

FCEDC Strategic Plan 2007-2011
(through 12/31/10)

Goal: Create a balanced industry mix targeting specific industry clusters in Fond du Lac County and Northeast Wisconsin.

Status: FCEDC updated targeted industry profiles developed and updated with a survey sent to companies within the clusters. Data will be released in 2011. Several attraction projects have been brought to Fond du Lac County, and we continued site selector marketing program established in 2007 resulting in successful relationships who have made Fond du Lac County the go-to location in Wisconsin.

Goal: Create 2,500 new jobs matching Fond du Lac County's labor force and training capacity. This effort will have an anticipated multiplier impact of 1.25 or 625 additional jobs. Targeted wage rates will exceed the median hourly wage.

Status: 1,922 new full-time positions plus 47 part-time positions expected for a total of 2,069 new jobs*; and 1,610 positions retained.

Goal: Assist businesses in establishment, modernization and expansion activities that will result in \$80 million in capital investments in Fond du Lac County.

Status: \$340.8 million in total investment expected*

Goal: Facilitate the development and sustainability of an environment conducive to attracting and keeping the level of talent necessary for our businesses to gain and maintain a competitive edge.

Status: In response to workforce and talent attraction needs of area businesses, FCEDC continues to work on talent attraction proposal initially developed in 2008.

Impact on Fond du Lac County Economy

The 1,922 expected full-time new positions have a multiplier effect of 2.06, totaling 3,957 expected jobs. Annual earnings estimated for these new jobs (wages and benefits) is \$199 million, resulting in a disposable personal income estimated at \$144 million annually. If new part-time positions are factored into the equation, the 2,069 expected new full and part-time positions have a multiplier effect totaling 4,155 jobs. New job earnings would be \$204 million with disposable personal income estimated at nearly \$148 million annually. Additional annual sales for all industries based on these expected jobs is \$1.1 billion.

The 1,610 expected retained positions results in a retention of an additional 2,063 indirect jobs for a total of 3,673 retained/saved jobs overall. Annual earnings estimated for these retained jobs (wages and benefits) is \$194 million, resulting in disposable personal income estimated at nearly \$141 million annually. Additional annual sales for all industries based on these retained/saved jobs is \$1.2 billion per year.

*The number of new positions and the investment figure have been adjusted since the 2010 4th quarterly report.

If you are an active investor in FCEDC, we thank you.

Our services would not be possible without you! If you are considering becoming an investor and would like more information, please feel free to give us a call.



Why invest in FCEDC?

Why should you invest in FCEDC? Because we know you understand the importance of economic development. Those who do invest in FCEDC do so because of a strong commitment to the economic well-being of the citizens and businesses of Fond du Lac County. Our investors are true leaders who believe a productive business economy is key to a healthy community.

Economic development is all we do. FCEDC is dedicated to helping start-ups, established companies, and those who wish to relocate to Fond du Lac County.

If you still aren't sure, read on to learn just a few reasons why you should make your pledge to invest today.

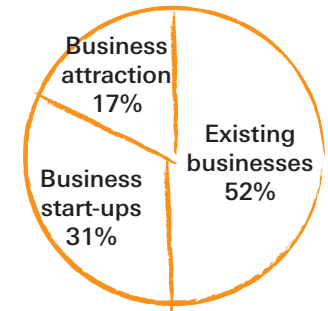
2010 Statistics

Funding sources

| | |
|-----------------------|------------------|
| Private Sector | \$116,890 |
| Public Sector | \$200,707 |
| Administrative Income | \$135,276 |
| Contract Income | \$105,000 |
| Grants & Other | <u>\$164,373</u> |
| Total | \$722,246 |

Use of funds

| | |
|------------|------------------|
| Staff | \$498,514 |
| Operations | \$129,310 |
| Programs | <u>\$ 96,001</u> |
| Total | \$723,825 |



Clients served: 182



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Why invest in FCEDC?

We support the entrepreneurial spirit

When Darwin Bethke was contemplating opening his own computer business, a radio commercial summoned him to contact FCEDC. He called and it changed his life. The staff saved him time and energy because they streamlined the process, including writing his business plan. FCEDC helped him make it better,

“The fee you pay to get started was so worth it,”

Darwin Bethke
Inter-Quest
Fond du Lac

forcing him to really think through his business and make sure it was viable. Then when it was time to get financing, FCEDC made the calls to the banks for him – not to get the loan – but to see which banks may be interested. When it was time for Darwin to call these banks, he didn’t feel alone in the process because FCEDC opened the door for him. Now he just had to walk through.

With the backing of a local bank and a small business revolving loan fund from FCEDC in 2010, Darwin Bethke became the owner of the Fond du Lac location of **Inter-Quest**, the company that makes technology simple. To learn more about the company go to <http://www.iqsvr.com>.

We help businesses grow

With an established and expanding Internet business, the owners of **JGear** or **Bootbiz.com** began looking for a larger warehouse and space to open a retail location in Fond du Lac. Already on the Inc 5000 list as one of the country’s fastest growing companies, managing partner Shane Baganz called FCEDC for help. What he got was so much more. The business started in a garage in 1997 and has grown into a multi-million dollar operation selling work boots and shoes, western boots, and uniform and safety footwear.

What Shane was lacking was time to work on the business because he was so busy with sales. FCEDC guided the company through the process of writing a business plan, coordinated with a realtor, and provided technical assistance regarding talent attraction, legal services, and marketing. To learn more about the company go to <http://bootbiz.com/>.

“FCEDC is a literal gold mine that every growing business in Fond du Lac needs to become aware of,”

Shane Baganz
JGear/Bootbiz.com
Fond du Lac

We believe in original thinking

If innovation were captured in a space, it would be The Center for Enterprise Development (The Center). The Center is a business accelerator operated by FCEDC meant to advance the development of start-ups and the expansion of existing businesses with the use of high-end technology, data mining resources, creative and comfortable space, shared experiences with other entrepreneurs, and assistance from a professional staff.



In the only such facility created and operated by an economic development organization in Wisconsin, The Center will quickly become a model for other economic development organizations.



The Center has three core goals. **Intelligence:** The Center will allow business owners and entrepreneurs to learn about their industry including potential markets and location demographics.

Imagination: The colorful, comfortable surroundings will inspire innovative ideas.

Insight: Entrepreneurs and existing businesses will have the ability to collaborate and problem solve with peers, industry and supply chain colleagues and mentors.

FCEDC saw a need and chose to meet it. The Center builds upon our expansive revolving loan fund programs, and Impact!, an economic gardening program launched in October of 2009 by FCEDC, which has already been lauded for thoroughness and ingenuity by those who practice and teach economic gardening theories and principles.



The Center for Enterprise Development will inspire new ideas and provide an opportunity for original thinkers at reasonable rates. 