

# ECONOMIC DEVELOPMENT/ WASHINGTON COUNTY

Strategic  
Plan  
2006-2007



# History of EDWC

- Evolved from a county department.
- Established December 2005.
- 18 months in the making.
- Official name: Washington County Economic Development Corporation.
- DBA: **Economic Development/Washington County** or **EDWC**.

# Structure

- Non-profit 501(c)3 public/private corporation.
- Board is made up of government and civic leaders from across the county.
- Fifteen voting, seven non-voting.
- Two employees:
  - John V. Caldwell, Jr. – *Executive Director*
  - Melissa Burnside – *Administrative Assistant*

# EDWC Officers

**President – Andy Gumm**

Manager, We Energies

**Vice President – Doreen Buntrock**

Branch Manger, West Bend Savings Bank, Hartford

**Secretary – Craig Johnson**

WB Campus & Community Partner, Moraine Park Technical College

**Treasurer - Pat Thomey**

VP, Universal Strap, Jackson

# Board of Directors

**Greg Banaszynski** — President/CEO, SynergyHealth, West Bend

**Del Beaver** — Administrator, Village of Jackson

**Toby Cotter** — Administrator, Town of Richfield

**Mary Husar** — Husar Jewelry, West Bend

**Peggy Jesion** — Manager, WPPI, Hartford

**Guy Kapal** — Blue Country Ag. Systems, Allenton

## Board of Directors (cont.)

**Donald Kempf** – Washington County Board Supervisor, West Bend

**Gary Koppelberger** – Administrator, City of Hartford

**Ray Lipman** – President, WBEDC, West Bend

**Jennifer Miller** – Operations Manger, Helsan Development, Richfield

**Jim Moran** – Sr. VP, Regal Ware, Inc., Kewaskum

**Dr. David Nixon** – Dean & CEO, UW-Washington County

## Board of Directors (cont.)

**Roland Pieper** – Schuman & Pieper, LLP, Germantown

**Tom Sackett** – Washington County Board Chairman,  
Hartford

**Tony Warren** – President & CEO, West Bend Mutual  
Insurance, West Bend

**Terry Wendorff** – President, Sno-Way International, Hartford

**Herb Wolf** – Asst. Adm., Washington County Parks &  
Planning Dept.

# Finances

- Public investors:
  - County
  - Cities: West Bend and Hartford
  - Villages: Jackson, Slinger
  - Town: Richfield
- In-kind investment by Moraine Park Technical College



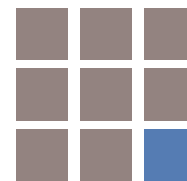
# Finances (cont.)

- Organizations:
  - HADC, WBEDC
- Private Companies:
  - Banks, Insurance, Manufacturers, Health Care, Developers
- Utilities:
  - We Energies
  - WPPI

# Mission Statement

*The Washington County Economic Development Corporation, doing business as Economic Development/Washington County, seeks to improve and enhance the economic vitality of the county-wide community by serving as the central voice on economic development issues, retaining and expanding the current manufacturing and commerce sectors, attracting and creating new family-supporting jobs, and supporting quality of life issues.*

# Regional Economic Partners



REGIONAL  
ECONOMIC  
PARTNERS

MILWAUKEE 7



# Milwaukee 7 Regional Effort

- A collaborative endeavor by government, business, and EDOs in the seven-county Milwaukee area to market the region to attract new enterprises, investment and workers.
- The MKE 7 Region is the City of Milwaukee and the counties of Milwaukee, Kenosha, Racine, Ozaukee, Walworth, Washington and Waukesha.
- MKE 7 is gathering information to prepare its strategic plan.
- Final plan is due in the Spring of 2007.

# MKE 7 CEO Call Program Results

- Interviewed 177 companies, 18 in Washington County.
- 40% overall response rate, 60% in WC
- 51% export products outside of USA
- About 70% report that sales and profits have been growing.
- 50% expect to increase employment.

## MKE 7 Results (cont.)

- Most are happy to be in SE Wisconsin.
- 47% say business climate is better than 3 yrs ago.
- 37% say climate will improve in next 3 yrs, 37% say it will be the same.
- County firms are more positive than region.

## MKE 7 Results (cont.)

- #1 greatest challenge is workforce.
  - Recruiting and training new workers.
  - Attracting the best & brightest to relocate here.
  - Both industrial blue collar and white collar technical jobs.
    - Welding and other metal trades
    - Engineering
    - High tech computer and graphical work
    - Medical workers

## MKE 7 Results (cont.)

- #2 is health care costs.
  - Companies with locations outside of WI report that costs are higher here.
- #3 is taxes/regulatory climate.
- Other issues are:
  - Education quality, both K-12 and higher ed.
  - Police/fire protection
  - Access to capital; entrepreneurial support
  - Transportation



# EDWC Strategic Plan

## Objective:

*To preserve and expand employment opportunities for county residents.*

The EDWC works with local & state governments, education providers, local chambers and EDOs, and regional & state partners, such as Workforce Development, Small Business Development, Regional Economic Partnership, Forward Wisconsin and Milwaukee 7.

We measure our success by retaining and creating **JOBS.**

# Strategic Plan (cont.)

- Four major initiatives:
  - Retention and Expansion
  - Workforce Quality & Availability
  - Business Attraction
  - Internal Structure
- High, Medium and Low Priorities
- Timing:
  - Short, Intermediate, Long, and Ongoing.

# Retention & Expansion

## High Priority:

- Business advocate (ongoing)
- Dissemination of information to communities (ongoing)
- Understanding community needs and desires (ongoing)
- Develop a thorough knowledge of local businesses and their needs (ongoing)
- Develop strategy for connecting with businesses (short-term)
- Promotion of EDWC and its resources (short-term)

# Retention & Expansion (cont.)

## Medium Priority:

- Advocate for Transportation and Infrastructure Issues (ongoing)
- Develop telecommunications and technology strategies (ongoing)
- Develop strategies to support Agri-Business within the County (intermediate-term)
- Examine Healthcare and its issues (long-term)

# Workforce Quality and Availability

## High Priority:

- Develop strategy to match educational opportunities with employment (business) needs (intermediate-term)

## Medium Priority:

- Work with UW-WC on the development of a 4-year engineering degree (intermediate-term)
- Establish an outreach program to potential employees (youths and high school students) (intermediate-term)
- Develop an employee attraction program (intermediate-term)

# Business Attraction

## High Priority:

- Recognize EDWC as a first responder for leads and start-ups in all communities (ongoing)
- Participate, actively, in Milwaukee 7 and REP (ongoing)

## Medium Priority:

- Create inventory of central resources (ongoing)
- Encourage entrepreneurship/start-up businesses (long-term)

# Internal Structure

## High Priority:

- Assume management of the county's RLF program (short-term)
- Development of an information dissemination strategy for internal, local and universal audiences (short-term)
- Recruitment of Investors (short-term)

## Medium Priority:

- Update and maintain internal structure of EDWC (ongoing)

# How You Can Help

## **Volunteer to serve on our committees:**

- Agri-business, Business Retention, Healthcare, Manufacturing, Marketing, Membership, RLF, Workforce, others.

## **Become an Investor.**





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