



Kewaunee County Economic Development Corporation

2019 Annual Report

GROWTH EXPANSION OPPORTUNITY

KCEDC 2019 Highlights

Business Expansions

Housing Roundtables

Manufacturing Career Day

Ahnapee Youth Apprenticeship

Broadband Study Group and Grant

Kewaunee Waterfront Development





EXECUTIVE DIRECTOR
Richard Baker

**2019 KCEDC
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Dear Investors & Friends,

Welcome to the sixteenth annual Kewaunee County Economic Development Corporation (KCEDC) Annual Meeting.

As I reflect on the past year as chair of KCEDC, I can't believe how fast it went. There are so many things to do to move economic development efforts forward in the county. If resources (time, talent, and treasure) were unlimited, everything on the to-do list would be completed. The to-do list is shorter and I appreciate the time and talents of all of our volunteers who developed our marketing efforts, organized events, and supported the organization through donations. This organization could not exist without the combined efforts of all our volunteers, investors, and supporters throughout the county.

Throughout the past year KCEDC has continued to assist in moving the broadband efforts forward in the county. Our executive director, Richard Baker, has been getting familiar with our county, our businesses, and its assets. We have purchased new software to help him organize and detail available properties to market to interested parties and to track trends of our business needs. He will increase his outreach to businesses in the county to help assess all of their needs and facilitate progress.

KCEDC has also had extensive discussions with its Board of Directors to develop a work plan for 2020. There are 4 Key Initiatives identified and actions for each one. These initiatives are designed to keep our small organization focused to have measurable results. We need to be laser focused on helping expand and grow our existing businesses while attracting new complementary businesses. In order for our businesses to thrive, we need to continue to develop our workforce. If we are to attract an outstanding workforce, we need to share, to promote, and to continue to build on the strengths of this unique and wonderful place where we love to live, work, and play. And lastly, to be a successful organization, we need to continue to build the organizational capacity of KCEDC.

Initiatives

Key Initiative 1: Retain/Expand/Grow Existing Business & Attract New Businesses

Key Initiative 2: Workforce Development/Attraction/Retention

Key Initiative 3: Placemaking/Community Development

Key Initiative 4: Build organizational capacity

I'm excited to see what KCEDC can accomplish in the future. Our next chair, Amber Hewett, is known for getting things done. I can't wait to work more closely with Amber, the KCEDC Board of Directors, and our partners to move economic development efforts in the county forward.

Thank you for your continued support!

Warmest Regards,

Lynn M. Kroll
KCEDC Chair

Together We Unite and Grow Our Communities through Economic Development

Economic Development is a marathon, not a sprint. It's about uniting our communities, expanding on our economic foundation to create conditions that entice businesses and residents to invest in Kewaunee County, and thus growing our economy. We believe our job is to be the hub in a wheel of many spokes; coordinating countywide efforts, bringing communities and groups together, all working toward the greater good of job creation, business retention and expansion, growing our tax base and improving the quality of life we enjoy here.

In the last few years, Kewaunee County Economic Development Corporation (KCEDC) has addressed challenges such as the closing of two major industries and the closing of Shopko in Kewaunee. KCEDC has also gone through reorganization.

In recent months, our board developed new vision and mission statements and a corresponding Plan of Work for 2020 with four key initiatives:

- Key Initiative 1: Retain/Expand/Grow Existing Businesses & Attract New Business
- Key Initiative 2: Workforce Development/Attraction/Retention
- Key Initiative 3: Placemaking/Community Development
- Key Initiative 4: Build Organizational Capacity

Retain/Expand/Grow Existing Businesses & Attract New Business

In 2019 we saw the dramatic growth of several businesses, with building additions that will accommodate additional employees, equipment and/or inventory. The D&S Machine Service expansion adds 50,000 square feet to accommodate up to 70 new employees. Congratulations to N.E.W. Plastics, D&S Machines, and Rio Creek Feed Mill! We continue to make business retention and expansions calls and have a goal of visiting 80 businesses in 2020. We know that 80% of our growth will come from our existing businesses, so we want to be there providing the services and information that will assist with this growth. We provided a free Marketing 101 workshop in November to help educate and connect business owners to resources to help market and promote their products and services.

We responded to 32 requests for assistance that included assistance starting businesses, employee training, and building rental space.

KCEDC promoted site selection opportunities in the county. We met with Missy Hughes, Deputy Secretary and COO of the Wisconsin Economic Development Corporation and Ron Starner, Executive Vice President of *Site Selection* magazine. In addition, we met with developers and realtors at the *Insight* magazine's *InDevelopment* event.

2020 Goals

- Meet with 80 county businesses to discuss their needs to thrive and grow
- Compile a comprehensive list of available properties in the county
- Add properties and details to online platforms including the powerful LOIS GIS sites and buildings database tool
- Promote available building sites, rentals, and other opportunities in the county
- Redevelop the KCEDC brand and marketing materials to more effectively promote the lifestyle benefits of starting a business or relocating a business in Kewaunee County



Rio Creek Feed Mill adds a 1.2 million bushel grain bin.



N.E.W. Plastics 8,100 square foot, \$3 million "Retro-Modern" addition has space for 43 team members, the latest technological advances, and makes possible upgrades to the rest of the facility, expanding the workshop to 5,000 square feet.



Manufacturing Career Days, October 15, 2019, featuring Algoma companies: CTI Hospitality, Olson Fabrications, and Multi Color (formerly WS Packaging)

Workforce Development/Attraction/Retention

Access to a skilled workforce is the number one requirement for businesses to expand or to consider relocating to our area. We continue to work with our schools on career programs that expose our youth to local career opportunities. When surveyed, a majority of students expressed a preference to live and work here in Kewaunee County. The Ahnapee Youth Apprenticeship program and Algoma High School Wolf Tech programs are excellent opportunities for students to learn more about their career options, in addition to KCEDC Career Days. In October, Manufacturing Career Day exposed 240 freshmen to 3 top manufacturers in Algoma.

2020 Goals

- City of Kewaunee Manufacturing Career Day, October 2020
- Ag Career Days event planning for spring of 2021
- Ag Power Day event in May 2020, offers diversity and communication training to Ag sector middle managers
- Reestablish the Workforce and Education Committee to identify any gaps that may exist and to determine how we can resolve those issues in order to prepare our future workforce
- Organize an SBDC Entrepreneurial Training Program to begin March 31st, to help entrepreneurs write a business plan, to potentially start a business in Kewaunee County
- Continue to develop programs that reinforce skills development of students and adults that tie directly into the skills our employers need to fill the job opportunities in Kewaunee County

Placemaking/Community Development

Infrastructure is a high priority for business retention, expansion, and attraction. In addition to advocating for good roads, KCEDC is working with local businesses and government on another high priority – faster, more reliable broadband Internet service. During the past year, KCEDC was instrumental in meeting with several providers to discuss expansion of high-speed Internet throughout Kewaunee County. We have been a part of the Kewaunee County Broadband Study Group advocating for the proposed expansion of high-speed Internet services throughout our county. Applications for grants and solid plans for development are underway.

Businesses also evaluate the quality of life in an area they may consider for relocating or starting a business. Today, those quality of life amenities, from cool local shops to recreational opportunities, are important to attract and to keep a young vibrant workforce.

Affordable housing is also crucial to these decisions. We conducted two Housing Roundtable discussions in conjunction with Kewaunee County and advocated for a countywide Housing Study. The Kewaunee County Board of Supervisors has agreed to move forward. The lack of adequate and affordable housing makes it more difficult to attract skilled workers. If more housing is available it will attract families, resulting in more potential employees for our businesses, as well as students in our schools. Retail and service businesses, look at the number of households and population density to decide on locations and

Below, KCEDC produced a free seminar with a presentation and panel discussion by three Kewaunee County marketing pros – Jennifer Gonzalez, Kewaunee County Tourism Coordinator/Public Information Officer; Stacy Deprey-Purper, Founder, Native Roots Hemp; and Kim Larson, Founder, Branding & Marketing Communications Design at Larson-Marvine.



Brooke Ulrich of Brilliant Marketing Communication, presents Marketing 101 Seminar, November 2019.

expansion opportunities. More households mean more shoppers and opportunities to fill our main streets with vibrant businesses. This all leads to an improved quality of life. We joined the Wisconsin Economic Development Association on their Legislative Day to promote establishment of a rural housing pilot program, to assist in development of more rural housing options.

2020 Goals

- Advocate for affordable workforce housing and participate in Housing Study discussions
- Host a resource forum with the Wisconsin Housing and Economic Development Authority
- Focus on, build and support community development, area infrastructure improvements, and broadband
- Support development and promote life-style amenities
 - City of Kewaunee received “Our Town” coverage from Local 5 Live, and completed its Harbor Master Plan, which calls for improvements to its waterfront
 - City of Algoma galleries, merchants, microbrewery, and wine attractions continue to garner attention
 - High-quality schools continue to attract families to move to Kewaunee County. The new additions to the Luxemburg-Casco schools and its close proximity to Green Bay are attracting new residents and driving demand for housing.
 - Significant improvements to county tourist attractions such as Winter Park and Bremmer Park are underway

Build Organizational Capacity

In order to fulfill our mission, we need to continue to grow and strengthen our organization. We continue to improve our operations, to raise funds, and to provide needed services to our businesses and communities. To do so takes the support of the entire community. We need the support of our businesses and governmental partners. KCEDC is a 501c.3 nonprofit and as such, it is through the work of our volunteer committees and Board of Directors that we can accomplish our goals.



Photo by Josh Kohanek, Courtesy of Algoma Chamber of Commerce.

2020 Goals

- Meet with local business leaders to discuss KCEDC efforts to develop and attract a skilled workforce, to improve our quality of life, and to grow our tax base
- Improve the annual appeal process to increase financial support from our business community and public entities
- Develop realistic budgets that will help KCEDC increase its capacity to operate, to continue to help our local businesses grow, to assist our entrepreneurs in starting a business, to collaborate in developing a future workforce, and to make our communities vibrant to attract and keep the next generation of workers

Together, we can build a better community!

Our new Vision and Mission

Vision

To be a catalyst to stimulate economic growth that will strengthen our community, benefit our residents, and enhance overall quality of life.

Mission

Through public and private partnerships, we will develop forward-thinking strategies and tactics to retain existing businesses, promote sustainable, diversified business growth, and entrepreneurial opportunities in Kewaunee County.



The great things that make up Kewaunee County have been getting more media attention in recent years, and in July of 2019, Kewaunee County Economic Development Corporation and some of the great businesses as well as tourist attractions were featured on Local 5 Live “Our Town”, which was broadcast LIVE at Harbor Park in Kewaunee to viewers across northeast Wisconsin. Photo Courtesy: Local 5 Live

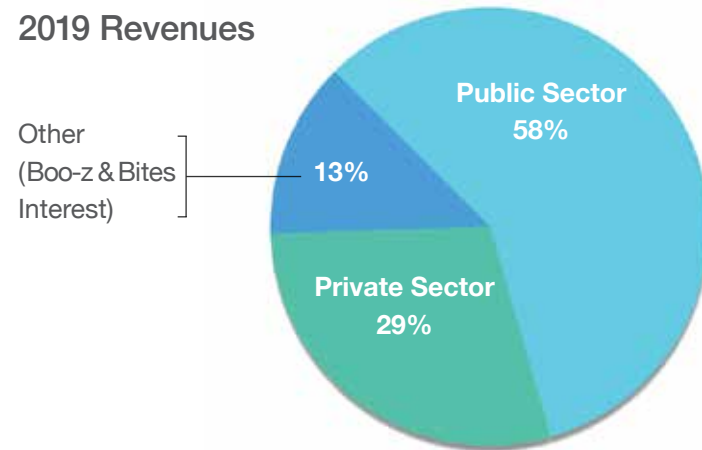
Financial Resources

The Kewaunee County Economic Development Corporation received support from both the public and private sectors in 2019. The pie charts depict KCEDC Revenues and Expenses for the year 2019. Revenues totaled \$78,990, up from \$72,387 in 2018. Note that these revenues do not include In-Kind support in 2019, estimated to value of \$17,925. KCEDC receives these generous donations of \$3,000 of office space from the Bank of Luxemburg, design services of over \$8000 from Larson-Marvine, and donations of event food and beverages and services from many others.

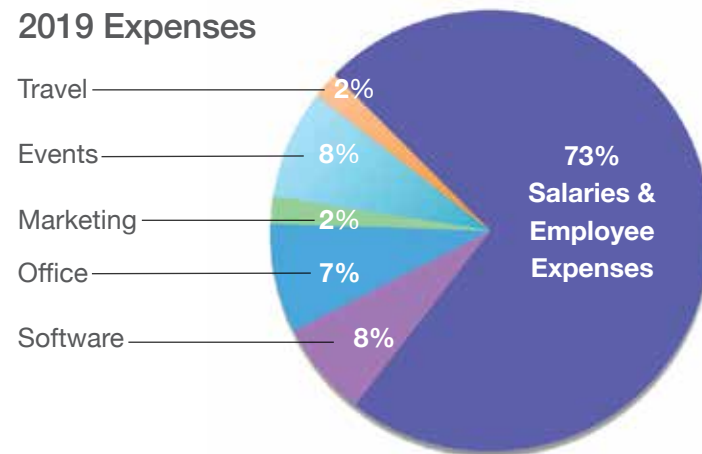
Meanwhile, expenses totaled \$97,667 in 2019, up from \$95,824 in 2018. Employment expenses make up the largest percentage of expenses. A new investment in LOIS and Synchronist software of \$7,700 was made in 2019. KCEDC lists available properties on LOIS, one of the largest national databases, to showcase them to prospects to expand or start a business here. Synchronist allows us to gather data from our Business Retention and Expansion visits to identify trends, potential issues, and to proactively resolve those issues.

Funding for KCEDC is essential for our existence as an economic development corporation. KCEDC budgeted revenues for 2020 are \$112,000 from public and private sectors. This budget requires support from all stakeholders to benefit economic development in Kewaunee County, our businesses and our residents.

2019 Revenues



2019 Expenses



2019 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

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

Bank of Luxemburg
City of Algoma
City of Kewaunee
D&S Machine Service, Inc.
N.E.W. Plastics Corp.
Nicolet National Bank
Prevea Health

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

Forest Construction Co. Inc.
Greenstone Farm Credit Services
Investors Community Bank
Kinnard Farms, Inc.
WPS - WEC Energy Group

Bronze (\$500-\$999)

Bill Lorrigan Construction, Inc.
Kewaunee Rotary Club
Lakeshore Dairy Services
Lighthouse Title, Inc.
NextEra Point Beach
Olson Fabrication, Inc.
Rio Creek Feed Mill
Stodola's IGA
Town of Ahnapee
Wulf Brothers, Inc.

Copper (under \$500)

Accurate Marine & Storage
Bluewater Services, LTD.
CEC Materials
CTI Hospitality, Inc.
Dart, Jan
FTS Technology Group
Grosbeier Auto & Towing
Harbor Grounds
Kleiman, Jeffrey
Kroll, Lynn
Larson-Marvine, Inc.
Luft, Lee
Novak Agency, Inc.
Paape, Gerald
Premier Travel
Riverview Transfer, Inc.
Seiler Tire of Algoma, Inc.
Van's Lumber & Custom Builders, Inc
Vincent, Lynie

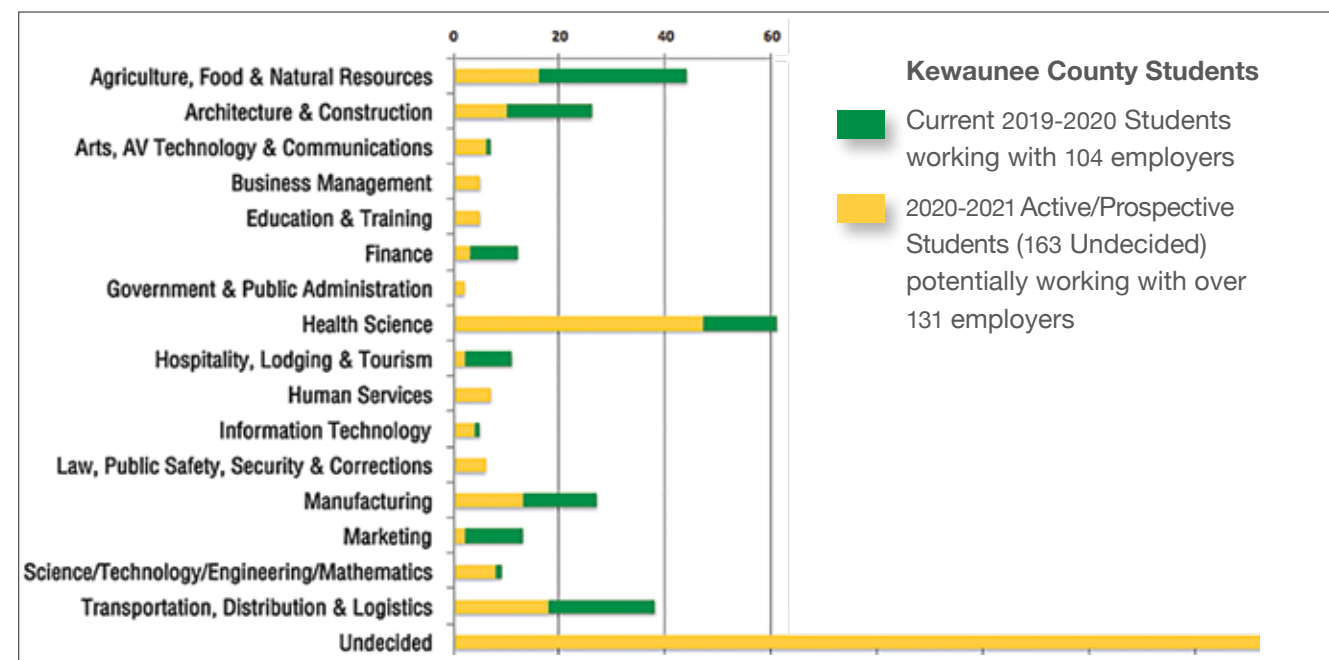
In-Kind Partners

Badger State Media
Bank of Luxemburg
Bories, Mike
Ebert, Renee
Flanigan Distributing
Forest Construction Co. Inc.
Glen Innish Farm and Meat Market
Hillside Apples
Kewaunee County
Kewaunee School District
Kroll, Lynn
Larson-Marvine, Inc.
N.E.W. Plastics Corp.
Nimmer, John
Quali T Screening, Inc.
Rendezvous of Luxemburg
Shefchik, Samatha
Stefaniak, Jessica
Tim Legois, CPA
Town of Ahnapee

Ahnapee Youth Apprenticeship Program Growth

The Ahnapee Youth Apprenticeship program had an amazing first year which could not have been accomplished without the support of the Kewaunee County Economic Development Corporation and the Kewaunee County area businesses. A number of the businesses sit on our Youth Apprenticeship steering committee and have supported the program through the recruitment of additional businesses. We utilize the committee members as a sounding board and a think tank to further the program and opportunity for students to find their career passion. The Ahnapee program could not have made the growth and development without an awesome YA team of career coaches led by Jennifer Johnson. The consortium continues to hire talented career coaches. A special thank you to the KCEDC board and Richard Baker for the partnership and opportunity to share the amazing journey in Kewaunee County.

- Mike Snowberry, YA Administrator
Luxemburg-Casco Director of Learning Services



Cover event photo: Photos Copyright 2017 Josh Kohanek, Courtesy of the Robert Wood Johnson Foundation. Photos provided by Algoma Chamber of Commerce.



Kewaunee County Economic Development Corporation

Welcome to all the 2019 new businesses!



Miller Street Resto-Mod, above
Karsten Nest Hotel, right



Yonder, Trove, and WaterFront Creations are located in Algoma. The Karsten Nest Hotel, HomeTown Pharmacy, Annie's Quilt & Lodge, and Miller Street Resto-Mod are located in Kewaunee. New Luxemburg businesses include Northbrook Golf and Grill, acquired and remodeled by 9 local business leaders to make it the premier family-focused food and golf venue in Northeast Wisconsin. Lemen's Hardware, acquired Batten's True Value expanding its storefront and services. The FarmHouse opened on Main Street in Luxemburg in the former Burdick's Restaurant offering food and beverage.

Welcome all – join us for the journey into the future!



HomeTown Pharmacy



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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.