



NEWSLETTER

VOLUME 22 | ISSUE 6



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EDO BOARD MEMBERS GATHER TO CELEBRATE!

On the week of May 9-13, CEDC participated in the International Economic Development Council (IEDC)'s Economic Development Week, and established its presence in Chippewa County via a proclamation. During that week, CEDC had two guests on the BEAR Discussions Podcast and hosted a reception for EDCs and business leaders to celebrate economic development in the Chippewa Valley.

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OUR SUMMER

While most folks are going on camping trips, fishing in the lake, and enjoying their summer, the CEDC has had a busy summer full of site visits, groundbreakings, ribbon cuttings, stakeholder meetings, and being the community's BEAR.

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NORTHSIDE ELEVATOR EXPANDS TO STANLEY, WI

Northside Elevator, based out of Loyal, Wisconsin (WI), has recently announced their selection of the Stanley's West Industrial Park in Chippewa County as the location for their next facility. The company has been working with the Chippewa Economic Development Corporation (CEDC), **CN Railroad**, and the **City of Stanley, WI** on due diligence for the facility. The phased project calls for Northside to build a new \$20 million master-planned facility complex containing several warehouses, office space, a fertilizer plant tower system, and a corn drying bin.

Located on over 55 acres of land and adjacent to the CN Railroad as well as Highway 29, the facility will have abundant rail spurs and truck transportation egress ease. Northside Elevator is taking advantage of the rapidly growing livestock industry and warehouse demand within the region, which is causing a need for increased milling capacity.

"Our business is entering its 75th year," noted Northside Elevator President Ted Brussow, "and although this physical expansion is brick and mortar, the true heart of our business has always been customer service."

One of the driving factors in the expansion of the facility was the accessibility to a Tier 1 Railroad. City of Stanley officials were instrumental in helping the company structure a land development agreement that provided some risk minimization on the project. The CEDC helped answer market questions, site development questions, and helped in some of the due diligence of the project. The Boson Company, a construction company based in Marshfield, WI, helped the company develop the master plan and worked with the City Council to best utilize the site to take advantage of the CN rail access.

"As a family-run company, customer satisfaction has always been our top priority," stated Dean Schiller, Director of Operations for Northside Elevator. "We are anticipating the future needs of agricultural producers; this investment demonstrates Northside's commitment to these individuals, and the future of farming throughout the region."

Northside Elevator has a long history of employment in Wisconsin; the company started in 1948. With the completion of the Stanley expansion, the company anticipates hiring an additional 8 to 10 employees. Most of these employees will either be in the transportation or logistics field.

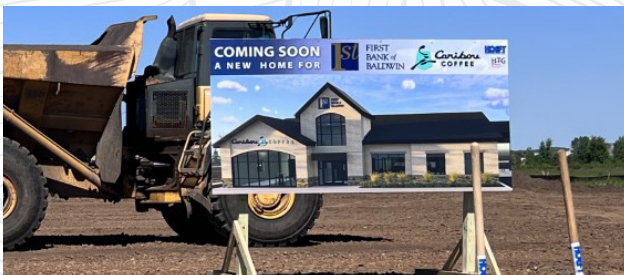
CHIPPEWA VALLEY ELECTRIC COOPERATIVE BRINGS FIRST FAST CHARGER TO CADOTT, WI

According to the US Department of Transportation, the rate of Electric Vehicle (EV) adoption in rural areas like the Chippewa Valley is about 40 percent lower than in the city and urban areas. EV charging infrastructure expansion has mostly been concentrated in cities and along major highways. Recently, CEDC investor **Chippewa Valley Electric Cooperative** has made steps to close this gap with the opening of their new EV charging station in Cadott. CEDC assisted in the ribbon cutting because the organization realizes the significant benefits from EVs and how important EV infrastructure is, including economic development opportunities from offering people a place to charge their vehicles, health benefits from improved air quality, and lower greenhouse gas emissions.

“It’s exciting to modernize like this in a small town like Cadott,” said Russ Falkenburg, Director of IT and Member Services of Chippewa Valley Electric Cooperative. “We hope this attracts more travelers from throughout the country that own electric powered vehicles, as well as encourage those living in rural areas to reduce their carbon footprint.”



FIRST BANK OF BALDWIN AND CARIBOU COFFEE BREAK GROUND IN LWBP



Since 1883, the **First Bank of Baldwin** has been committed to serving their customers with the most advanced banking opportunities and small-town pride. The company recently broke ground on their new facility in Lake Wissota Business Park.

For several years, the bank has been leasing space in Chippewa Falls and continues to grow, hence needing a new building. The new Chippewa Falls branch will house a Caribou Coffee. The CEDC was proud to work with **Hoefft Builders** and the First Bank of Baldwin on this project.



EDO BOARD MEMBERS GATHER TO...



There are all kinds of reasons to celebrate Economic Development Week (May 9-13), but one of the most important is to celebrate, recognize, and thank the many staff, volunteers, and economic development organizations that work diligently to build wealth in our communities. Their daily actions create more economically vibrant and livable places, as well as encourage teamwork among organizations and businesses.

In the Chippewa Valley, our local governments have officially proclaimed Economic Development Week. CEDC utilized the week to not only pat ourselves on the back but to congratulate our partners, collaborators, and colleagues for all the hard work they do. It is always productive to take a moment to reflect on the accomplishments and gather together to network and lift each other up so the mission of economic development can continue.

During the Week, CEDC partnered with the Wisconsin Economic Development Association (WEDA) and **Applied Data Consultants** to organize and host a thank-you gathering of economic development stakeholders to recognize them for supporting economic development. The group took a little trip to the Cantina with tacos from Burracho's, margaritas, and Coronas with lime, toured the Applied Data facility, and updated everyone on development activities occurring in the region.



CELEBRATE!



In addition to gathering EDC representatives for a late Cinco De Mayo Cantina, CEDC also utilized the week to have a couple of food entrepreneurs on the BEAR Discussions podcast. Part of our Business Expansion and Retention (BEAR) Program, the podcast introduces entrepreneurs from all over the Chippewa Valley and shares their unique stories about starting their business, overcoming obstacles, working with spouses or children, and exit strategies. Highlighting the work CEDC does to promote the Chippewa Valley entrepreneurial ecosystem was an important part of Economic Development Week .

Entrepreneurs make up for the majority of job creation in a community. They are instrumental to its economic development.

“The Economic Development Week celebration and marketing campaign reached across the nation and helped the public and business community become more aware of the role economic development organizations play in a community’s growth,” noted Charlie Walker, President/CEO of the CEDC.

There are so many components of the process of economic development — it is a team sport — and CEDC utilizes Economic Development Week celebrate, highlight, and thank the many people and organizations that work to make the Chippewa Valley the best place to raise a family and a business. The next time that you hear about economic development or Economic Development Week, CEDC encourages you to reflect on how your EDC staff are making your community a better place to live and work, take a second- and recognize them for all their hard work!



CEDC HOSTS AREA DEVELOPERS

Recently, the Chippewa Economic Development Corporation (CEDC) hosted a Developers Update Summit. CEDC invited state and regional developers to familiarize themselves with the many opportunities that Chippewa County has to offer. The event also provided a sneak peek to CEDC investors regarding current industrial, commercial, and residential developments that are in-progress or soon to be announced. Besides giving attendees an update on the Chippewa Crossing project, **Wangard Partners Inc.** utilized the event to stay abreast of other development projects that are happening and provided insight as well as next steps, which the community can take into consideration to leverage its assets.



Summit presenter Stewart Wangard, CEO of Wangard Partners, noted that “Chippewa Falls certainly is safe and conveniently located by Eau Claire, and is where people want to be. The local economic development team continues to work together to demonstrate the community’s openness towards investment. Chippewa has a really good team in CEDC.”

Over 40 attendees ate a catered lunch and discussed mixed-use developments, fast-track zoning, the importance of collaboration, and the future of development incentives. With rising building material costs and interest rate increases, communities that want development in a reasonable amount of time are having to become more creative in their incentives. Those communities that are able to say “yes, let’s figure out how to make it happen” are those that tend to rise to the top of a developer’s preferred locations.

Julie Keown-Bomar, Executive Director of the **Wisconsin Farmers Union (WFU)**, updated the group on the modernization of a historic building on the corner of River and Island streets in downtown Chippewa Falls. WFU is planning to have a retail space on the first floor, office space on the second floor and residential space on the third floor. During the meeting, Keown-Bomar announced that **Greenfire Management Services** has been hired to help with the project.



Leading the discussion of residential space, Adam Ashley (Ashley Construction), Jessica Oleson-Bue (Chippewa County Housing Authority), and Pat Smith (Eau Claire Insulation) gave the group an update on current trends in home ownership vs. renter-ship. In **Chippewa County**, 73% of homes are owner-occupied, whereas 27% of homes are rentals. Our community has a higher percentage of ownership than our neighboring counties, Dunn (67%) and Eau Claire (64%), and a lower percentage of rentals than Dunn (33%) and Eau Claire (36%) counties. The Chippewa County also outperforms the state of Wisconsin in both categories, 67 and 33 percent respectively. In addition, the panel discussed why median housing prices have risen 47 percent over the last ten years.



“The success of CEDC’s programs, especially its Business Attraction activities, has increased the opportunity for housing development,” noted Dante Tomassoni, COO of Development at P&R Companies. “The community is in a really neat position for development opportunities and has great potential.”

After the summit, CEDC Board Members toured the developers around Lake Wissota Business Park and downtown Chippewa Falls. The familiarization tour afforded time to showcase what our community has to offer on a one-to-one basis with each developer and reinforced what was discussed during the Developers Update Summit.

Wangard Partners also recently announced the sale of a 7.4 acre site in Chippewa Falls, Wisconsin, to Festival Foods (Festival). Wangard’s Chippewa Crossing development covers approximately 60 acres, and is located at the intersection of Seymour Cray Sr. Blvd and Chippewa Crossing Blvd. Festival plans to start construction on their new store in the spring in 2023 and open later that year.

“We are very excited to have Festival Foods as the anchor for our Chippewa Crossing development!” said Stewart Wangard. “Festival Foods is a very successful, Wisconsin-based grocery brand and their presence in Chippewa Falls will be an impactful option for the community.”

“We are so excited to see new development in the Chippewa Crossing area,” stated Charlie Walker, President and CEO of the Chippewa Economic Development Corporation (CEDC). “Re-introducing a large grocery store to the area will be the linchpin for further economic development in the City of Chippewa Falls and Chippewa County.”

Wangard retained outlots to the east and north of the Festival Foods site, which are being marketed to retail users. Wangard said that “our firm is in discussions with a number of interested parties to locate on the site. We anticipate that the Festival Foods announcement will only increase the already strong interest that we are receiving.”





LEGISLATIVE “SPEED DATING” FEEDBACK SOCIAL HELD

In partnership with the Wisconsin Economic Development Association (WEDA), CEDC hosted the first of its kind legislative speed-dating type listening sessions with Chippewa Valley area legislators. Lona Cook of **Cook Chiropractic**, CEDC’s Advocacy Committee Chair, and Michael Welsh, Vice President of Legislative Affairs at WEDA, emceed the meeting, which was held at Main Street Cafe in Bloomer, WI. All area legislators were invited. Those that attended included Senator Kathy Bernier, Representative Dave Armstrong, Representative Jesse James, Representative Warren Petryk, and Representative Rob Summerfield.

Each elected official had ten minutes to listen to business leaders’ feedback and concerns on a variety of topics impacting growth in their communities. After the ten minutes, legislators rotated to the next table to receive further comments and inputs. Topics such as the importance of broadband, improving literacy, workforce attraction, the current movement of many local governments seeking tax increases, as well as bureaucratic red tape and regulation were brought to the table.



WEDA, a statewide non-profit organization dedicated to expanding Wisconsin’s economy, also took the opportunity of the feedback social to present their Champion of Economic Development legislative awards to Rep. Armstrong, Rep. Petryk, and Rep. Summerfield. This award is given to lawmakers who exhibit an exceptional commitment to growing Wisconsin’s economy based on several factors. Over the course of the summer and early fall, WEDA will present 20 legislators with this prestigious award for their efforts during the 2021-22 legislative session.

“CEDC wanted to put together a legislative event that was unique to the state, while allowing the important issues facing businesses to be communicated to our policymakers,” noted Cook. “This speed dating feedback social certainly accomplished that goal, which I believe will help shape future legislative priorities for the Chippewa Valley.”



MARK YOUR CALENDARS



JUNE 27, 2022

BEAR LUNCH & LEARN: WORKING WITH TITLE COMPANIES 101

Join us at **The Willow** to learn how to navigate buying or selling property with the help of a title company.

Working with Title Companies 101

Looking to expand your company's business footprint? Eager to learn what a title company can help you with? Then this Business Expansion And Retention Lunch & Learn is for you!

June 27, 2022 @ 11:30 am - 1 pm
The Willow
 501 N High St, Chippewa Falls, WI 54729
chippewa-wi.com/events

Participating Partners:

JUNE 21 - AUG 2, 2022

BEAR LUNCH & LEARN SERIES: EMPLOYEE ASSISTANCE PROGRAMS

Join us at various locations to learn about the Support to Communities Employee Assistance Program provided by **Workforce Resource**. Nicole Lillis will be presenting on substance abuse and its effects on employment.

Your Company CAN Afford an EAP!

Are you a small business struggling to assist employees? Want to learn more about the local Employee Assistance Programs (EAPs) that are available to them? Then this Business Expansion And Retention Lunch & Learn is for you!

June 21, 2022 @ 11:30 am - 1 pm
Marc-On Shooting
 4091 LORR St, Leno-Holmes, WI 54729
chippewa-wi.com/events

Your Company CAN Afford an EAP!

Are you a small business struggling to assist employees? Want to learn more about the local Employee Assistance Programs (EAPs) that are available to them? Then this Business Expansion And Retention Lunch & Learn is for you!

July 12, 2022 @ 11:30 am - 1 pm
Bloomer Chamber of Commerce
 1231 13th Ave, Bloomer, WI 54748
chippewa-wi.com/events

Your Company CAN Afford an EAP!

Are you a small business struggling to assist employees? Want to learn more about the local Employee Assistance Programs (EAPs) that are available to them? Then this Business Expansion And Retention Lunch & Learn is for you!

July 26, 2022 @ 11:30 am - 1 pm
Martino's Restaurant
 783 Pine St, Stanley, WI 54788
chippewa-wi.com/events

Your Company CAN Afford an EAP!

Are you a small business struggling to assist employees? Want to learn more about the local Employee Assistance Programs (EAPs) that are available to them? Then this Business Expansion And Retention Lunch & Learn is for you!

August 2, 2022 @ 11:30 am - 1 pm
Chippewa Valley Electric Cooperative
 217 S 8th St, Cornell, WI 54732
chippewa-wi.com/events

AUGUST 19, 2022

CEDC'S ANNUAL MEETING

Mark your calendars and buy your tickets for CEDC's Annual Meeting! Join us at the **Northern Wisconsin State Fairgrounds** for a pancake breakfast and a celebration of the Chippewa Valley's economic development. Sponsorships are available - please see our website for details. PLEASE NOTE: Individual tickets will be seated at random for networking.

PROUDLY SPONSORED BY:

SAVE THE DATE

ANNUAL MEETING

MARK YOUR CALENDAR

7-9 AM

AUGUST 19

REGISTER AT
CHIPPEWA-WI.COM

NORTHERN WISCONSIN STATE FAIRGROUNDS