

Economic Development Corporation of Manitowoc County



2010 Annual Report

The Economic Development Corporation of Manitowoc County is a public/private collaboration whose mission is to lead diversified economic and community development efforts in order to improve the long term prosperity of the business community and residents.



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Executive Director's Message

Although I have only been at the Economic Development Corporation of Manitowoc County for a mere month as we close out 2010, it is evident the organization has been in good hands for the last six years and a very strong foundation has been built for this organization. Particularly of note, is the work of Tracy Benter, who as Director of Operations, held down the fort for a good part of the year by herself, as the search for a new executive director took place. Tracy has the ability to multi-task and make excellent use of interns and staff to get the work done and not let anything slip through the cracks. This allowed me to step in and concentrate on where we want to go from here, to grow as an organization and meet the economic development needs of the county community. One of the first steps in that process was advancing Tracy to the position of Assistant Director and making her an important part of the leadership team, as her institutional knowledge is invaluable to the organization's success.



As we move into 2011 for the Economic Development Corporation of Manitowoc County, we will be setting our economic development direction through a planning process designed to help us move towards a comprehensive economic development approach which capitalizes on leveraging and assisting our existing businesses to expand and grow. Creating the right positive business environment is key to helping businesses thrive and survive in today's competitive marketplace. We need to be focused and intentional in our efforts, with the room to be flexible to pursue opportunities as they arise.

I look to 2011 to be a very exciting and innovative year for our EDC!

Connie Loden

Board of Directors

Officers:

Andrew Steimle
President
Steimle Birschbach, LLC

Timothy Schneider
Treasurer
Investors Community Bank

Mark Ring
Vice President
Perkins Restaurant

Stephen Shellman
Past President
Schenck SC

Karen Jacobson
Secretary
Heiden, Inc

Jill Hennessey
Community Representative
City of Manitowoc

Directors:

Tracy Ahola
International Paper

Dennis Donahue
Manitowoc Milk Producers

Nilaksh Kothari
Manitowoc Public Utilities

Justin Nickels*
City of Manitowoc

Mark Swanson
Manitowoc Public School District

John Zimmer
J.J. Stangel (retired)

Greg Buckley*
City of Two Rivers

Dean Halverson
Leede Research Group

Mike Lanser
Lakeshore Technical College

Rick Philipps
Woodland Face Veneer LLC

Karen Szyman*
The Chamber of Manitowoc County

Will Casey
Access Investment Advisors

Pete Kappelman
Meadowbrook Dairy Farms

Mark Mathews
City of Two Rivers

Timothy Reis
The Manitowoc Company

James Vopat
Franciscan HealthCare Ministry

From the President

2010 was a year of change for the EDC and we are excited for what 2011 will bring. We have a new Executive Director, Connie Loden, who brings an international perspective and a great deal of experience (and connections) to our organization. We have promoted Tracy Benter to the position of Assistant Director and are thrilled to have her play such a key role. As I type this report, the board is looking forward to completing a new strategic planning session that will chart a new course for the organization. While we plan to offer many of the same services we have in years past, we now intend to be more targeted and efficient in the services we provide to the business communities.



Our organization is undeniably evolving. However, our mission remains as important today as it was when we founded the organization in 2004. I would like to personally thank the board of directors for their thoughtful participation and volunteerism. Personally, I am humbled by having the opportunity to work so closely with so many of our community and business leaders. Of course, I would also like to thank our financial supporters. Without you, our organization simply would not exist.

Just as importantly, I would like to thank our community partners. The City of Manitowoc, the City of Two Rivers, and the City of Kiel have been strong believers in our organization since the early stages and remain even stronger believers in us today. I know the EDC worked very hard to have earned every ounce of credibility we have with them, and we are prepared to continue to work even harder. Many of our proudest moments occur when we see the collaboration between the municipalities and how effective change can be when communities work together, and with the business community.

We believe there will be more of that to come. Stay tuned...

Andrew J. Steinle

Organizational History

The EDCMC works within the established system to bring local business and municipal leaders together to make projects happen. It provides a means for collaboration and cooperation among business and municipal leaders in promoting and implementing local economic and business growth.

The EDCMC was created in 2004 as a private, business led, non-profit corporation to provide confidential business consulting and to be a catalyst for local economic development. Clients include: existing local businesses, developers, entrepreneurs, municipal & state officials, business advisors, commercial lenders and regulatory agencies that impact businesses. EDCMC facilitates and encourages local economic growth through new capital investment into the expansion of plants, production capacity, and growth into new markets. The goal of this growth is maintenance of existing jobs, creation of new jobs, more money circulating in the local economy for area businesses, and a larger property tax base to spread the cost of government. A secondary EDCMC focus is the improvement of local economic conditions and removal of business growth impediments.

High School Manufacturing Project: Project Mini Chopper

The second year of Project Mini Chopper kicked off in the fall of 2009 as five teams comprised of 48 high school students began building mini-chopper as part of a Manitowoc County wide effort to promote careers in manufacturing. Sponsors for the 2009-2010 school year include Baileigh Industrial, Heavy Metal Fabricators, Lakeshore Technical College, Manitowoc Ice, and Manitowoc Tool & Machining. The unveiling event was held on April 23, 2010 in conjunction with the Ant Hill Mob Bike Show.

Five new teams and 36 students have taken on the challenge for the 2010-2011 school year. The team sponsors include Oil-Rite Corporation, Formrite, Kaysun Corporation, Orion Energy Systems, and Jagemann Stamping.



2010-2011 Teams

Sponsors: Formrite Company, Orion Energy Systems, Oil Rite Corporation, Kaysun Corporation and Jagemann Stamping.



The project gives high school students real life experiences as they build a mini-chopper as part of their academic curriculum. Participating students learn hands-on design, project planning, engineering, fabrication, and manufacturing skills. It fosters creative and critical thinking as well as problem solving methods and tools. The students develop teamwork, collaboration and leadership skills.



2009-2010 Teams

Sponsors: Lakeshore Technical College, Baileigh Industrial, Manitowoc Ice, Heavy Metal Fabricators, Manitowoc Tool & Machining

The Project is a collaborative effort between the Economic Development Corporation and The Chamber with supporting sponsorship by area businesses, manufacturers, local high schools and Lakeshore Technical College.



Project Mission: *Improve the image of manufacturing and help students, parents, educators and the community understand that manufacturing provides excellent career opportunities, which will help create a skilled and professional workforce to meet local manufacturing and economic needs...today and in the future.*



Programs Benefit the Local Economy

Creating and collaborating on Manitowoc County projects that improve the local economy and benefit the business community is what drives the EDC to bring the community programs.

The EDC staff serves or belongs to many organizations including NEWREP, New North, Two Rivers Business Association, Manitowoc City Center Association, Service League, Junior Achievement, Lakeshore Area Human Resources Association, WI Rural Partners, Kellogg Foundation Rural People Rural Policy Network, Community Development Society, and WI Economic Development Association.

● ● ● | Programs & Initiatives

Junior Achievement Business Challenge II

In 2010 the second annual Junior Achievement Business Challenge II was offered to Manitowoc County high school juniors and seniors. The Challenge is an exciting, competitive, business-strategy computer simulation. Student teams compete against each other in areas of production, research & development, marketing, price and capital investment to produce the highest performance index possible.

The 2010 Challenge had 56 participating students. There were 10 Challenge award winners and two Marketing award winners. The top two winning teams moved on to the statewide Challenge. The EDC served on the Manitowoc County committee that invited business leaders to work as mentors at the Challenge as well as participated as a Challenge mentor.

Junior Achievement educates students in grades K-12 in workforce readiness and entrepreneurship through hands-on programming. The programs prepare students for the real world by putting program lessons into action.



● ● ● | Business Assistance

Business Attraction

Working to promote Manitowoc County as a place to do business, the EDC provides site and facility information as requested. This information includes Manitowoc County economic and demographic profiles, financial incentive program packaging, public relations coordination and additional services as necessary.

In 2010 the EDC received more than 15 site selection requests. The EDC responded to 7 requests for site information.

Business Development

The EDC offers free or low-cost services to businesses within Manitowoc County, providing individualized and customized expert consultative support.

In 2010 the EDC assisted Manitowoc County companies by giving targeted advice on business growth, financing, options, and market research.

Business leads are generated from New North, SCORE, the WI Department of Commerce, Lakeshore Technical College, or other avenues. These prospects range from starting a business to developing an existing business.



SCORE Counseling

Throughout the year, SCORE met with 71 entrepreneurs in 121 Counseling sessions. The number of Entrepreneurs increased by more than 60% from 2009. The EDC is responsible for coordinating the SCORE appointments and counselors.

E-Seed Entrepreneurs Course

E-Seed is a 10-week course designed for aspiring entrepreneurs that are looking to start a business and need the skills to determine the feasibility of their business concept. 2010 was the fifth year the course was offered through the EDC. There were eight attendees with five business concepts vetted.

Participants developed a business plan and learned what it takes to be a successful entrepreneur, how to understand and get financials in order, how and where to fund their business, and how to research & market their business.

Lakeshore Entrepreneurs & Inventors Network

LEIN is a tool for Inventors, Entrepreneurs, Students, Startups and Business Owners. Attendees gain valuable contacts and learn skills & techniques to bring ideas to market and grow their business. LEIN offered a Spring & Fall Series in 2010. The Spring series was designed to educate and empower the entrepreneurial spirit in the Lakeshore Area. The Fall series gave tools to grow business through branding, advertising, and customer service.

Eight events were offered with 170 people attending from Manitowoc and Sheboygan Counties. Two events had local presenters, Steve Shellman of Schenck Business Solutions and Kenlyn Gretz of Ameri-collect.

The EDC partners with Lakeshore Technical College, the Sheboygan County EDC and the Sheboygan County Chamber .



Lakeshore International Networking and Knowledge exchange

LINke is group of professionals who assist in the promotion and education of International Trade activities within Manitowoc, Sheboygan, and Calumet counties.

In 2010, LINke offered five low-cost, bi-monthly seminars that were 2 hours in length on hot topics such as Navigating China, Managing International Trade and Finance Risk. LINke also offered a full day educational opportunity on Deciphering Harmonized Tariff Systems (HTS) Codes. The seminars are \$15 for members and include materials, hors d'oeuvres, and beverages.

The EDC partners with Lakeshore Technical College, Lakeland College, and the Sheboygan County Chamber.



Assistance Provided

The EDC assisted in finding judges and marketing the NE-WREP Business Plan Contest to Manitowoc County residents. There were twenty entries from sixteen counties in Wisconsin. Three of the entries were from Manitowoc County.

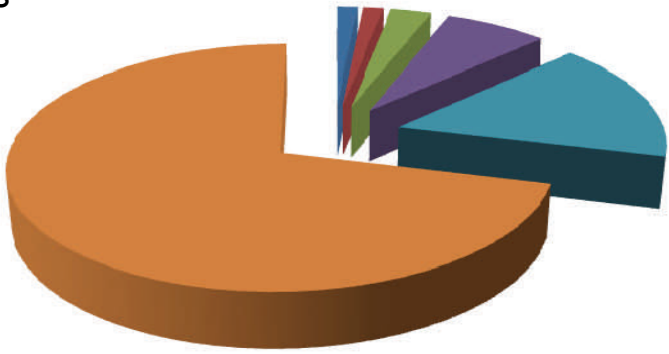
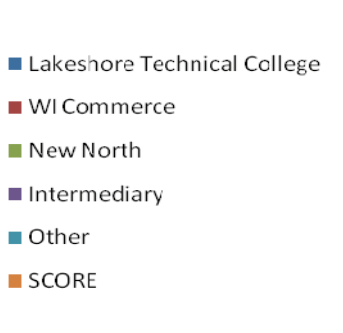
The EDC assisted with the preparations for the WI Economic Developers Association Fall Conference which was held at the Holiday Inn. There were over 145 attendees from all over the state of Wisconsin.

Business Building Blocks

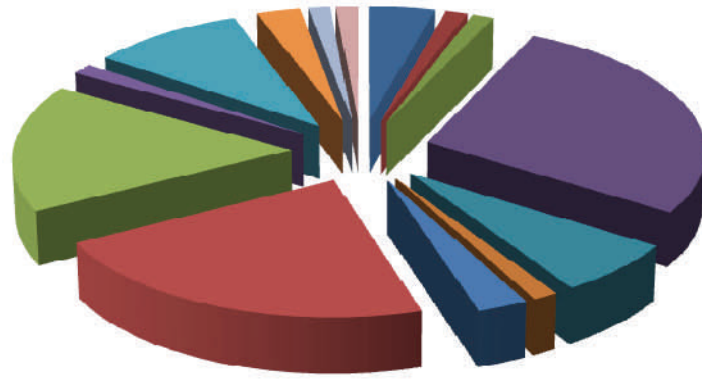
Business Building Blocks is a free, one hour session for individuals interested in starting their own business. The session explores key factors in starting a business and helps prospective entrepreneurs learn how to determine whether a business idea is feasible.

In 2010 the EDC held two Business Building Blocks sessions with 12 participants. The EDC partnered with LTC in presenting the session.

Business Lead Referrals



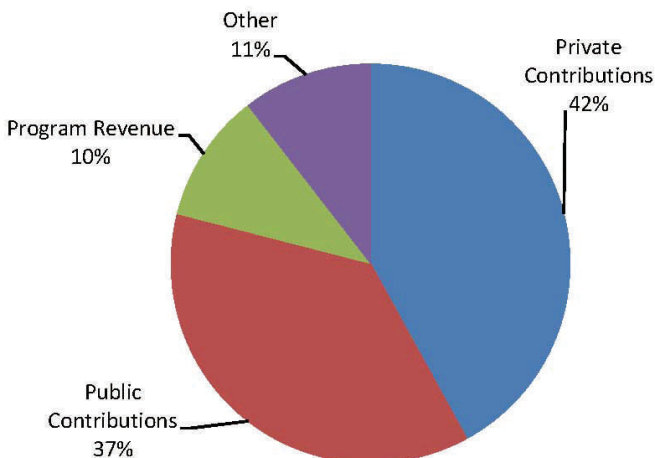
Business Industry Type



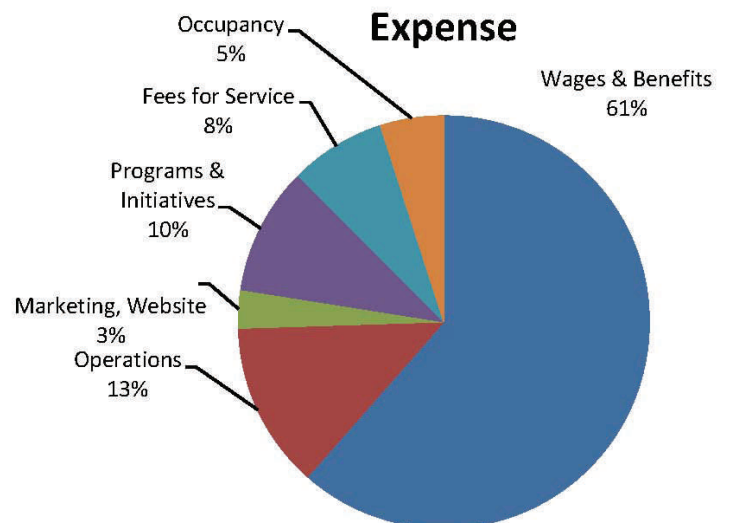
● ● ● | Financial Resources

The EDC is funded by a combination of investments from private companies and local governments as well as program revenue, in-kind contributions, grants, & interest. These sources provide the necessary funding for the EDC to provide business assistance, financial incentives and to fund other initiatives designed to strengthen the local business climate.

Income



Expense



Diamond

\$10,000 +



Platinum

\$5,000 - \$9,999



Gold

\$3,000 - \$4,999

- Kroening Stangel Swetlik & Zinkel
- Lakeshore Technical College
- Orion Energy Systems
- Schenck Business Solutions
- Tom Aschenbrenner

Silver

\$1,000 - \$2,999

- A.C.E. Building Service
- Access Investment Advisors
- Americollect
- Baileigh Industrial
- BizTech
- Cawley Company
- City Centre LLC
- Cleveland State Bank
- Federal Mogul
- Festival Foods
- Great Lakes Staffing
- Hamann Construction
- Heavy Metal Fabricators
- Heiden
- Jagemann Stamping
- Just Orthodontics
- Kaysun Corporation
- Leede Research
- M & I Bank
- Michael Best & Friedrich
- Miller St. Nazianz
- Perkins Family Restaurant
- Salutz & Salutz
- Shipbuilders Credit Union
- Shoreline Credit Union
- Steimle Birschbach, LLC
- Wisconsin Aluminum Foundry
- Wisconsin Business Development
- Wisconsin Public Service

Bronze

\$100 - \$999

- 6Tsix Studios
- AmericInn
- Architectural Forest Products

- Bayland Building, Inc.
- Paul & Boneda Carron
- Color Craft Graphic Arts
- Crafts
- Culvers
- Family Dental Center S.C.
- Foster Needle
- GT Machine
- Kaeden Services
- Kahlenberg Brothers
- Lamar
- Manitowoc Noon Rotary
- Maretti's Deli
- Northern Labs
- R.J. Fricke
- Jon Rex
- Riverside Foods
- Kevin & Diana Schultz
- Smile Clinic
- Vinton Construction
- James Vopat
- Wisconsin Nationwide

Municipal Partners

- City of Kiel
- City of Manitowoc
- City of Two Rivers

Reciprocal Partners

- The Chamber of Manitowoc County
- Wisconsin Maritime Museum
- Manitowoc Area Visitors Center

Mini-Chopper

Hard Core Sponsor

- Formrite Companies
- Jagemann Stamping
- Kaysun Corporation
- Oil-Rite Corporation
- Orion Energy Systems

Custom Cruiser

- TA Motorsports

Pledged amounts 1/1/10–12/31/10