My philosophy on economic development can be summed up as, “A place isn’t worth living, or working in, unless it’s worth visiting.” In other words, it takes vibrant downtowns, recreational opportunities, and unique shopping experiences including gallery and artisan shops to attract individuals to our communities. A skilled workforce is the number one thing to attract businesses, and to fulfill the needs of our current businesses. Through vibrant communities, we can retain our graduates and attract the skilled workforce that we need to grow our local businesses and our economy.

It’s a known fact that retail follows rooftops. As we attract more people to live in the area, retailers will look at

Kewaunee County as a great place to do business. Nobody likes paying taxes, so as costs continue to rise, we need to continually grow our tax base to spread out those tax liabilities to keep from over burdening our individual citizens.

Kewaunee County struggles like most rural communities in the Midwest, with things like an aging population, slow growth, and lack of retail choices. However, it has several advantages that many Midwestern communities could only wish for, like an envious median family income level, a vibrant manufacturing sector, a scenic location on Lake Michigan, just 30 miles or less to Green Bay, and next to a tourism mecca like Door County. KCEDC is proactively addressing the labor shortage, partnering with school districts, and businesses on apprentice programs, and conducting successful Ag and Manufacturing Career Days for students to explore the variety of career paths available. Our school districts offer cutting edge programs, such as Algoma’s Wolf Tech, exposing students to careers and developing the skills necessary to work for local businesses; these programs often are aided by manufacturers offering expertise and donated equipment.

I have had the opportunity to meet and work with some great elected and administrative people who are working hard to improve the county and its cities, villages and towns. Good things are happening – Algoma is growing a vibrant arts scene and downtown, Kewaunee is redeveloping its harbor and downtown area, and the manufacturers in Luxemburg are expanding. Luxemburg is in need of additional industrial land to meet the needs of businesses to relocate here. The county, in partnership with KCEDC, is addressing quality of place issues that hold people back from moving here including issues of poor broadband and a lack of workforce housing.

Kewaunee County is a hidden gem. We need to do a better job of telling our story, promoting available site locations, helping visitors to the area become more aware of the quality of work/life balance here. KCEDC priorities will continue to be workforce development, talent attraction and retention, business retention and expansion, as well as business attraction and investment, entrepreneurship development and assistance, and organizational structure and capacity building.

I am looking forward to working with all of you to make Kewaunee County an attractive place to live, work, visit, and do business.



*Richard Baker
Executive Director
KCEDC*

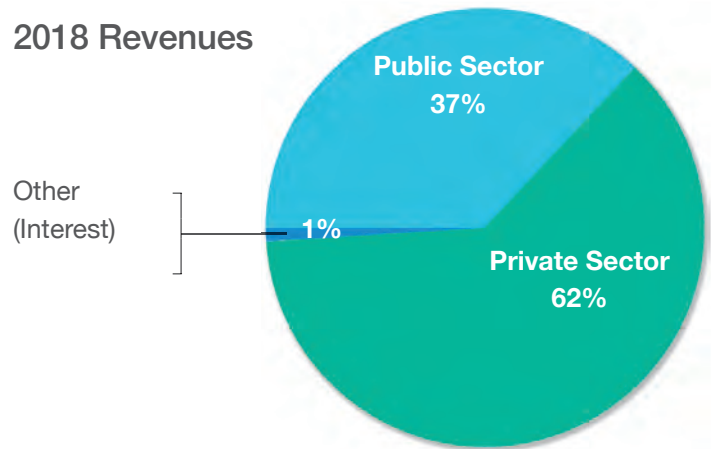
Financial Resources

The Kewaunee County Economic Development Corporation received continued support from both the public & private sector in 2018. The pie charts depict KCEDC's expenses and revenues for 2018 based on year-end financial statements. Revenue for 2018 totaled \$71,187, down from \$100,960 in 2017, and expenses totaled \$95,610, down from \$104,298 in 2017. KCEDC continues to manage operations conservatively, and projects an increase in investor income for the coming year to build a sustainable budget. For 2019, the projected budgeted income from both the Public and Private Sectors is \$112,000.

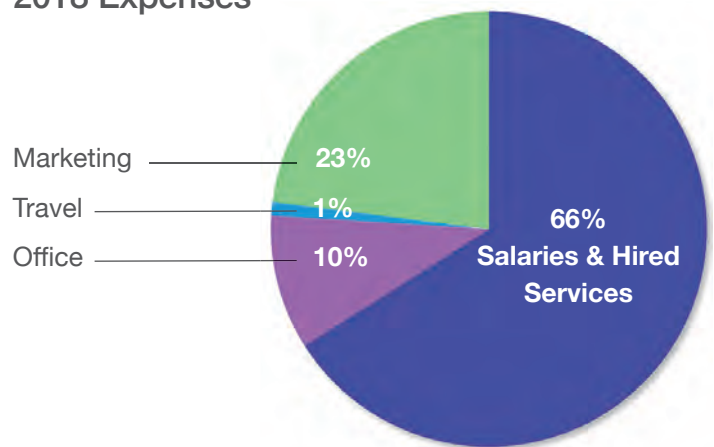
KCEDC receives a generous donation of office space from the Bank of Luxemburg. Annual savings for the organization are nearly \$3,000.

Larson-Marvine donated design and marketing services, mid-January through late September for direct mail campaigns, email lists and campaigns, Roundtable and Annual Meeting coordination, website updates, blog posts, minutes, the Annual Report and presentation, saving the organization over \$24,000 in fees and outside services. It is essential that current and new investors provide their support to KCEDC for our goals and objectives to be achieved in the future.

2018 Revenues



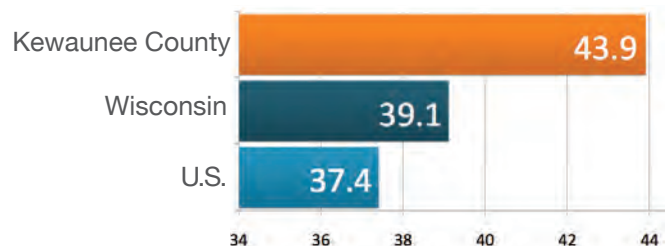
2018 Expenses



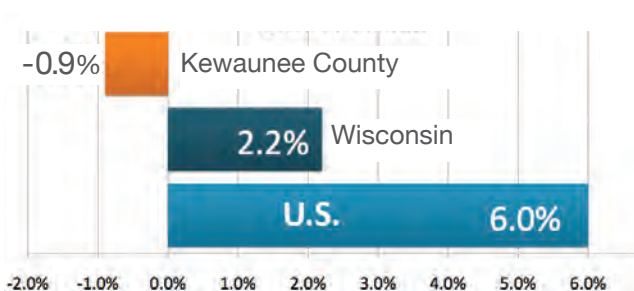
Kewaunee County Demographic and Economic Trends

In the past decade, the population trends in the county continue to raise concern with declining overall population compared to averages in Wisconsin and the U.S. The median age of workers has increased with fewer young people to replace retiring workers. The need for strategic planning and economic development for the future sustainability of the county is required to address this issue. KCEDC is working proactively on workforce and broadband issues, among others to address this trend.

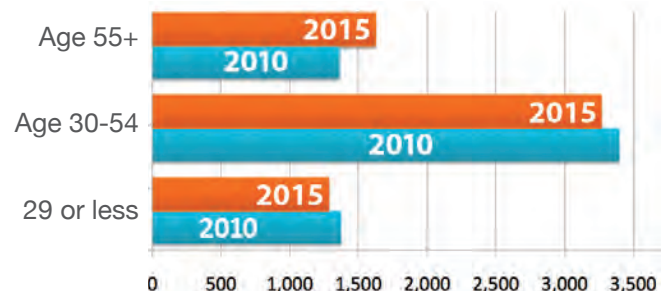
Median Age 2018



Population Change 2010-2018



Change in Work Age in County



2018 KCEDC Investors and Sponsors

As Kewaunee County's sole 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 advance the work shared with you in this report. We thank all our investors for their ongoing support and hope you will thank the businesses/organizations below and consider investing in the local economy by investing in KCEDC!

Platinum (\$5,000 and above)

Kewaunee County
Nicolet National Bank

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

Agropur, Inc
City of Algoma
City of Kewaunee
D&S Machine Service
Forest Construction Co.
GreenStone Farm Credit Services
NEW Plastics Corp.
Wisconsin Public Service /WEC

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

Cornette Farm Supply, Inc.
Fabick Cat
Frank's Feed Mill
John Malcore Livestock
Kinnard Farms
Kozlovsky Dairy Equip., Inc.
Lakeshore Dairy Services
NWTC
Prevea Health
Pribek Trucking LLC
Rio Creek Feed Mill

Bronze (\$500-\$999)

AG Transportation Solutions LLC
Algoma FFA Alumni
Blue Water Services
Crop Insurance Services, Inc.
Denmark FFA Alumni
Dvorachek Farm & Industry, LLC
Ebert Enterprise LLC
Fox Communities Credit Union
Heidi Neubauer-ERA Starr Realty
J Jadin, Inc.
Kewaunee County Farm Bureau
Kewaunee Fabrications LLC
Kewaunee Rotary Club
L-C FFA Alumni
Lighthouse Title, Inc.
Nemetz Neshota Ridge Homestead LLC
NextEra Energy Point Beach LLC
Rueckl Oil, Inc.
Stauber Farms LLC
Town of Ahnapee
Zoetis

Copper (under \$500)

Abts Law Office
Ag Electrical Service, LLC
Animart, LLC
Badgerland Concrete
Beaver Machine, Inc.
Bill Lorrigan Construction, Inc.
Blazei Hooftrimming, LLC
Cornerstone Appraisal Service
CTI Hospitality

Copper (under \$500) *continued*

Dairyland Veterinary Service
Denmark Family Dentistry, S.C.
Denmark State Bank
Eis Implement, Inc.
Family Insurance Center
Forage Storage Solutions LLC
Gallenberger Dairy Records, Inc.
GPS Dairy Consulting LLC
Jan Dart
Jeff Kleiman
Keller, Inc.
Koss AG LLC
Larson-Marvine, Inc.
Luxemburg Implement Co. Inc.
Novak Agency, Inc.
Nutrition Professionals, Inc.
Olson Fabrication
Pagel's Ponderosa Dairy
Premier Travel
Rolling Hills Dairy Farm LLC
Salmon's Meat Products, Inc.
Seidl's Mountain View Dairy LLC
Service Motor Co.
Sixel & Schwinn, Inc.
Spartan Construction, Inc.
Twohig, Rietbrock, Schneider & Halbach, S.C.
Zeamer's Welding, LLC

In-Kind Partners

Algoma Chamber
Bank of Luxemburg
James May North Art & Events
Investor's Community Bank
Kewaunee Chamber
Larson-Marvine, Inc.
Luxemburg Chamber
New Rail
Tim Legois, CPA
UW-Extension

“Today KCEDC has a clear mission, an enthusiastic new executive director, an engaged board of directors, and even greater community support. With the encouragement of our partners and investors, KCEDC will be a catalyst for new economic growth in Kewaunee County for years to come.”

Lee Luft, May 2019
KCEDC and Kewaunee County Board
Member

2018 Key Highlights

The KCEDC Board of Directors continually seeks to improve the economic well-being and quality of life of the community by helping businesses, improving the workforce, and creating value-added programming. KCEDC is proud to provide key highlights from 2018.

Business Assistance and Workforce Development

- Hosted county-wide Roundtable discussions with business and community leaders to help to determine the most effective goals and priorities for KCEDC and to strengthen the economic growth in the county.
- Ag Career Days event planning, revising plans for the date change, due to April blizzard, to October.
- Began planning a Manufacturing Career Day in Algoma for October 2019 as a foundation for future work-based learning opportunities.
- Served new and existing businesses with project specific requests in areas including, economic development incentives, site location, broadband, financing, workforce development issues, business development services, permitting and grants.
- Research Inspire career exploration platform offered by Wisconsin Economic Development Corporation to connect businesses with students interested in learning more about local career pathways and how to sign up for tours, job-shadowing, internships, and apprenticeships.

Talent Attraction and Retention

- Continued to develop content for the KCEDC website and social media to focus on workforce attraction & retention.
- Focus on creative placemaking and community development to encourage awareness of visitors for employment and entrepreneurial opportunities.

Site Location Services

- Collaborated with the City of Kewaunee and New North to help draw attention to the opportunity to improve the 3.3 acre site adjacent to the new harbor wall redeveloped with the \$4.2M state grant.
- Coordinate with New North on RFP and real estate manager on site details to add Algoma Hardwoods building site details to regional site-location platform.

Leadership and Operations

- New executive director search, position description, advertising and public relations posting. Candidate selection from a pool of over 80 candidates, telephone and in-person interviews, and hiring new executive director to lead the organization into the future.
- Hired interim executive director, board member Kim Larson, in the fourth quarter to carry on the duties of the executive director until a new candidate was identified and started the position, January 7, 2019.
- Hired consultant, Bill Chaudoir, retired Door County Economic Development Corporation executive director, for his expertise during this transition.
- Define goals and priorities for the new executive director and work plan for the coming year.
- Identify steps to develop, improve, and sustain the organization for the future of the economic development and sustainability of the county.

Ag Career Days

How many different careers are in a slice of pizza? That is the question that started Ag Career Days as a group of dairymen and industry leaders sat around the conference table at Pagel's Ponderosa discussing the largest issues facing the dairies of Kewaunee County. Like many of the businesses here in our county, agriculture faces a shortage of employees. The group decided that we needed to show the youth of our county, agriculture has many different career paths to explore and Ag Career Days was born.

Over the past ten years, the KCEDC Ag Committee has organized five Ag Career Days showcasing hundreds of different careers to over 3200 seventh and eighth graders in our county and surrounding counties.





Ag Career Days, October 17-18, 2018, Kinnard Farms.
Photos courtesy UW Extension, Aerica Bjurstrom.

The 5th Ag Career Days was hosted at Kinnard Farms on October 17 and 18, 2018. Over 650 students from the area's seventh, eighth and ninth grades attended the event. The event is normally for seventh and eighth graders every other year, but due to the postponement, the committee wanted to make sure that we offered the opportunity to the ninth graders who had been invited as eighth graders in the spring.

It was a chilly start to both days, but the sun was shining and the students excited. The day started with a tour of Kinnard Farms. The students were separated into small groups with a volunteer group leader. There were four career stations with six different careers in each. The students were able to explore careers that include genetics, machinery, technology, business, animals, agronomy, and other non-dairy ag careers.

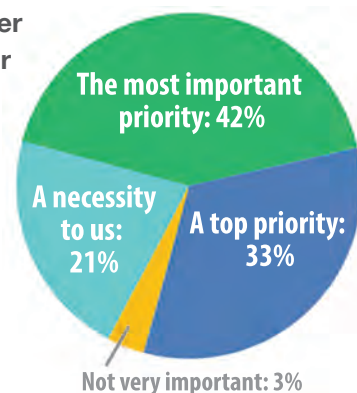
The 2018 Ag Career Day was a huge success. The students enjoyed the opportunity to learn the diversity of potential career pathways available in agriculture and agribusiness. The KCEDC Ag Committee would like to thank all the volunteers that helped during the two day event. We would also like to give a large Thank You to Kinnard Farms for volunteering to host.



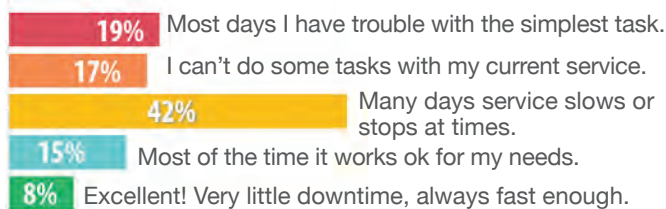
Roundtables Lead to Broadband Imperative

The results of the KCEDC Roundtables in the summer of 2018 led to decisive consensus that faster, consistent, high-speed broadband internet is vital to the community. KCEDC prepared a Broadband Survey for businesses and homeowners in the county. When asked how important faster broadband internet service was to their business, the overwhelming majority of 201 responses said it was a top priority. Of those who work from home, 81% of 113 responses said it is a top priority. Homeowners agree, with over 386 responses, indicating over 80% often can't rely on their internet at home or can only do a few simple tasks.

How important would faster internet service be for your business?



Overall how would you rate the internet service at your business?



Vision for the Future

The KCEDC board of directors has been working toward a new vision for the future. A partnership with Kewaunee County is imperative to move community development efforts forward. A shared vision and a process to develop the vision is in its infancy. The board needs to evaluate prior work that has been completed or identified through the regional action plan.

Strategic Planning

KCEDC is working with all stakeholders to develop a long term plan. The plan will look at the county on a macro level and help determine priorities and strategies to drive economic development. Collaboration is the key to successful execution of the plan. Please contact us if you would like to help develop the plan.



Welcome to the new businesses in Kewaunee County—2018!



James May North Art & Events, Yardstick Bookshop and Gallery, One Health WI, and The Grain Loft are located in Algoma. Wanezek, Jaekels, Daul & Babcock, S.C. and Harbor Grounds are located in Kewaunee. R&R Fitness, Scenic Valley Country Store, and the Pharmhouse Cafe and Market are located in Luxemburg. Welcome all!



“I just wanted to personally thank you and KCEDC for your support and diligence in helping One Health WI find a retail space in Algoma. Your resourcefulness and your perseverance in continuing to help us throughout this 7 month journey is one of the reasons we’re able to open in Algoma... on May 8, 2019.”

Stacy Deprey-Purper
Co-Founder One Health WI

Kewaunee County Economic Development Corporation
PO Box 361 Richard.Baker@kcedc.org
Luxemburg WI 54217 www.kcedc.org
920-255-1661

As a 501(c)(3) nonprofit organization, the KCEDC depends on annual commitments. We invite you or your company to become an annual investor. One-time legacy gifts, in-kind services and event sponsorships are also welcome.



Join us for the journey forward into the future.

