

NOW

WINTER 2013



Taking a Dip in the Pool

FBFC and Oconomowoc jump right in

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TAKING A DIP IN THE POOL

FIRST BANK FINANCIAL CENTRE AND COMMUNITIES TEAM UP TO ESTABLISH LOAN POOLS



Vibrant, dynamic economic development is happening throughout cities, towns and villages of Waukesha County. The power of local business and local success cannot be understated, nor can the health of each and every municipality in every county in Wisconsin. A thriving Main Street means a thriving community. Just ask leaders from the City of Oconomowoc.

Downtown Business Loan Pools – Who To Contact:

Downtown Oconomowoc
City of Oconomowoc Economic
Development Department
262-569-2185

Downtown Grafton
Director of Planning &
Development
Village of Grafton
262-375-5303

Downtown Hartland
Hartland Business
Improvement District
262-367-6560

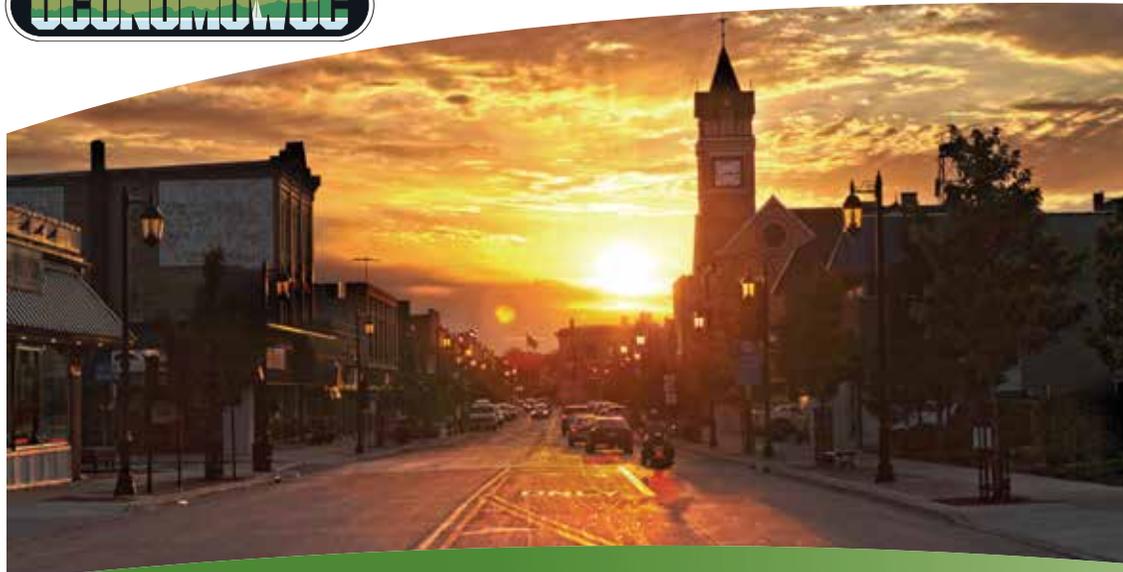
Downtown Brookfield
City of Brookfield Economic
Development Office
262-796-6694

Cover images: Downtown
Oconomowoc (Photo Credit: Joe Haas
JoeHaasMedia.com), The Pub,
Ambiance Salon, Roots Coffeebar
& Café

A proud WCEDC partner, the City of Oconomowoc had a newly reconstructed downtown area that was facing high vacancy rates. City leaders wanted to help more businesses locate or expand downtown.

To help attract more businesses to their newly reconstructed downtown area, the City of Oconomowoc and First Bank Financial Centre (FBFC) teamed up to establish a *Downtown Oconomowoc Business Loan Pool*. The program offers loans, ranging from \$10,000 to \$25,000 at a fixed 1% interest rate, for either a 5- or 10-year term, and is available when full, private financing or credit is not available on terms and conditions which would permit project completion. Businesses eligible for funds include commercial, retail or restaurants, and must be located within downtown Oconomowoc. Eligible expenses include acquisition of land/building, building improvements/construction, equipment purchases and environmental or safety compliance.

The goal is to help small businesses invest in the heart of their community, for the benefit of the community as a whole. So far, in Oconomowoc, *it's working*.





Ambiance Salon

Ambiance Salon – A Hometown Success Story

Jen Simons grew up in Oconomowoc. With more than 20 years in the beauty business, Simons officially became the owner of Ambiance Salon in 2002. Constantly looking to grow and expand her vision, she learned about the Downtown Oconomowoc Business Loan Pool at a Downtown Oconomowoc Merchant Association Meeting. Ready to secure a permanent, secure location for her salon, she began the application process and, due to her solid business plan, she was approved for funding relatively quickly. In conjunction with the loan pool funds, Simons worked with FBFC to obtain an SBA loan. When she and her partner saw a space on Wisconsin Avenue in the heart of downtown Oconomowoc, she recognized its potential right away, and her loan pool and SBA funding enabled her to purchase the building.

Since opening in January 2011 at the downtown location, Ambiance Salon has realized a 500% growth in revenue, added 40 to 50 new clients per month, hired additional staff, expanded services and made even more improvements and renovations.

Simons is grateful for the support and encouragement she’s received as a small business owner and proud resident. “I think it’s great that the City of Oconomowoc partnered with our local, community bank (FBFC) to offer this low-financing program to fund the needs of small businesses in our city.”

SBA Loans from FBFC

FBFC also offers several SBA loans, including:

- SBA 7a
- SBA Express
- SBA Patriot Express
- SBA 504
- Working Capital CAPLines

More Loan Pools – Lower Vacancy Rates

Since the loan program began in Oconomowoc in 2011, as of June of 2013, eight businesses have opened or expanded, including Ambiance Salon, Fiesta Cancun, Le Cheval, The Gallori, The Petite Chef, The Pub, The Roots Coffeebar & Café and Vino Etcetera.

The City of Oconomowoc has been able to reduce its downtown vacancy rate by 55%. Bob Duffy of the Oconomowoc Community Development Authority is very happy with the program’s success so far.



Owners of Roots Coffeebar & Café, Heidi Laatsch (left) and Hilary DeVries (right)

“Our businesses have reported that the program is user-friendly and an important part of downtown revitalization – it works for both new and expanding businesses in our community,” said Duffy. “We are proud to have been the model as First Bank Financial Centre expands the program throughout Waukesha County.”

In addition to the Loan Program in Oconomowoc, FBFC has also established similar programs in the Village of Grafton, the Village of Hartland, and most recently, the Village of Brookfield.

“The desire to help businesses grow through creative and entrepreneurial partnerships between banks, municipalities, businesses and other professional services is how WCEDC envisions economic development,” said Bill Mitchell, executive director of WCEDC. “As the gateway to resources, WCEDC will be looking forward to referring eligible small businesses to these downtown loan pools in Waukesha County, and enjoying the development success one community at a time.”

ECONOMIC GROWTH THROUGH EXPANSION

\$354,000

investment

41

jobs retained

10

jobs created (by 2015)

Economic Benefit to Waukesha County: In partnership with the City of Brookfield's Brookfield Development Loan Fund, this investment allowed SSR to expand and relocate to a larger facility, including leasehold improvements, furniture, fixtures, equipment and signage. More than 10 positions will be created, including high-wage technical jobs such as network engineers, software application developers, administrative and entry-level technical assistants.

PROJECT PARTNERS:

- WCEDC
- City of Brookfield
- BMO Harris Bank
- Waukesha County CDBG

Expanding: Superior Support Resources (SSR)

SSR specializes in IT development, engineering, application consulting and implementation. In effect, it partners with small- to medium-sized businesses by offering 'virtual' chief information officer services.

SUPERIOR | SUPPORT RESOURCES, Inc.
Where Technology Questions Get Business Answers



SSR's markets include legal, financial, hospitality, real estate and manufacturing, as well as state and local government. Waukesha County clients include Hammes Company and Price Engineering. In an industry with more than 6% annual growth, SSR is growing at 10-15% per year since 1996.

What economic development trend correlates to SSR's success? Outsourcing that allows a firm to focus on its core competencies. How?

- Maintaining and understanding the increasingly complex technology infrastructure available to businesses.
- Assessing the risks associated with downtime and security breaches of proprietary systems and platforms.
- A need to focus on applications that improve business operations and processes.
- Talent shortages in technology sectors.

Supply Chain Impact: SSR to SF Labs

Economic development's 'connector' role often results in supporting several levels within business supply chains. An example is how SSR recently provided IT outsourcing services to **SF Analytical Laboratories** in New Berlin, an independent commercial testing lab with over 2,000 clients. WCEDC assisted SF Labs with a loan from Waukesha County's Revolving Loan Fund program.

"For nearly 10 years, SF Analytical Labs has outsourced its IT function to SSR. We've gained the benefit of their IT expertise and state-of-the-art technology, and they have kept our systems running efficiently with little downtime and no crises since they started their PM program. They also help us keep our systems and processes up to date by being a part of our strategic budget planning process as it relates to IT. Outsourcing to SSR allows us to focus on our core businesses and not be distracted by managing in-house technology needs and talent. We are very pleased with the ROI we get from SSR as a strategic alliance for SF Labs."



– Dave Kliber,
President/CEO
SF Analytical Labs, Inc.



SSR expanded into new offices due to their double-digit growth.



ECONOMIC GROWTH THROUGH EXPANSION

Expanding: United Tool

United Tool has more than 50 years of experience in specialized tooling, stamping dies, fixtures, short run and production quantities of precision machining and fabricating for metal and high performance plastics.



The company was ISO-9000 certified in 2013 and is a Service-Disabled Veteran-Owned Small Business. United Tool became ISO certified in early March, but hasn't been able to promote it as a value-added customer benefit since their Milwaukee facility lacked the capacity to support the increased business.

United Tool has a reputation for quality and on-time delivery of custom fabricated products, including for KHS in Waukesha, the U.S. division of an international manufacturer of filling and packaging equipment for the beverage, food and non-food sectors.



United Tool helped design tooling for KHS' new micro filler.

WCEDC helps navigate innovative solutions to grow businesses. By helping United Tool, United Tool's customers grow as well:

As specialists in high-performance bottling and can-filling technology, KHS has developed an innovative micro filler. Through extensive research and development, KHS now offers this flexible filling solution to medium-sized craft breweries, wineries, and

soft drink bottlers. The micro filler is designed for filling beer, wine and carbonated, non-alcoholic beverages in glass, aluminum and plastic bottles at a speed of 100 to 400 bottles per minute during normal production. This hygienically designed filler is easy to operate, compact, extremely flexible, and economically and environmentally friendly, making it a perfect solution for the rapidly growing craft brewing industry.

Their second micro filler was successfully installed in early 2013 at Milwaukee's Lakefront Brewery where it can be seen as part of the brewery tour every day. Beyond the North American market, KHS will also be installing its first exported micro filler in a brewery in Austria.

\$ 2.7 million
investment

27
jobs retained

20
jobs created (within 3 years)

Economic Benefit to Waukesha County: This nearly \$3 million investment will provide a new, larger facility for United Tool, and add up to 20, high-paying, high-skilled jobs in Waukesha County.

PROJECT PARTNERS:

- WCEDC
- SBA
- Foundations Bank
- Waukesha County CDBG

These two projects were selected from more than 156 facilitated by WCEDC since January 2011. Success to date:

\$126.5 million total investment

881 total projected jobs

ATTENTION: PROFESSIONAL SERVICES FIRMS!

HERO STATUS:

WEISS BERZOWSKI
BRADY LLP



"WCEDC has helped our client, Performance Coatings, connect to resources, including a technology loan from the State of Wisconsin that will be critical to the next phase of their growth."

Sandy Swartzberg, Partner,
Weiss Berzowski Brady LLP

Performance Coatings, of Oconomowoc, specializes in complex finishes for specialty-machined parts. WCEDC has helped the early stage company, Performance Coatings, connect to resources. Among the resources were a team of professional service firms, First Bank Financial Centre and Weiss Berzowski Brady.

Be Part of the Gateway to Resources

Bankers, accountants, lawyers, insurance, real estate, construction and consulting professionals and other organizations serving businesses in Waukesha County.

International experts on the economics of 'place' - consultants such as Vandewalle & Associates and Deloitte Consulting point to only one conclusion:

It's all about GROWTH.

Companies add capacity (growth) when they have adequate access to **capital, talent, technology, infrastructure (roads, land, utilities etc.)** and a **shared communications system** – a way to constantly innovate and learn what they need to know to grow their businesses.

Who are you guys?

WCEDC is the 'gateway' to accessing those growth assets listed above – we connect to money, talent, infrastructure and who you need to know to grow your business. Period.

What's your story?

We have a massive list of businesses that sought to expand or relocate in Waukesha County and *we closed the deal*. We saved them time, money and headaches, allowing them to focus on their businesses – by navigating the jungle of programs, services and resources out there.

What's in it for me?

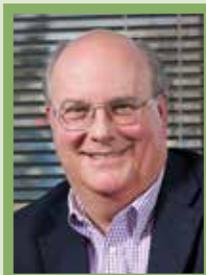
Direct benefit to you: hero status. We help **your clients succeed**, and in the process, make **you a hero** to them. *(See example on left)*

If I invest in WCEDC, what will you do with my money?

We leverage public and private dollars to build a network of resources and trusted partners that will deliver those resources to you for growing your business.

This saves you time and money when you need to keep clients growing and satisfied.

WCEDC + PROFESSIONAL SERVICES = GROWTH



*BECOME A PART OF THE GATEWAY
TO RESOURCES TODAY!*

Bill Mitchell, WCEDC
Executive Director / COO
bmitchell@wctc.edu
262-695-7901

LET WCEDC
HELP YOUR
CLIENTS
CONNECT FOR
GROWTH

WCEDC SPONSORS

WCEDC extends thanks to the following companies and organizations who recognized that WCEDC is growing jobs, increasing investment and retention, and want to ensure that the work continues for the benefit of all businesses in Waukesha County and the region.

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Block Grant (CDBG)

Waukesha County

Waukesha County Technical College
(WCTC)

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Generac
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Weldall
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DUECO
Enterforce
First Business Bank
First Midwest Bank
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Heath Corporation
Integrated Risk Solutions
InvestorsBank
Lindy Enterprises
Logical Green Solutions
Michael Best & Friedrich LLP
MSI General Corporation
MSOE Rader School of Business
David Nagy
NAI MLG Commercial
North Shore Bank
Oconomowoc Realty
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ORP Management LLC

Park Bank
PyraMax Bank
Quality Calibration Service, Inc.
Ridgestone Bank
SF Analytical Laboratories
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Spring Bank
Trico Corporation
Village of Menomonee Falls
Village of Mukwonago
Weiss Berzowski Brady LLP
WHEDA
Wisconsin Economic Development Corp.

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Town Bank

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Attorneys at Law

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Harken USA

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OUR MISSION: *WCEDC is the gateway partner to navigate innovative solutions to grow businesses.*



892 Main Street, Suite D
Pewaukee, WI 53072
Phone: 262-695-7900

www.waukeshacountyedc.org