



Calumet County Business Trends

A Report from the Calumet County Economic Development Office

CalumetBusiness.com

Spring 2008

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What Can The Calumet County Economic Development Program Do For You?

The Calumet County Economic Development program offers many types of assistance for Calumet County residents and business owners. For the past seven years, the program has been growing steadily with new initiatives and assistance being offered regularly to county businesses.

The program was developed to focus on economic development and tourism in the county. The program has been instrumental in securing financial assistance to various businesses in all industry sectors in Calumet County and assisting in workforce development.

Calumet County administers a revolving loan fund which provides a low interest loan for qualified



Governor Jim Doyle and former Secretary of Commerce Mary Burke present Buechel Stone with a check for assistance in their expansion.

applicants. The interest rate is four percent with different terms depending upon the loan type. The RLF program is available to any type of business that is located within Calumet County. The program was established in 2001 and has helped

businesses from all industries in the county succeed and gain financing.

As a business starts or expands, a skilled workforce is a necessity to be successful. Calumet County can help assist business owners who need help finding employees, training new employees or training current employees. Collaborating with the Fox Valley Workforce Development Board, local technical colleges and other educational institutes gives

employers the most resources to enhance their labor force.

People interested in starting their own business are encouraged to seek assistance from the Calumet County Economic Development program. Businesses from all industries are able to receive assistance. Free business counseling, networking groups, workshops and other resources are all used to educate business owners in the county to help them succeed with their business. All these programs are offered for free.



Entrepreneur workshops are held to assist entrepreneurs in Calumet County.

The Calumet County Economic Development program also offers assistance with tourism promotion and development in the county. Brochures, visitor guides, and other tourism initiatives are coordinated through the program. Calumet County tourism spending has been increasing and is expecting another prosperous year.

The Calumet County Economic Development website is a great resource for anyone who is going into business or currently is. The website is www.calumetbusiness.com. It lists various resources and contacts. The county's tourism website, www.travelcalumet.com is the place to go if you're looking for something to do in Calumet County.

To receive more information about economic development or tourism, email kelly@calumetbusiness.com or call 849-1442.

Building Permits in Calumet County Only Slightly Down Despite Sluggish Economy

Building permits issued in 2007 in Calumet County were slightly down from 2006, but still brought in just as much investment as the year before. There were 1,235 permits in 2007 with \$74.1 million invested in the permits projects. In 2006, there were 1,322 permits with \$75.5 million invested.

Of the 1,235 permits in 2007, 190 were new home permits, 28 were farm structure permits, 83 were commercial structures, and 22 were industrial structures. These permits statistics also include permits within Calumet County boundaries in the City of Appleton, City of Menasha and the City of Kiel.

Calumet Economic Development Update

A Letter From Kelly Hoxtell, Calumet County Economic Development Specialist



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The economic news across the nation shows the economy struggling during this time, however one can see that Calumet County seems to be surviving fine.

The March 2008 unemployment rates for Calumet County have improved to 4.9% which falls well under the state unemployment average of 5.6% and the national average of 5.2%. The improvement shows that there is a steady job creation in Calumet County.

Expansions at Sargento in Hilbert, Endries International Inc. and Professional Plating Inc. in Brillion, Stockbridge Engineering Inc. in Stockbridge and Heus Manufacturing in New Holstein will bring new jobs into the county that will ensure growth for years to come to the communities and surrounding areas in the county.

With employers in Calumet County adding jobs to their businesses and expanding their facilities, the outlook looks very favorable for Calumet County.

In other exciting news, Kaytee will be reopening its Kaytee Training Center in Chilton which houses birds from all over the world. A grand reopening celebration will be held on June 14th at the Chilton facility.

Calumet County will be home to the famous Wisconsin Micro-Brewers Beer Fest on May 18th. Hundreds of people will be coming to Calumet County to sample locally made beers from across the state and see the great attractions that Calumet County has to offer.

With all this positive news, one can only think that Calumet County is faring well during these turbulent times in the economy.

Calumet County Economic Development is dedicated to improving and maintaining the thriving economic environment that we reside in today. Please contact us with any questions, concerns or suggestions you may have. Your input is valuable to the county and its economic livelihood.

Your Input Is Needed!

The East Central Wisconsin Regional Planning Commission in Menasha is currently updating their Comprehensive Economic Development Strategy and needs input from the public. Calumet County is member county part of the East Central Wisconsin Regional Planning Commission region.

With updating this plan, the East Central Wisconsin Regional Planning Commission will be able to apply for economic development grants for the east central region that will enhance communities and create jobs.

The Comprehensive Economic Development Strategy requires an assessment that analyzes historic trends and future projections for the area.

East Central Wisconsin Regional Planning Commission is looking for input from local residents regarding the assessment. Your input will help create the Comprehensive Economic Development Strategy that will be used for the next five years.

The assessment can be found on the East Central Wisconsin Regional Planning Commission website, <http://www.eastcentralrpc.org>. Once on the page, go to 'Economic Development' under the Quick Links and on the Economic Development page, go to the Economic Development District section. There you will find the survey to fill out. If you would like a printed version of the survey, contact Kara Homan at (920) 751-4770 or khoman@eastcentralrpc.org.



East Central Wisconsin Regional
Planning Commission

Business Toolbox: Researching Your Invention or Idea Before You Patent

- An idea, without knowledge of how to make it work, is not patentable. You must be able to present an illustrated description of a specific useful product, which achieves the desired objective, in sufficient detail to enable others to make and use it.
- Beware of invention promotion scams. Read the Federal Trade Commission's warnings on such scams at www.ftc.gov.
- A patent takes one and a half years or more to obtain, expires within 20 years and is not renewable. Total costs are typically \$8,000 or more, about 50/50 government and attorney fees.
- U.S. patents have no effect elsewhere, but a U.S. patent can be used to block importation of infringing products from abroad. Foreign patents are harder and more costly to obtain.

Tips courtesy of SCORE

Calumet Business Corner

Announcements from Local Businesses

New Business: Brillion Community Health and Wellness Center

Brillion: The Brillion Community Health and Wellness Center is the most recent business open in Brillion. The center holds the Bellin Health Family Medical Center, Bellin Health Family Eye Clinic, and Dr. Goin Dental Clinic. A fitness center is also being considered to be included in the building in the future.

There is an open house for the public on Thursday, May 8th from 4pm-7pm at the Brillion Community Health and Wellness Center. Refreshments and door prizes will be a few of the activities provided at the open house.

The Brillion Community Health and Wellness Center is located at 964 W. Ryan St. (Hwy 10) in Brillion. Call (920) 756-2055 for more information.

Entrepreneurs and Inventors Wanted!

Inventors and entrepreneurs in the area are encouraged to attend the Lakeshore Inventor's and Entrepreneur's Club monthly meetings.

Anyone who owns a business or would like to start their own business is encouraged to attend. Whatever type of business that you are involved with, you will benefit from this organization greatly. The group is a great way to meet people already in business and receive advice regarding business. Businesses of all types are welcome to join in.

Contact Kelly Hoxtell at (920) 849-1493 ext 790 or kelly@calumetbusiness.com for more information on this FREE event.

FREE Small Business Counseling

If you own a small business or are looking to start one, Calumet County offers business counseling with a Small Business Development Center counselor.

If assistance is needed with business plan writing, marketing, or any other type of business related activity please set up an appointment today!

The UW Extension office in Calumet County coordinates the meeting dates and times. Please contact Mary Kohrell, Community Development Educator to set up a meeting time. Call (920) 849-1450 or email at kohrell.mary@co.calumet.wi.us.

Travel Green Certified Businesses

Sherwood: Two Calumet County businesses have recently been certified Travel Green by the Wisconsin Department of Tourism.

Frogg's Ice Cream and High Cliff State Park in Sherwood are both took vital steps to decrease their environmental impact on the earth and are committed to applying the best practices possible to their businesses.

Visit Frogg's Ice Cream and High Cliff State Park in Sherwood to see their "green" practices they've implemented. Frogg's Ice Cream is open for the season and High Cliff State Park only requires a park pass to enjoy all their recreational activities.

Travel Green is a voluntary program that reviews, certifies, and recognizes tourism businesses that have made a commitment to reduce their environmental impact. For more information on the program, visit www.travelgreenwisconsin.com



Travel Green Wisconsin

Do you have a business announcement like a new business opening, expansions or moving to the area?

If you have a business announcement that you would like to share, please call Kelly Hoxtell at (920) 849-1493 ext 790 or email at

We're On the Web!

www.calumetbusiness.com

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