



Annual Report

2019
VOLUME 24

Pole Position....



PAGE

Table of Contents	2
Crew Chief Message	3
Start Your Engines...	
History	4
Mission/Vision	5
CCEDC Pit Crew	6
Financial Gauge	7
Website/Social Media	8
Business Attraction	9
Boogity boogity boogity	10
Workforce & Talent Encouragement	12
Advocacy	12
Economic Development Week	13
BEAR - Business Expansion And Retention	14
Accolades	15
Exporting	16
Learn at Lunch Events	16
Business Creation	17
Race Analysis	18
Thank You to our Investors	19



DEAR ECONOMIC DEVELOPMENT STAKEHOLDERS,



Economic Development has always been a competitive race. There are thousands of communities that compete for talent, jobs, capital investment, and growth! To be competitive, a community must have an excellent vehicle and a great crew working together ***to Win the Race.*** The Chippewa Valley has a remarkable organization in CCEDC that can compete nationally in this race.

It is my pleasure to serve as your Chair of the CCEDC Board of Directors. I can truly say that the CCEDC is continuing to position our community for great things in the future. The following report is a sampling of the organization's activities and accomplishments that our devoted and professional staff, CCEDC board of directors, volunteers, committees, and supporters have worked on during the past year.

I want to emphasize that just being in the economic development race would not have been possible without the collaboration and financial support of our investors and partners in both the private and public sectors. Thank you for your dedication to the continued economic diversification and growth of the Chippewa Valley. During National Economic Development Week, CCEDC takes this time to celebrate, cheer and recognize our partners who cooperate to keep the Chippewa Valley a dynamic and thriving place to raise a family and a business.

Regards,
Lisa Bruhn - Board Chair
CCEDC Board of Directors

***Crew Chief
Message***

Start Your Engines...



HISTORY

The Chippewa County Economic Development Council was created in 1987 as a step toward fulfilling the idea of a "regional approach" to economic development within the Chippewa Valley. To compete more effectively in the economic development arena, the Council officially began the process of uniting all of the separate economic development efforts that were going on within the cities, villages, and townships of Chippewa County and began the process of incorporating in 1991.

Today, the CCEDC coordinates economic development programs for all of Chippewa County, Wisconsin. We develop and maintain partnerships with key national, state, and regional economic development entities. The CCEDC has over 110 private investors comprised of businesses, utilities, and high wealth individuals - along with local governments - who all financially support our mission.

The Chippewa County Economic Development Corporation is the County's only full-time professionally staffed economic development organization. Our professional expertise in managing economic development programs helps to attract, retain, and expand talent, businesses, grow our entrepreneur ecosystem, and connect customers with economic development resources, making Chippewa County a winning community.

CUSTOMER SERVICE

Provide all clients exceptional service

COLLABORATION

Have relationships with key stakeholders to create collaborative partnerships specifically with Wisconsin Economic Development Corporation, Chippewa County, post-secondary institutions, local school districts, villages, towns, and chambers of commerce.

ETHICS

Committed to the highest standards of ethics within all of our business relationships and adhere to the 12 tenets of the IEDC code of ethics.

DIVERSE

We are results-oriented, innovative, and diverse in our activities.

COLLEAGUES

Our most valued prize and asset is our staff, success depends on their knowledge, creativity, skills, and teamwork.



MISSION STATEMENT

The primary mission of the CCEDC is to be a catalyst for economic development in the Chippewa Valley and to foster a strong economic environment which supports businesses and nurtures growth and new investment in the county. CCEDC is dedicated to promoting and facilitating economic development and to improve the quality of life in Chippewa County by increasing its economic base.

VISION

Fueled with a can-do attitude, community involvement, and ground-breaking ideas... Chippewa County, Wisconsin is a dynamic and prosperous area in perpetual renewal. We will lead the State of Wisconsin and the Upper Midwest with an innovative and sustainable economy, while attracting new leading-edge businesses and expertise, to enjoy our unique lifestyle.

CCEDC Pit Crew

STAFF

Charlie Walker
President/CEO

Beryl Ouimette
Project Lead

Rosalyn Zirngible
Project Admin

Amy Koller
Assistant

CCEDC is governed by **23** Board of Directors that are nominated and approved by the investors and commit to serve a two or three years with a two-term limit.

BOARD OF DIRECTORS

- Lisa Bruhn** | Board Chair*
Marshfield Clinic

Jennifer Lindstrom | Treasurer*
Spectrum Industries

Steven Gerrish | Chippewa County Board Rep*
Badgerland Printing USA

Paul Salm | Chairman's Appointment*
BMO Harris Financial Group

Mark Seyer | Chairman's Appointment*
People's Bank Midwest

Tom Waldusky | Vice Chair*
Benedict Refrigeration

Maureen Carlson | ED Partners Rep
Hoeft Builders, Inc.

Bart Chapek | Cadott Rep
Chapek Properties LLC

Chris Conard | Bloomer Rep
PMI LLC

Shirley Gutsch | Member at Large
PMI LLC

Ron Haas | Stanley Rep
Martino's Restaurant

Nicole Hager | Boyd Rep
Wisconsin Department of Corrections

Ryan Hartzell | Chippewa County Rep
Citizens Telephone Cooperative, Inc.
- Robert Mooney** | New Auburn Rep
Alliance Plastics Corp.

Richard Morrison | Chippewa County Rep
Cray Inc.

Rebecca Reinhardt | Quadrant 2 Rep
CCF Bank

Sheri Scheidler | Cornell Rep
Mule Hide Manufacturing

Robert Schultz | Quadrant 3 Rep
Xcel Energy

Emilu Starck | Member at Large
Ruder Ware LLSC

Sheridan Welch | Chippewa Falls Rep
TTM Technologies

Cathy Leibke | Lake Hallie Representative
Larson Companies

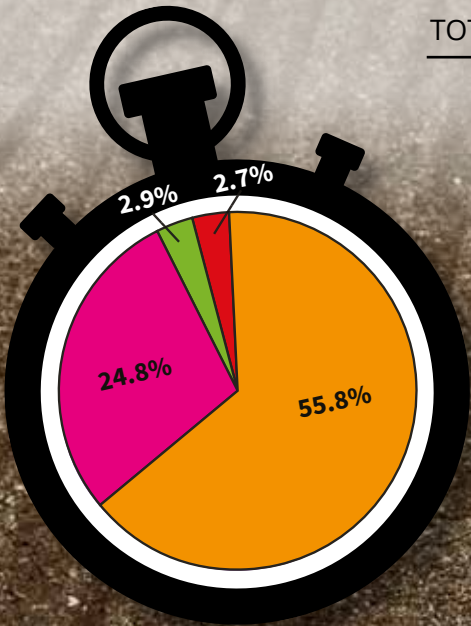
Kayla Kunsman | Quadrant 4 Rep
Security Bank

Deb Chilson | Chippewa County Rep
Chilson Automotive Group
- * Serves on Executive Committee



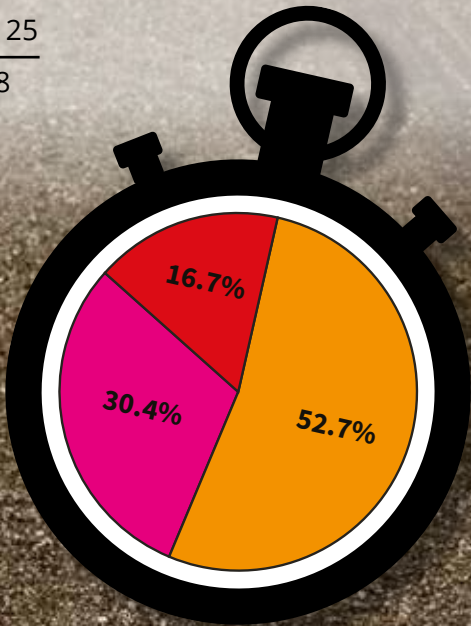
...Spotter Financial Gauge

	2018	2017
TOTAL REV	\$349,449	\$391,863
TOTAL EXP	\$337,001	\$391,125
NET	\$12,448	\$738



2018 REVENUE

- Professional Services
- Investor Contributions
- Program Services Revenue
- Other



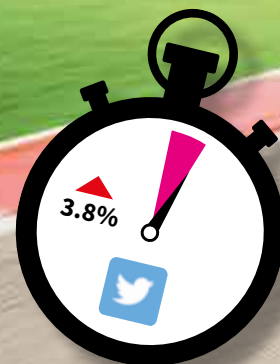
2018 EXPENSES

- Program Expenses
- Salary & Wages
- Operating Expenses



Since 2012, CCEDC has engaged CliftonLarsonAllen (claconnect.com) to perform the annual financial review and the IRS 990 tax return. As Treasurer, I am pleased to report that was another successful year financially for the corporation and that CCEDC has a **"good position"** for the future. In 2018, the CCEDC's net assets increased \$12,448. Thanks to our contributing investors, supporters, and stakeholders, cash reserves continue to be sufficient for operating expenses and provide the ability to offer responsive programs. The CCEDC Board of Directors appreciates each investor for their continued involvement and financial support.

Respectfully Submitted by Jennifer Lindstrom - CCEDC Treasurer



Chippewa-wi.com is the official website for the economic development activity within Chippewa County! It showcases the quality of life and our business climate. In 2018/19 chippewa-wi.com had over **43,921** visitors worldwide.

The CCEDC sent out **7** news releases, via email marketing and social media, that generated **984** unique social media page views. These news releases marketed community accolades and business announcements. The organization has spent the last half of 2018 preparing for the launch of our newly redesigned website and launch of chippewaedc.com

...Driving Success *Attraction*

Every year we lead the race in promoting the Chippewa Valley's economy, workforce talent, and the area's business industrial parks to targeted site selectors and growing industry clusters and expanding businesses. Recruitment of new companies to our region bring in new ideas, new capital, new residents, and new jobs. In FY 2018/19 CCEDC continued to experience positive responses from our attraction activities.



2018/19



Boogity boogity boogity!



Workforce & Talent

As the Chippewa Valley economy becomes increasingly dependent on complex technology, automation and reorganization, the Chippewa County will face new workforce and economic development challenges. In 2018/19 the CCEDC continued bringing together leaders from business, government, and education to coordinate workforce initiatives with our economic development efforts.



- Organized **3** workshops and **24** networking opportunities to promote better workforce recruiting & retention and led discussions on multi-generations in the workplace. CCEDC along with regional economic development partners created and distributed the Skills Gap Employer survey.
- Promote connections between local companies who are hiring and skilled candidates coming out of our local education and workforce training.
- Continued CCEDC's Advanced Manufacturing Awareness campaign dispelling myths and outdated perceptions that may keep talent from engaging with our local employers.
- Collaborate with regional partners, groups and initiatives underway that support the workforce pipeline and the education and training system.
- Worked to engage various local leaders about talent development issues.

Advocacy

With the new changes in Madison as a result of the November 2018 election, CCEDC has been hard at work continuing its legislative advocacy for our community. The CCEDC Legislative Committee met with our local Congressman, Senators, and State Representatives to give updates on economic development projects and issues that impact the area.



CCEDC LEGISLATIVE PRIORITIES

- All infrastructure advancement (broadband expansion)
- Reliable transportation funding
- Continue Wisconsin Workforce initiatives (Wisconsin Fast Forward)
- State Opportunity Zone Program that better leverages the Federal Program
- Seek support for product development in Chippewa County (the next business/industrial park)

Economic Development Week



CELEBRATING PARTNERSHIPS!

As we continue to drive our economic development program, CCEDC understands the importance of raising awareness about local initiatives that advance career development opportunities, create jobs, diversity the economy, increase the tax base, and add to the quality of life in Chippewa County. CCEDC utilizes National Economic Development Week to highlight the role and significance of economic development and the good work that our economic development stakeholders and partners do every day, throughout the year.

CCEDC centers our celebration around our Annual Awards Meeting and Charity Golf Tournament. That week, we also hosted an Economic Development Week Open House and a networking reception.



In the Groove... *BEAR*

BUSINESS EXPANSION AND RETENTION

CCEDC knows that the strong “engines” of our local economy are our existing businesses. Helping them stay in the race is what our **BEAR Program** is all about. It works to create an environment that fosters the growth of companies, helps them solve problems, helps them look for growth opportunities, recognizes their achievements, and in short, keeps them find the Groove.

Business visits, workshops, export consulting sessions, education tours, networking, opportunity and peer group sessions are techniques used in the BEAR Program.



2018-19 BEAR STATS

46 Business Retention Visits

11 Learn at Lunch Events

7 Business Awareness Tours

1400+

Over 1,400 business leaders
attended our BEAR events in 2018/19

Accolades



For over 14 years, CCEDC through its BEAR Program awards and recognitions to existing businesses for their leadership, entrepreneurship, expansion, and overall ability to compete in today's global track. Recognizing these accomplishments is another way we support and celebrate our business community. The following were recognized:

QUADRANT ONE BUSINESS:

Wisconsin Northern Railroad, Dave Fellon

BUSINESS QUADRANT THREE & OVERALL COUNTY WINNER:

Mid-State Truck Service Inc., Tom Vandehey

QUADRANT FOUR BUSINESS:

Trinity Products Inc., Scott Marrier

CONSTRUCTION INDUSTRY PARTNER:

Haas Sons Inc., Craig Haas

OUTSTANDING ECONOMIC DEVELOPMENT LEADERSHIP:

River Country Coop, Bruce Mlsna

CCEDC ECONOMIC DEVELOPMENT PARTNER:

UWEC Small Business Development Center

ENTREPRENEUR OF THE YEAR:

Cody's Classic Cars, Jon and Lauren Cody

EXPORTER OF THE YEAR:

Wheaton Grain, Ken & Darryl Custer

Exporting



EXPORTING EFFORTS

Many Chippewa Valley companies - particularly small and medium-sized businesses - don't export because they believe it's too burdensome, or don't know where to start. CCEDC is helping these companies to get started and overcome obstacles in exporting. Our partnership with ExportTech, UW-Stout, Department Of Agriculture, Wisconsin Economic Development Corporation (WEDC) has helped **24** area businesses begin the process of exporting.

CCEDC engaged several international organizations over the year, including the French American Chamber of Commerce, Minneapolis / St. Paul, German American Chamber of Commerce of the Midwest, and the Hong Kong Trade and Development Council. **5** international business events, seminars and meetings were conducted and/or attended by CCEDC with the goal to assist local businesses with exporting and to bring more awareness of the importance of Foreign Direct Investment (FDI) within Chippewa County.

Learn at Lunch



CCEDC organized and hosted **11** "Lunch and a Lot of Learning" events as part of our BEAR Program, which featured presentations that address important issues related to the success of Chippewa County's small and medium sized businesses. In 2018/19 over **221** business owners, managers, and executives attended these sessions where topics from Workforce Recruiting to Reducing Healthcare Costs were presented. Many existing businesses utilize these CCEDC Learn-at-Lunch programs to supplement their employee training and development activities, stay abreast of market trends, and to help them tackle pressing business issues while providing attendees with an interesting alternative to a typical lunch break.

...Rookie Development Business Creation

Business Creation lies in cultivating and supporting our area local entrepreneurs. Whether first-time idea-makers or second-stage business owners, all are a strategic priority for CCEDC because vibrant startups and small businesses are integral to attracting wealth, ideas, and talent (citizens) to the Chippewa Valley.



ENTREPRENEURIAL BENCHMARKS

- Assisted with **9** business plans and provided **7** referrals to UW-Eau Claire SBDC
- Hosted **16** peer group meetings and connected **2** workshops on peer groups
- Assisted **8** clients in securing gap and/or other financing
- Facilitated **29** business-to-business relationship referrals to encourage and strengthen local supply chain output



CCEDC'S ENTREPRENEURIAL HATCH EVENT WAS A SUCCESS

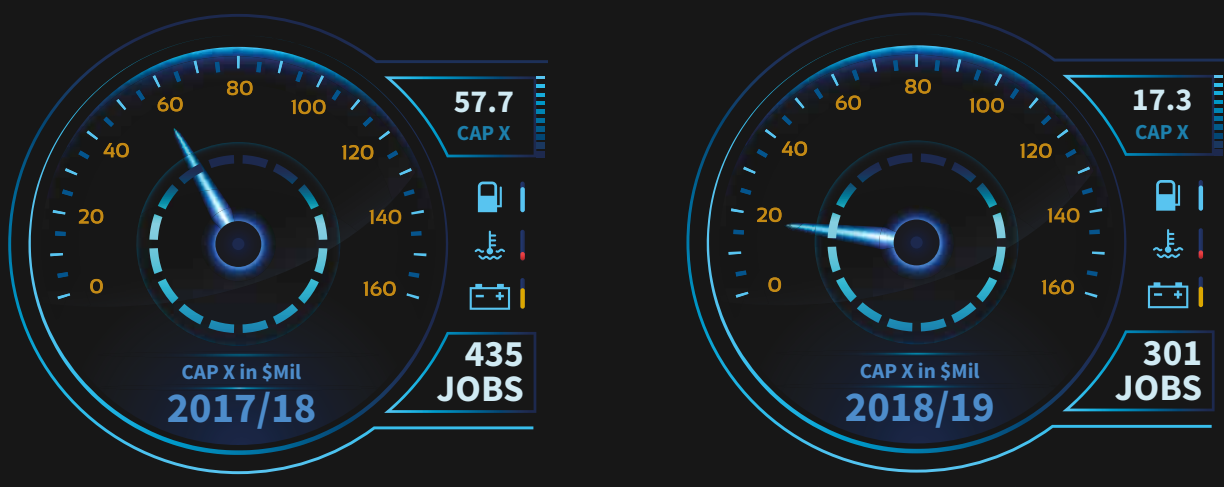
CCEDC hosted and organized the County's first entrepreneur HATCH event at the Chippewa River Distillery in Chippewa Falls. Over **100** attendees participated in the event. "The purposes of HATCH are to expose investors to new business ideas, assist entrepreneurs and better preparing their business plan and pitches through practice and judge feedback, and to continually foster and build on the entrepreneurial ecosystem within the Chippewa Valley. HATCH provided the opportunity for local entrepreneurs to share their ideas to supportive investors, businesses, and community members. Presenters had five minutes to deliver their pitch to judges and a live audience.

Race Analysis...



CAPITAL INVESTMENT 2-YEAR SUMMARY

for projects that CCEDC had direct involvement with and/or an economic development agreement for jobs created or retained



...Sponsored CCEDC Investors

- | | | |
|---------------------------------------|---------------------------------------|------------------------------------|
| A-1 Excavating | Chippewa Valley Technical College | Peoples Bank Midwest |
| AJ Manufacturing | Citizens Community Federal | Peters Real Estate |
| Ace Ethanol | Citizens Connected | Plank Enterprises, Inc. |
| Advanced Laser Machining | Citizens State Bank | PMI, LLC |
| AFT Real Estate Inc. | CliftonLarsonAllen LLP | Precision Pipeline |
| Alliance Plastics | Corner Auto Body | Pregent Development LLC |
| Allied Dies | Cray Inc. | Progressive Rail |
| American Realty Partner | Dairy State Bank | Rex Systems |
| A+ Machine | Deb's Cafe | River Country Co-op |
| Applied Data Consultants, Inc. | Film Tech LLC | Rooney Farms LLC |
| Archer Daniels Midland | Fred E. Holtz | Rooney Printing Co. |
| Associated Bank | General Beer Northwest | Roshell Electric |
| Associated Milk Producers Inc. | Great Northern Corp. | Royal Construction |
| Atlas Precision Sheet Metal Solutions | Harding Group LLC | Royal Credit Union |
| Audio Architects | Haselwander Companies | Sacred Heart Hospital |
| Ayres Associates | Heartland Contractors | Schleppenbach Janitorial LLC |
| B&B Electric | Hewlett Packard Enterprise | Security Bank |
| Badger State Inc. | Hixwood Metal | Security Financial Bank |
| Badger State Recovery | Hoelt Builders | Senn Blacktop, Inc |
| Badgerland Printing USA, Inc. | Hovland's Inc. | Short, Elliott, Hendrickson |
| Bauman Construction | HSHS St. Joseph's Hospital | Spectrum Industries, Inc. |
| of Chippewa Falls, Inc. | Hudson Electric | Stanley Business Association |
| Benedict Refrigeration | Independence State Bank | Superior Silica Sands |
| Berry Plastics | Indianhead Insurance | Telephone Specialists Inc. |
| Bloomer Telephone Co. | Indianhead Plating Inc. | Toycen Motors |
| BMO Harris Bank | ITW Engineered Fasteners | TTM Technologies |
| Bohl & Proulx | Jacob Leinenkugel Brewing Co. | Union Pacific Railroad |
| Bravo! Salon & Spa | Johnson Bank | United Bank |
| Bremer Bank | Kurth Sheet Metal | US Bank |
| Bridge Stop LLC | Kwik Trip | UW-Eau Claire |
| Brown Builders | Manpower - Eau Claire | UW-Stout-MOC |
| C & N Manufacturing | Market & Johnson, Inc. | VES Environmental Systems |
| Canadian National Railway | Marshfield Clinic | Vincent Tool |
| Catalytic Combustion | Mason Companies, Inc. | W.S. Darley |
| Cedar Corporation | Mayo Clinic Health Systems | Wangard Partners |
| Cedar Falls Building Systems | Menard Inc. | WE Energies |
| Chapek Properties LLC | Mid-State Truck Service, Inc. | West Wisconsin Telecom Cooperative |
| Charter Bank | Ministry Our Lady of Victory Hospital | WESTconsin Credit Union |
| ChemCeed | Mulehide Manufacturing | WIPFLI |
| Chilson Corner Motors of Cadott | NEI Electric | Wisconsin Metal Fab |
| Chippewa River Industries | Nordson EDI | WOW Logistics Company |
| Chippewa Sand Company | Northwestern Bank | Xcel Energy |
| Chippewa Valley Electric Co-op | Nyhus Enterprises | |



www.chippewa-wi.com
Chippewa County Economic Development Corporation
770 Technology Way
Chippewa Falls, WI 54729
715-723-7150

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