



# Calumet County Business Trends

*A Report from the Calumet County Economic Development Office*



Summer 2008

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## Local Businesses Receive Workforce Training Grant

Four businesses from Calumet County will receive assistance to update their employee's technical skills with the help of a grant that Fox Valley Technical College received from the State of Wisconsin.

FVTC received a Workforce Advancement Training (WAT) grant for the amount of \$97,237. It will give employers the opportunity to assess their employee's skills and train accordingly so all the employee's skills are at the same level.

Three companies from Brillion were the recipients of the award. Ariens, Brillion Iron Works and Professional Plating will use the money to give core, technical and supervisory-skills training for more than 600 workers at the businesses which will be provided in the Business and Industry division at Fox Valley Technical

College. Governor Doyle spoke at Fox Valley Technical College in Appleton on Wednesday July 24th congratulating company officials on their training grant and future endeavors in business. Governor Doyle strongly emphasized that manufacturing is still a very important industry for the State of Wisconsin.

Worthington Industries in the City of Chilton partnered with the Fox Valley Technical College Regional Center in Chilton and was also a recipient of grant money. The company received \$64,865 and will use the money for cross-training technical support technicians.

To find out more about grants, businesses should contact their economic development official or technical college in the area.

## "Starting a Small Business - The First Step" course offered

For anyone who has ever asked the question "How do I turn my idea for starting a business of my own into a reality?" a September 9th workshop can provide answers.

"Starting a Small Business-The First Step" will be held on Tuesday, September 9th from 6pm-8pm at the Outpost Bar and Grill at N606 Knight Drive in Sherwood. This two-hour workshop will discuss the practical steps required to successfully start a business, including how to write a business plan, determine what legal structure to use, create a winning team, select a business location and secure startup financing. The registration fee is \$25 per person.

In addition to a packet of useful information and time for questions and answers, there will also be an opportunity for participants to meet one-on-one with representatives of local organizations which provide free counseling and technical assistance to startup businesses.

The program is being offered by the UW Oshkosh Small Business Development Center, in partnership with the Calumet County UW Extension Office and the Calumet County Planning Department. To register, call the Small Business Development Center at 1-800-232-8939 or online at [www.uwosh.edu/sbdc](http://www.uwosh.edu/sbdc).

## Tourists in Calumet County Spent Over \$38 million in 2007

Visitors in Calumet County spent close to \$39 million in 2007 on tourism-related activities. Overall, travelers in the State of Wisconsin spent just under \$13 billion on their vacations. In 2007, the tourism industry in Calumet County was responsible for 482 full-time equivalent jobs and creating over \$693,000 in local revenue. These figures were prepared by Davidson-Peterson Associates who calculate the expenditures each year for the State of Wisconsin and all the individual counties.

Since 1994, Calumet County has had a 140% increase in tourism spending. New events and growing tourism sectors such as eco-tourism and agri-tourism are bring more visitors and money to the county.

Visit [www.travelcalumet.com](http://www.travelcalumet.com) to check out Calumet County's events and attractions!



## Calumet Economic Development Update

A Letter From Kelly Hoxtell, Calumet County Economic Development Specialist



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The past few months have brought a lot of opportunities to businesses in Calumet County.

Three companies in Brillion and one in Chilton received a Workforce Advancement Training (WAT) grant from Fox Valley Technical College that will give them the opportunity to assess the skills of their employees to bring them all up to the same level. Training assistance will also be given for new equipment.

In other news, Calumet County was the recipient of a tourism grant from the Wisconsin Department of Tourism that will help promote businesses and attractions in the county that are environmentally-friendly and encourages "green" activities. The promotion will run through the month of September and will help bring tourists to the county.

Business owners and those who are interested in starting their own business have the opportunity to meet with a business counselor from the Small Business Development Center who comes down to Chilton monthly and gives business advice. The service is free to businesses that reside in Calumet County.

Finally the Wisconsin Department of Commerce is supporting Professional Plating in Brillion and giving them \$7 million in Industrial Revenue Bonds to aid with their \$8.3 million expansion.

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.

## Win a \$100 Gas Gift Card!

Here's your chance to win a \$100 gas gift card just for filling out a survey!

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. It also requires input from local residents.

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.

Make sure you enter your email address for a chance to win a \$100 gas gift card! The last day to enter will be August 15, 2008 and the winner will be picked on September 1st, 2008 and notified by email.

If you would like a printed version of the survey, contact Kara Homan at (920) 751-4770 or [khoman@eastcentralrpc.org](mailto:khoman@eastcentralrpc.org).



East Central Wisconsin Regional  
Planning Commission

## Business Toolbox: Tips for Building Your Referral Service

- Referrals always begin with providing your current customers with prompt, reliable, quality service. They'll be happy to spread the word on your behalf-often without you having to ask.
- Ask your current customers if they know of any colleagues who are looking for the kind of service you provide. Follow up with a call or letter to those businesses. Make sure you get your customer's permission to cite them as a referral source.
- If a customer compliments you on your work, ask them to put it in writing for use as a testimonial in your marketing materials. Again, make sure you have their permission to use their name for that purpose.
- Always acknowledge a customer's referral with a thank-you card or a phone call. If you send a card, consider including a coupon to a popular restaurant or discount on a future purchase.

*Tips courtesy of SCORE*

## Calumet Business Corner

Announcements from Local Businesses

### Business: N.E.W. Insurance and Financial Services, LLC

**Brillion:** N.E.W. Insurance and Financial Services, LLC in Brillion brings together the best of both worlds to fulfill your insurance and financial needs.

Located at 112 N. Main Street behind Total Travel in the City of Brillion, N.E.W. Insurance and Financial Services offers a wide range of plans. These plans include: group, commercial, homeowners, automobile, farm, life, health, Medicare programs, and prescription drug plans. They also offer retirement planning, employee benefits, 401 (k) rollovers, IRAs along with all types of mutual funds and annuities. (Securities offered through Packerland Brokerage Services, Inc., Member FINRA & SIPC)

Owners Todd and Nick are longtime residents of Calumet County and are heavily involved with the community and local events.

For more information on services offered or to receive a quote, call toll free at 1-866-403-6335 or (920) 756-2500.

## FEMA Assistance

If your business or household received any damage from the heavy rain on June 12, 2008, you are encouraged to call the following phone number, 1-800-621-FEMA (3362) 24 hours a day, 7 days a week. You can also visit [www.fema.gov](http://www.fema.gov).

In order to receive and type of federal financial assistance, you must visit the website or call the phone number to apply.

If you have any questions, please contact the Calumet County Emergency Management Director, Matthew Marmor at (920) 849-1472.

## 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](mailto:kohrell.mary@co.calumet.wi.us).

### Travel Green Certified Businesses: Scoops Ice Cream Parlor

**Chilton:** Are you ready for some GREEN ice cream? Scoops Ice Cream Parlor in Chilton has recently met the requirements for their Travel Green certification through the Wisconsin Department of Tourism.

Scoops Ice Cream Parlor has energy efficient equipment and practices air quality and waste reduction techniques. Scoops Ice Cream Parlor is also making an effort to help educate the public on smart energy-saving practices.

The ice cream shop makes homemade ice cream that comes in many different flavors and serves it on their freshly made cones.

Scoops Ice Cream Parlor is located at 131 E. Chestnut St. in Chilton. Scoops Ice Cream Parlor is open Sunday thru Thursday 10am-10pm and Friday thru Saturday 10am-10:30pm. The phone number to Scoops Ice Cream Parlor is (920) 849-2520. Visit their website at: <http://scoopsicecreamparlor.com>



N.E.W. Insurance and Financial Services, LLC



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](http://www.calumetbusiness.com)

Calumet County Business Trends Newsletter is a publication of the Calumet County Planning Department.

It is published four times a year electronically.

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