

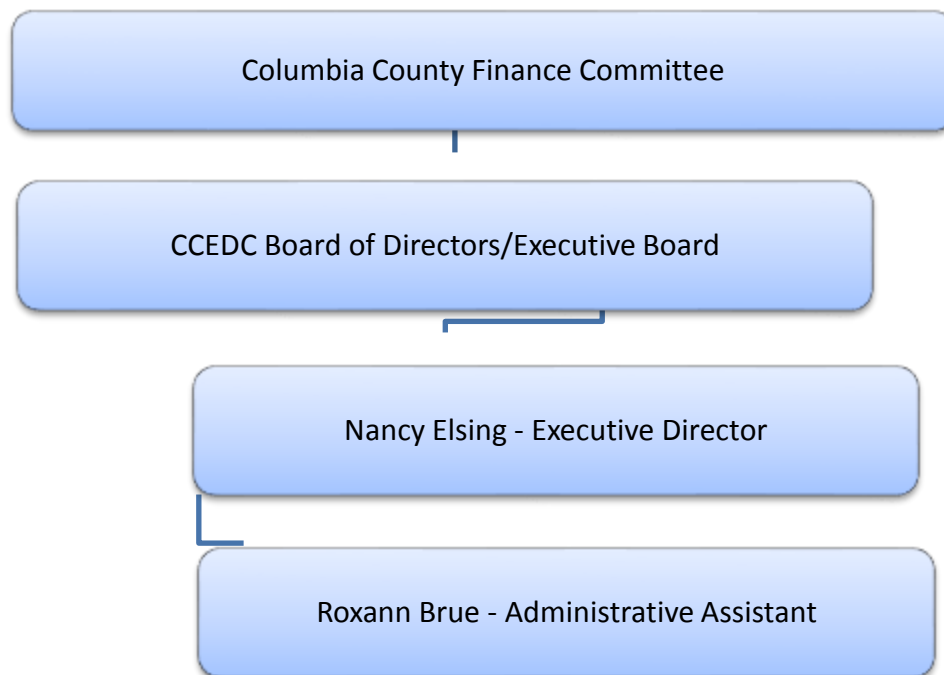


**COLUMBIA COUNTY ECONOMIC DEVELOPMENT CORPORATION (CCEDC)**

**Department Overview:**

The Columbia County Economic Development Corporation (CCEDC) is a non-profit 501 (C) (4) corporation, established by County Resolution #100-91 on September 19, 1991, and received the State of Wisconsin Articles of Incorporation March 11, 1992. The corporation was staffed by a full time Executive Director, Nancy Elsing, a Part-Time Administrative Assistant, Roxann Brue, and is governed by the CCEDC Executive Committee and Board of Directors. The Columbia County Finance Committee has responsibility for the general overview of CCEDC.

**Organizational Chart:**



**CCEDC’S PURPOSE:** “The purpose of CCEDC is to foster and encourage activities in the county that result in an improved quality of life”.

Five (5) Strategies: CCEDC supports the following efforts that are included in CCEDC'S Actions & Activities Plan:

### **Statistical Performance:**

- 1. Improve the efficiency of existing firms and their ability to stay competitive*
- 2. Attract new employers*

**Revolving Loan Funds:** CCEDC has assisted twenty (20) businesses with three CCEDC Revolving Loan Funds (RLF) established with USDA Rural Development funds. CCEDC has leveraged over \$4,000,000.00 with the \$380,000.00 of revolving loan funds received from USDA through 2017. The last USDA Rural Development Revolving Loan CCEDC was fortunate to receive was in amount of \$99,900.00 of which \$6,900.00 is left to lend. USDA has discontinued the Rural Development program and CCEDC was one of last to receive this funding. CCEDC has \$190,000.00 available to lend. CCEDC also markets the Columbia County Revolving Loan Fund program to prospects.

**Business Prospects:** CCEDC staff met with 44 business prospects in 2017 to discuss their business plans and assist them. CCEDC worked with the following new or expanding businesses in 2017 that showed some promise of success – not all prospects Executive Director Elsing met with are listed:

- Couple wants to develop subdivision/real estate lots
- Manufacturer with expansion plans and need for a new 45,000 square foot warehouse/manufacturing space. Held meeting with banker and CCEDC RLF Committee
- Entrepreneur makes a tool chest to help mechanics have tools when needed - needs bldg
- Women entrepreneur sent business plan - met at L.O.D.I. Annual meeting
- Large Lodi Manufacturer needs expansion –spoke at L.O.D.I. Annual meeting -interested in Columbia County RLF
- Referred by Steve Sobiek. A gentleman wants to run Italian Restaurant in property north of Portage
- Gentleman looking for a 25,000 sq. ft. building or site for construction –needs five acres. Company makes animal feed and indicated they need a site “down-wind” of a community. Looking for community incentives
- Couple in Arts Community wants to expand framing business, etc.
- Start up bicycle repair shop with dreams of expanding it in the future
- Gentleman looking for \$20K from an investor for a hygiene product that he wants to design
- Gentleman who I talked a year ago now ready to begin his welding business:
- Gentleman is researching property to start-up a production facility for existing business
- Woman wants to open dog rescue business
- Mother and daughter looking at former Bed and Breakfast in Columbus for new gift shop
- WEDC Project Laminent: Sent information on two Columbia County properties to Regional Organization, MadREP
- Gentleman interested in 15,000 sq ft for manu business –small shop now but has a new large contract
- Gentleman wants to open own hair salon in Portage

- Brothers want to buy Portage business but must buy both Portage and Baraboo businesses -
- Couple interested in expanding trucking business met with CCEDC RLF Committee
- Gentlemen built new building for injection molding and needs funds for equipment
- Gentlemen would like to purchase a restaurant in Portage. He is working with Steve Sobiek who suggested he should call CCEDC
- Solar company working with Portage business – upgrade building

**CCEDC Awards Banquet:** The CCEDC Executive Committee discussed the two award programs it sponsors:

- CCEDC Manufacturers and Business Awards program in November
- Columbia County Tourism Awards in the spring.

The committee decided to host one Awards program per year. In 2017, the Tourism Awards program was held in the spring. The CCEDC Manufacturers and Business Awards program will be held November 14, 2018

**Web Site/Social Media:** CCEDC utilizes the WEDC Website [LocateInWisconsin.com](http://LocateInWisconsin.com) that is provided free of charge by WEDC. CCEDC also continues to use Location One Information System (LOIS) to list buildings and sites. CCEDC also uses their Web Site [www.ccedc.com](http://www.ccedc.com) to market available sites and buildings, etc. and Social Media - Facebook to provide information on CCEDC.

**Business Retention & Expansion (BR&E)/Business Visits:** CCEDC completed 20 business visits to learn of the company’s needs and if they have plans for expansion. Working with MadREP (Madison Region Economic Partnership) utilizing their Synchronist System for analysis. Several community representatives also attend visits. Wisconsin Manufacturing Extension Partnership (WMEP) Andy Broderick the Business Development Leader is frequently invited to the manufacturer’s visits to inform them of their many services.

### *3. Improve the ability to capture dollars spent in the communities:*

**Tourism:** CCEDC originated and oversees the Columbia County Tourism Committee (CCTC) whose marketing name is the Columbia County Visitor’s Bureau (CCVB). The WI Department of Tourism reported Columbia County Tourism has grown 20% over the last five years.

**Columbia County Silent Sports Trails Committee (CCSSTC):** The committee members developed a third pamphlet showing the bike loops through communities in Columbia County. More than 45,000 Bike Loop Maps have been distributed. All loops are signed by the Columbia County Highway Commission. Funds for the bike signs and the Bike Loop Maps were received from communities and organizations in Columbia County. The CCSSTC eliminated loops in several Towns per their request.

### **Attended community and other organizational meetings, forums, and summits to learn about new projects that could assist communities and market CCEDC:**

Staff attended meetings/Webinars with L.O.D.I.; Workforce Development Board (WDB) – Nancy is a Board Member appointed by Columbia County Board Chair Vern Gove; Madison Region Economic Partnership (MadREP);

U.W. Extension; Wisconsin Economic Development Corporation (WEDC); Wisconsin Economic Development Association (WEDA) – Nancy is on the Legislative Committee; Wisconsin Business Development – an Agent for SBA loans; Wisconsin Housing and Economic Development Association; WWBIC; and, Chamber meetings and their functions. Nancy presented information on CCEDC at several meetings.

4. Encourage business formation to meet changing customer demands, a/k/a Workforce Development and Recruitment. :

**Career Fair:** A Career Fair was held at the Portage High School on October 26, 2016. This event drew about 1,000 students from six school districts to visit with 36 businesses regarding employment positions and the skills /classes needed to obtain those positions. In 2017, a year when a Career Fair is not held, manufacturers visit with about 30 students in the classroom to discuss employment opportunities after the student has graduated.

**Manufacturer’s Council:** The Columbia County Manufacturer’s Council CCEDC Started 15 years ago will assist by sponsoring the 2018 Manufacturer’s and Business Awards program.

**Innovation Champions Group (ICG):** Nancy met with Steve Sobiek and Nate Smith in April, 2016 to brainstorm on how to develop a way to assist entrepreneurs, inventors and mentors to help them start their new businesses. The initial meeting for this group from Columbia, Sauk and Marquette Counties was held on July 21, 2016 with 50 prospective entrepreneurs attending. A Strategic Planning group has met several times and they decided to host a program in the spring of 2017 at the VFW Hall in Portage with Portage Culver owners inspiring those interested in going into business. On October 18 and 19, SBDC assisted the ICG by holding a “Bootcamp” at UW College Campus in Baraboo. This successful event educated +20 individuals by presenting information from several speakers on banking, how to form your business by an attorney, accounting practices, insurance needs, etc.

5. Increase aids received from broader government units/other sources:

At least \$8,200,000.00 is in Columbia County because of CCEDC efforts, the amount of funds/grants businesses, communities and CCEDC has obtained for projects, including \$2,400,000 for the Portage Enterprise Center.

Summary: Presented by: Nancy Elsing, Executive Director of the Columbia County Economic Development Corporation (CCEDC). Reviewed/Approved February 21, 2018 by the CCEDC Executive Board and March 15, 2018 by the Columbia County Finance Committee. A copy will be sent to the Comptroller’s office by March 1, 2018.

APPROVED:

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ANDY ROSS, CCEDC PRESIDENT