

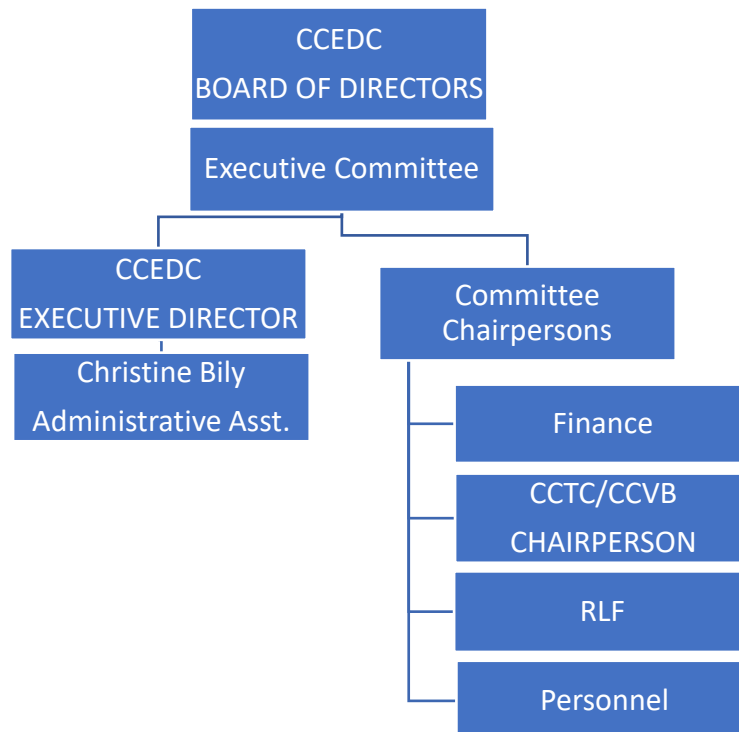


COLUMBIA COUNTY ECONOMIC DEVELOPMENT CORPORATION (CCEDC)

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. Originally funding of CCEDC was provided by 50% County Funds and 50% Municipalities and then moved to 100% funding by the County during the recession. The corporation is staffed by a full time Executive Director, Cheryl Fahrner, a Part-Time Administrative Assistant, Christine Bily, and is governed by the CCEDC Executive Committee and Board of Directors. In the fall of 2018, it was determined that Columbia County who had funded CCEDC at 100% would no longer do any funding and requested CCEDC ask businesses and communities for financial support. Due to the County's need to continually dip into their reserves over the last six – seven years, the County was not in a position to fund CCEDC. The County also chose not to fund tourism which includes the travel guide and website which serves as marketing pieces for the County.

Organizational Chart:



Participants	2019 CCEDC Strategic Planning & Reorganization Meeting Dates and Focus							
Task Force	March 14th Strategic Planning Overview	April 2nd Stakeholder Input; County & Community Asset Survey; Mission Statement	April 22nd Shared Vision & Values Development	May 7th Economic Overview with UW-Madison Professor Deller	May 23rd Analyze Asset Survey and generational mapping	June 27th Focus Area Development and Prioritization	July 18th Focus Areas Goals, Strategies & Deliverables; Funding Model Development	July 25th & Sept. 18th Stakeholder engagement & sustainability campaign
Community Stakeholders	March 28th Public Forum I <i>County Economic Development Corp. Model Overview</i>		June 18th Public Forum II <i>Columbia County & WI Economic Patterns, Trends & Niche</i>		July—Sept. CCEDC Director meets w/ Towns, Village and City Boards		Nov. 13th <i>Columbia County Member Municipality Housing Summit</i>	
Re-IMAGINE Business Exchanges	<ul style="list-style-type: none"> ★ Portage & WI Dells, Sept 19th ★ Columbus & Fall River, Sept. 24th ★ Cambria, Friesland & Randolph, Sept 26th 				<ul style="list-style-type: none"> ★ Poynette, Rio & Dekora, Oct 1st ★ Lodi, West Point & Arlington, Oct 3rd 			

CCEDC'S MISSION STATEMENT: CCEDC fosters economic growth and diversity that results in an enriched quality of life for all.

CCEDC VISION STATEMENT: A collaborative partner with stakeholders in leading strategic change in Columbia County, leveraging opportunities to be the gateway location for vocation, education, recreation, and avocation.

CCEDC SHARED VALUES:

- Catalyst for economic development;
- Communities-support vital agricultural rural communities and close-knit villages and cities;
- Entrepreneurship-provide resources, support and networks for new and existing businesses;
- Diversity- embrace the multi-cultural heritage, natural beauty, tourism, manufacturing, agriculture, and educational assets that abound in Columbia County; and
- Collaborate – mutually work together with key stakeholders.

Three Focus Areas:

CCEDC supports the following efforts that are included in CCEDC'S Strategic Plan

Focus Area 1: Reorganization & Organizational Operations

The majority of CCEDC's time focused on reorganization and restructuring of the organization, gathering and informational public forums, meetings with communities for funding support, business exchanges to gather additional information for priorities. An Adhoc, Strategic Task Force Committee was organized and a Strategic Plan was created.

Goal 1 – Short-term sustainable Funding & Mid-range: Capital Campaign Fund

Goal 2 – Define operational guidelines

Goal 3 – Board & by-laws

Goal 4 – Improve communications with partners and investors

Focus Area 2: Business Retention, Expansion, Attraction and Labor Market & Workforce Development

Maximize business opportunities within Columbia County through business retention, expansion, attraction interviews/surveys, workforce development and identification of financial resources and economic development.

Business Retention & Expansion (BR&E)/Business Visits: CCEDC completed 21 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. Assist Communities and Organizations

Housing Forums to broaden affordable housing options with the intent to improve the quality of existing housing throughout Columbia County, have been and will continue to be held. USDA Coop Housing on 5/29/19, USDA Small Communities Forum & Resources Fair 8/28/19, November 13, 2019 Housing Forum - communities attended a housing forum with multiple presenters and speakers to provide information on programs and funding sources. Community Forums are held around Columbia County for communities to participate and learn what programs and funding opportunities may be available from a variety of organizations to advance projects in their area.

Workforce Attraction, Retention and Transportation also needs to be addressed in continuing forums in the area including childcare.

Focus Area 3: Business Development & Funding

Provide loans, grants and resources to new and expanding businesses.

Revolving Loan Funds: CCEDC has assisted twenty (21) businesses with three CCEDC Revolving Loan Funds (RLF) established with USDA Rural Development funds. CCEDC has leveraged over \$4,000,000.00 with the \$350,000.00 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 \$93,000.00 was lent out. USDA has discontinued the Rural Development program and CCEDC was one of last to receive this funding. CCEDC has \$252,059.55 available to lend as of December 2019.

Business Prospects: CCEDC staff spoke with 32 business prospects in 2019 to discuss their business plans and assist them. CCEDC worked with the following new or expanding businesses in 2018 that showed some promise of success. Unfortunately, about a dozen+ individuals who came to the County building were misdirected to an address that was not CCEDC's new address. Cheryl stopped by and

provided business cards with the new address for departments in the County building. Continued to work with companies from 2018 on their expansion plans.

Regional Tourism: CCEDC originated and oversees the Columbia County Tourism Committee (CCTC) whose marketing name is the Columbia County Visitor's Bureau (CCVB). A tourism website www.travelcolumbiacounty.net is maintained and a yearly travel guide is produced.

CCEDC Awards Banquet: The CCEDC Executive Committee discussed the two award programs it sponsors: CCEDC Manufacturers and Business Awards program in November and 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 Tourism Awards was cancelled for March 27, 2019 and the Manufacturers and Business Awards program was postponed for the Fall. They will be combined moving forward.

Web Site/Social Media: CCEDC utilizes the WEDC Website 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 to market available sites and buildings, etc.

Attended community and other organizational meetings, forums, webinars and summits to learn about new projects that could assist communities and market CCEDC based on our three focus areas moving forward: Madison Region Economic Partnership (MadREP); U.W. Extension; Wisconsin Economic Development Corporation (WEDC); Wisconsin Economic Development Association (WEDA) –Wisconsin Housing and Economic Development Association (WHEDA); WWBIC; USDA.

Innovation Champions Group (ICG): In April 2016, Nancy met with Steve Sobiek and Nate Smith 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. On October 19, 2018 SBDC assisted the ICG by holding a "Bootcamp" at UW College Campus in Baraboo. This successful event educated 11 individuals by presenting information from several speakers on banking, how to form your business by an attorney, accounting practices, insurance needs, etc. This event for 2019 was cancelled with new ideas for a Spring and Fall Entrepreneurship event for 2020.

Since CCEDC's inception, 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. Between 2018 & 2019, assisting in expansion efforts of 160,000 sq. ft with Aprilaire for over \$8,000,000 and creating an additional 100 jobs by 2020 when completed. Sharing Foxconn opportunities allowed several businesses to acquire new business and growth opportunities – Wieser Concrete expanded their facility and invested \$1,600,000 along with adding new positions.

APPROVED:



CARL VANDER GALIEN, 2019 CCEDC PRESIDENT