



# **ECONOMIC DEVELOPMENT CORPORATION**

2018 - 2019

## **ACTIONS AND ACTIVITIES**

### **PURPOSE**

**The purpose of the Columbia County Economic Development Corporation (CCEDC) is to foster and encourage activities in the county that result in constructive economic development and/or result in an improved quality of life.**

COLUMBIA COUNTY ECONOMIC DEVELOPMENT CORPORATION (CCEDC)  
CHERYL FAHRNER, EXECUTIVE DIRECTOR  
112 E. EDGEWATER STREET, SUITE 256. PORTAGE, WI 523901  
[Cheryl.f@frontier.com](mailto:Cheryl.f@frontier.com) ; [www.ccedc.com](http://www.ccedc.com); P: 608.742.6161 C: 608.697.0174

**Strategies CCEDC will use to support Actions and Activities include:**

- I. RETAIN AND EXPAND EXISTING BUSINESSES**
- II. PROMOTE NEW BUSINESS FORMATION**
- III. ASSIST COMMUNITIES AND ORGANIZATIONS**
- IV. SEEK ADDITIONAL FUNDING FOR ECONOMIC DEVELOPMENT ACTIVITIES**

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**Measurable Actions and Activities**

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**I. RETAIN AND EXPAND EXISTING BUSINESSES**

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**A. Use business retention interviews to identify needs of existing businesses**

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1. Conduct business retention and expansion (BR&E) interviews.
  - a. Compile the results of business needs identified in the interviews.
  - b. Report a summary of findings to the CCEDC Executive Committee.
  - c. Report “Red Flag” items to their communities to resolve when necessary.
2. Develop conclusions and action plans to respond to the business needs identified in the business retention and expansion interviews. Present to the CCEDC Executive Committee for review and their Recommendation to the CCEDC Board of Directors for approval.
3. Track progress against the action plans.
4. Team with the Wisconsin Economic Development Corporation (WEDC) and Wisconsin Manufacturing Extension Partnership (WMEP) to do interviews.
5. Team with the Madison Region Economic Partnership (MadREP) doing interviews and creating reports utilizing their Synchronist system.
6. Team with local Administrators, Chambers of Commerce and CCEDC Board members to conduct visits.

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### **B. Manufacturer's Council**

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1. Continue Career Fairs with area school districts, arrange student visits with area businesses, and help arrange businesses visits to schools.
2. Work with South Central Wisconsin Workforce Development Board (SCWWDB) to continue the Manufacturer's Council's accomplishments with Sauk and Marquette Counties.

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### **C. Annual Business and Manufacturing Awards Banquet**

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The CCEDC Business Retention & Expansion Committee will plan the Biennial Business and Manufacturing Awards Banquet held in November.

## **II. PROMOTE NEW BUSINESS FORMATION**

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### **D. Meet with entrepreneurs to assist with starting new businesses**

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1. Meet with potential entrepreneurs, provide advice on business plans, suggest options for financing, and provide other needed information.
2. Maintain Web Site with available sites.

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### **E. Support Entrepreneurs' and Inventors' business ventures**

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1. Continue Innovation Champions Group: for entrepreneurs, inventors and mentors with Sauk and Marquette counties.
  - a. Develop programs with Strategic Planning Committee
  - b. Hold meetings with entrepreneurs and inventors along with Workshops, Bootcamps and Seminars
2. Provide information on funding, educational opportunities and resources through E-mails and other communication pieces.

## **SUPPORT FOR STRATEGIES I AND II**

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### **F. Assist with business plans, funding and other help needed by businesses**

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1. Update and distribute the CCEDC Small Business Handout, spreadsheet and other materials.
2. Meet with prospects to assist with their needs.

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### **G. Explain funding sources available**

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1. Obtain and distribute information on funding sources available including, but not limited to, the following:
  - a. Wisconsin Economic Development Corporation (WEDC)
  - b. Financing Institutions and Badgerland Financing
  - c. Wisconsin Business Development (WBD)
  - d. United States Department of Agriculture (USDA)
  - e. Training funds through the Workforce Development Board (WDB) programs
  - f. Wisconsin Women's Business Initiative (WWBIC)
  - g. Federal Economic Development Administration (EDA)
  - h. Alliant Energy Partnership Programs
  - i. Small Business Administration (SBA)
  - j. Wisconsin Housing and Economic Development Authority (WHEDA)
  - k. Small Business Development Center (SBDC)
  - l. Venture capitalists
  - m. Angel Investors
  - n. Revolving Loan Funds
  - o. Other sources

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### **H. Maintain an active marketing strategy**

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1. The Marketing Committee will develop up-to-date brochures and materials to publicize the assistance and incentives available to all of CCEDC's audiences.
2. All Board Members will assist in publicizing CCEDC assistance, actions and activities.

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### **I. Encourage the use of revolving loan funds (RLF)**

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1. In order to assist in financing business start-ups and expansions, discuss the availability of RLF funds at the business visits.
2. Provide information about the RLF funds on the CCEDC website and in marketing materials.
3. Compile data on all available County and municipal loan funds, and market these funds.
3. Seek additional revolving loan funds from all sources.

4. Report on the progress in attaining these additional funds.

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**J. Acquire Revolving Loan Fund (RLF) Applications**

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1. The Marketing Committee will develop marketing materials to publicize the availability of CCEDC RLF funds.
2. Staff will advise prospects of the availability of RLFs, and provide applications, promoting community's funds, CCEDC's and funds available at Columbia County.

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**K. Assist the RLF Committee**

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1. Prior to a RLF Committee meeting, staff will obtain and have available the information needed for each applicant.
2. After approval of the loan:
  - a. Prepare Minutes to include the conditions of the loan
  - b. Contact an attorney to prepare the necessary legal documents
  - c. Ascertain the costs of closing
  - d. Closing statement
  - e. Receipt for funds
  - f. Prepare other documents as needed
  - g. File documents as needed.
  - h. Maintain records and collect payments
  - i. Prepare Reports for USDA as needed

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**L. Assist all Committees**

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1. Continue to work with all committees as defined in the By-Laws:
  - a. Executive Committee
  - b. Finance Committee
  - c. Personnel Committee
  - d. Business Retention and Expansion Committee
    - a. Develop a five-year Strategic Plan
    - b. Utilize funding acquired from Alliant Energy for the plan
  - e. Tourism Committee
  - f. Revolving Loan Fund
  - g. Ad Hoc Committees

2. Develop Committees that are needed that will add to the productivity of CCEDC.
  - Marketing & Promotions Committee

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**M. Work to expand high speed internet availability across Columbia County.**

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1. Participate in local, regional and statewide efforts to expand internet access to rural areas.

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**N. Maintain an attractive and useful CCEDC Website**

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1. Keep the information up-to-date and relevant to businesses considering relocations, existing Columbia County businesses and entrepreneurs.
2. Measure “hits to website” and report results.
3. Work with WEDC and their site, LocateInWisconsin.com, and Location One.com – Location One Information System (LOIS) – website whichever works best for CCEDC.

**III. ASSIST COMMUNITIES AND ORGANIZATIONS**

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**O. Meet with communities**

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1. Meet with communities to provide information on CCEDC activities.
2. When requested, meet with community leaders to review their Economic Development plans.
3. Work with communities to develop projects consistent with their Comprehensive Plan.
4. Share grant opportunities with communities and organizations.
5. Attend trade shows and conferences.
6. Continue partnerships with community organizations.
7. Host workshops, expos, seminars and other educational events.
8. Schedule and attend Business Retention and Expansion (BR&E) visits with community representatives:
  - a. Utilize the MadREP Synchronist Analysis
  - b. Revise Actions and Activities with information from the BR&E Analysis.
  - c. Take “Red Flag” issues to community leaders

- d. Determine company plans for expansion, relocation, downsizing, and/or closings
- e. Gain the business owners/managers view of local government

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**P. Develop a list of sites and buildings available**

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1. Utilize the WEDC website to list sites and buildings on the internet, LocateInWisconsin. Also use LOIS.
2. Contact municipal staff and owners to acquire information available on sites and buildings.
3. Collect information on sites and buildings for future prospects

**III. SEEK ADDITIONAL FUNDING  
AND ENCOURAGE ACTIVITIES TO STRENGTHEN CCEDC**

1. Continually seek grant funds for economic development projects and activities.
2. Seek contributions from other sources.
3. Obtain administrative fees from joint projects.
4. Acquire additional revolving loan funds (RLF) and interest.
5. Partner with other organizations on projects that will benefit Columbia County.
6. Act as Fiscal Agent for organizations when appropriate
7. Encourage the use of ad hoc committees and participation of board members, alternates and others to strengthen CCEDC.
8. Assist the following CCEDC Committees:
  - a. Columbia County Tourism Committee (CCTC)
  - b. Columbia County Visitor's Bureau (CCVB)
  - c. Columbia County Silent Sports Trail Committee (CCSSTC)
  - d. Career Fair Committee
  - e. Innovation Champions Group (ICG): for entrepreneurs, inventors and mentors, with Sauk and Marquette Counties
  - f. Transportation Committee for rides to work for Low-to-Moderate Income (LMI) individuals with Steve Sobiek and Cindy LeGrand.