



Fond du Lac County Economic Development Corporation



Public/Private EDC serves county

- Population 100,000 (largest city 43,000)
- Dominant Industries:
 - Advanced Machinery & Metals – Mercury Marine, Alliance Laundry (Speed Queen)
 - Agribusiness & Food Processing – about 54,000 cows, plus cheese, veggies, cookies & crackers

Impact! **economic gardening program**



- **Launched July 2009**
- **3-year implementation \$722,000:**
 - EDA Economic Adjustment Grant
 - Fond du Lac Area Foundation
 - FCEDC & CED match
- **Planning for funding years 4 & beyond**

Impact!



**Incorporated tools and concepts
throughout FCEDC's services**

Staff of 8:

- **1 researcher – database & GIS**
- **2 business strategists**
- **Other staff – marketing, finance,
community development,
administrative and executive**

Impact!



Targeted to 2nd stage, growth-oriented, export businesses

Also assist startups and small businesses

Custom Consultative & Research Services



- Strategy development
- Market research
- Site prospecting
- Competitive intelligence
- Supply chain
- Management team development
- Workforce analysis
- Decision support

Impact!



First BIG research project:

**How to spend the limited research tools
& subscriptions budget?**

- Planning
- Evaluating
- Negotiating
- Start over

Impact!



Training

Use of tools

- Targeted to provide best value to clients and community
- Customized!
- Learn as we go and adjust

Database research: company, industry, news



- **Nexis General Search**
- **EBSCOhost Business Source**
- **10K Wizard (Edgar filings)**
- **InfoUSA Reseller - MyDMPro**
- **ReferenceUSA**

Database research: company, industry, news



- **Dodge Construction Reports**
- **Google Patents, FreePatentsOnline, USPTO**
- **Pacer Federal Court System & state system**

Database research: company, industry, news



- Internet sources: trade associations, company websites, etc.
- Industry - Market Research.com
- Marcy Dunning @ Access/Information
– contracted for project/training

GIS Tools



ESRI

- ArcView
- Business Analyst Online
- ArcGIS Business Analyst (state only)

Wayne Kocina @ GeoWize

- Contracted for project/training

Other Tools



- emsi for economic, labor, and industry analysis
- YourEconomy.org
- GIS Planning ZoomProspector for site & buildings statewide initiative
- Survey Monkey for client satisfaction
- FCEDC's local Access database
- Many, many other free tools

Evaluating for next year



- **Industry/Company research subscription**
 - IBIS
 - Business Monitor
 - BizMiner
 - First Research
 - Supplier Relations US
 - Hoover Company Data
 - YE Plus

Evaluating for next year



ESRI Business Analyst

- Segmentation module
- All US data

SEO/SEM tools

Contact Info



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