JOIN US IN THE WINNER’S CIRCLE!

Spring 2019

Chippewa Valley Exports
Certified shovel-ready sites speed up development and save money on projects

LWBT Earns Xcel Certification
SEE TO CCEDC’s Business Retention Exporting Program to establish a Foreign Direct Investment (FDI) strategy for Chippewa County

Opportunity Tour
CCEDC is working to have projects materialize in our Opportunity Zone

Opportunity Tour SXSW
Charlie Walker represented Chippewa County at the nation’s leading entertainment and emerging technology conferences in Austin, Texas, to connect with entrepreneurs in a number of tech fields

Register today for the ANNUAL MEETING!
May 10, 2019
Business Retention Events
With all the new changes happening in Madison, CCEDC has been hard at work promoting legislative advocacy in our community.

Staff Updates
A quick update on the activities of our staff.

Legislative Advocacy
CCEDC has a business retention and expansion program (BR&E) that arranges one-on-one engagements with local companies and more to identify and remove barriers to companies' future growth and expansion.

CCEDC Annual Meeting
May 10th, 6:30 a.m.
Chippewa Valley Airport
Hawthorn Hangar
3800 Starr Ave.
Eau Claire, WI 54703

6:30 a.m. - Networking
7:00 a.m. - Event Start
Sponsorships are Available!
$30 Tickets
Since instituting the CCEDC Business Retention Exporting Program, it has helped Wisconsin’s exports grow 6.1%. In 2018, where companies in Wisconsin exported $22.7 billion from the state (U.S. Census Bureau), so the collective efforts of Wisconsin Economic Development partners to increase exports is working.

For example, Barron County Cheese was one of our local companies who reached out to CCEDC to learn more about exporting. The CCEDC introduced the company to UW-Stout’s Export Tech Program. Through this Export Tech program, the company learned that any company could export its products—regardless of size.

During the training, Gene Graf, Chief Operating Officer of Barron County Cheese, discovered how to find crucial information pertaining to exporting and the available programs and support to local organizations seeking an international client base.

“Because we are now an Export Tech
Barron County Cheese was a local company who reached out to CCEDC to learn more about exporting. The CCEDC introduced the company to UW-Stout’s Export Tech Program.

By receiving the exporting grant through UW-Oshkosh, CCEDC was able to utilize consultants, programs, and attend events to help local companies like Gene’s to get the resources they need to diversify their sales portfolio,” says Charlie Walker, President and CEO of CCEDC.

Events inspired by CCEDC’s Business Exporting Program take place continuously throughout the year. One such event took place on Friday, March 22, 2019: “Discover Export Opportunities in UK and France - Learn the Potential Impact of Brexit.” where CCEDC, in collaboration with WEDC, hosted Ms. Terry Potter, Trade Director of the International Trade Development Group (IDTG). She lead the discussion with over a dozen companies to discover the export opportunities and advantages in the United Kingdom and France. Ms. Potter explained how these sophisticated and diversified markets are important for Wisconsin exporters. Attendees gained valuable insights about Wisconsin firms already doing business in the region, as well as companies exploring the prospects for future business in both countries. “Exporting has become an important way for companies to diversify and expand their business.” stated Ms. Potter as she covered the latest market developments. She added, “The UK is OPEN for business and looking to enhance global trade relationships. Shipments to the European country increased 17.6%, roughly $122 million-$814 million.”

Attendees learned that Canada remained the top destination for Wisconsin products in 2018, up 1.7% to $7.03 billion in goods. While shipments to Mexico also increased 8% to $3.5 billion, keeping it as the number two. China remained 3rd despite a nearly $100 million drop in exports to $1.6 billion. Germany was the biggest mover among the top export destinations, going from the seventh to fourth largest export destination. Other top 20 Wisconsin export countries with double-digit percentage increases in exports included South Korea, the Netherlands, Brazil, Italy, Thailand and Taiwan. There is no doubt that Chippewa Valley companies are, more than ever, discovering the advantages of exporting their products and diversifying their sales stream.
Local and Mid-West Companies that are searching for a location that has all the resources that they will need — and where they can break ground right away are looking to Lake Wissota Business Park (LWBP) in Chippewa County, Wisconsin. With over 75 acres LWBP has just earned Certified Shovel Ready Designation from Xcel Energy. Working with the Chippewa County Economic Development Corporation, Xcel Energy accepted LWBP into their certified Site Program which increases speed to market and offers customers access to Xcel Energy’s nation-leading renewable energy portfolio for companies to grow their business in Chippewa County.

Xcel Energy Certified Shovel-ready sites gives LWBP and Chippewa County a competitive edge in attracting business startups, expansions or relocations because the most time-consuming technical and regulatory aspects of development project are already complete and third party verified by Xcel Energy’s Economic Development Team.

CCEDC knows that certifying sites brings LWBP readiness to a point that it creates a competitive advantage in the location selection process, leads to more site selection visits, and tends to attract larger capital investments.

CCEDC was proud to have Julie Thoney and Robert Schultz of Xcel Energy discuss the advantages of the Xcel Energy Certified Site – Lake Wissota Business Park to Project 1212 - our client. This client is looking to expand their operations in Western Wisconsin and they are on a fast timeline... something the Xcel Energy Certified Site Program will help with.

The next actions for CCEDC is to work with Xcel Energy and begin the process of certifying the Stanley Industrial Park in Stanley, Wisconsin as an Xcel Energy Certified Site.
Opportunity Tour

Opportunity zones, a part of the 2017 tax reform package, seek to promote economic vitality by incentivizing new development with favorable treatment of reinvested capital gains and forgiveness of tax on new capital gains. This provides a new impetus for private investors to support communities through private equity investments in business and real estate ventures.

In 2017, the CEDC worked with The State of Wisconsin to identify and prioritize census tracts in Chippewa County that represented the best opportunity for economic development. These nominated tracts were then submitted to the U.S. Treasury for formal approval. Of note, one Chippewa County census tracts was approved as an opportunity zones and that area includes Lake Wissota Business Parke (LWBP) and along East Hill of Chippewa Falls, Wisconsin.

“We've seen significant interest in leveraging the opportunity zone designation with TIF 14 within LWBP.” Stressed Charlie Walker President CEO of CCEDC. “Opportunity zones and funds are powerful assets in our economic development toolkit. CCEDC has been marketing Chippewa County a diverse group of Opportunity Fund managers, stakeholders, business leaders, developers, and site selectors throughout the country.”

CCEDC Attends SXSW

Charlie Walker, President/CEO of the Chippewa County EDC represented Chippewa County at the Southwest Music, Film, and Interactive Conference (SXSW), the nation’s leading entertainment and emerging technology conferences in Austin, Texas. Here, he connected with entrepreneurs in a range of fields, including computer coding, medical technology companies and to promote and highlighted to entrepreneurs the advantages of the Chippewa County’s Opportunity Zone.

Known as SXSW, the event focuses on the latest trends in film, music and technology and has grown into an important conference for companies, entrepreneurs, and investors. The conference included a number of workshops, talent recruitment events, roundtables and “pitch” events where companies can show off their latest ideas and products to investors, economic development professionals, and other deal makers.

“Because of my familiarity of Austin Texas- CCEDC has participated in the past SXSW events because it as an incredible opportunity for us to gauge the latest trends of ‘new collar’ millennials and skilled-talent worker for improved Talent Attraction, Sense of Place Development and Dynamic Investment trends in unique areas. Explained Walker “SXSW is an excellent opportunity to connect with new trends and ideas fostered by a highly sought-after demographic.”
CCEDC has a business retention and expansion program (BR&E) that arranges one-on-one engagements with local companies, hosts mentoring sessions, familiarization tours (FAM), and issue discussion meetings all aimed to identify and remove barriers to companies’ future growth and expansion. On March 6, a business retention event, “Health Insurance in Manufacturing”, occurred where over 15 Chippewa Valley manufacturers gathered at Advanced Laser Machining to discuss their past year successes in reducing their healthcare costs and addressing these challenges. Bob Pfeiffer, Principal of Disruptive Strategies, LLC, lead the discussion on the techniques these manufacturers utilized, such as establishing on-site primary care clinics, directly contracting with local healthcare operations and providers, and establishing wellness programs.

“A critical components of the CCEDC BR&E program is to provide a platform where local businesses can discuss issues among each other and build a stronger workforce pipeline and supply chain.” Stated Paul Salm, vice president of BMO Harris Bank and board member of CCEDC. “This meeting was an excellent opportunity for local manufacturing companies to get together to share best practices and collaborate.”

The CCEDC, as part of its Business Retention Program, organized a Get-to-Know the SBA (Small Business Administration) 504 Program meeting in Stanley and New Auburn, WI. Mike Dieckman of WBD, Inc., presented to over 25 local bankers and small business owners on the advantages of utilizing the SBA 504 Program. Mike highlighted how the program could be leveraged with other programs, such as local revolving loan funds. This event was sponsored by Security Bank and the Stanley Business Association.

President CEO Charlie Walker and CCEDC’s BRE team also visited Berry Global CN Manufacturing, and Hickswood Metal as part of their company visitation.

And while in Texas, Walker utilized the trip to meet with Superior Silica at their corporate office and received an update on the future of Wisconsin non-metallic mining.
REGISTER TODAY FOR THE

ANNUAL MEETING

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Sponsorships are Available!
$30 Tickets
info@chippewa-wi.com | 715-723-7150

JOIN US IN THE WINNER’S CIRCLE | MAY 10, 2019
Chippewa County Economic Development Corporation’s Project Administration and Marketing Specialists-Rosalyn Zirngible was one of 35 economic development professionals from Louisiana and five other states to recently graduate from the Certified Louisiana Economic Developer Basic Economic Development Course (BEDC) in New Orleans, Louisiana. The Certified Louisiana Basic Economic Developer Course is a joint effort between the Louisiana Industrial Development Executives Association (LIDEA), Southeastern Louisiana University, and Louisiana Economic Development and accredited by the International Economic Development Council. It fulfills one of the prerequisites for those professional economic developers wanting to take the examinations for the Certified Economic Developer (CEcD) designation.

Louisiana’s BEDC week-long course is one of the nation’s best in-state economic development programs. The quality of instruction is second to none. The curriculum is designed to help participants learn how to apply the latest cutting-edge practices in economic development, with consideration for the unique laws, assets, incentives, and challenges communities face. “One of the biggest benefits of the experience, beyond the knowledge and presentations, was the relationships that I built during the week,” Ms. Zirngible explained. “Top-notch, nationally recognized economic development professionals instructed the class, and case studies, group work, and after-class activities helped me experience how other Economic Development Organizations (EDO’s) outside of Wisconsin-team up, collaborate and work opportunities for their communities.”

When our Administrative Assistant, Amy Koller, isn’t hard at work helping us create jobs here at Chippewa County Economic Development, she spends her summer’s as an Archaeological Field Technician! This past summer she participated on an excavation in downtown Minneapolis with a minority-owned archaeological consulting firm, In-Situ. The organization was founded in 2015, by three college friends (Abraham Ledezma, Craig Picka and Daniel Salas) and together the young men and their crews have successfully worked on several projects in over 20 states! For

We’re excited to announce and introduce the newest CCEDC team member, Beryl Quimette! When she is not working hard supplying us with her incredible graphic design talents and helping to plan events, you can find her at home with her husband and beautiful new baby boy!

This year, when Consultant Connect asked site consultants and economic developers to nominate individuals that they believe represent the best in the business, Charlie Walker was nominated and selected! Out of over 200 individuals that were nominated for this year’s Top 50 Economic Developer designation, their panel of judges selected Charlie. This year’s award winners will be honored at the ECONOMIX Conference in Charleston, SC on December 4-5, 2019.
Legislative Advocacy

With all the new changes happening in Madison CCEDC has been hard at work doing legislative advocacy in our community. Recently, the CCEDC Legislative Committee met with Representative Robert Summerfield at the CCEDC office to give updates on the economic development projects that CCEDC has been working on.

CCEDC’s Rosalyn Zirngible (Project Administration and Marketing Specialist) also was proud to have the opportunity to be apart of a team of several dozen area business and community leaders who traveled to Madison for the Chippewa Valley Rally. The Valley Rally focuses on the economic issues of vital importance to our region, including workforce, education, broadband, infrastructure and more. And included a special address by Governor Tony Evers, informal discussions with lawmakers and staff at the closing reception, and networking with others from the area who are interested in state government policy.
Chippewa Charity Classic 18-Hole Golf Outing

Since 2012, CCEDC’s Chippewa Charity Classic Golf Outing has brought awareness & needed financial resources to those non-profit foundations that offer solutions to the Chippewa Valley’s unique & urgent needs.

MAY 10, 2019
10:45 am
Lake Hallie Golf
2196 110th St.
Chippewa Falls, WI

Benefitting:

Lake Holcombe
Food Pantry Expansion

Sponsorship Levels
- Diamond ($2,000)
- Platinum ($1,500)
- Gold ($750)
- Silver ($500)
- Bronze ($250)