



Calumet County Business Trends

A Report from the Calumet County Economic Development Office

CalumetBusiness.com

Spring 2010

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Midwestern Disaster Area Bonds

New businesses or existing businesses in Calumet County are able to apply for funding through a federal program. Businesses are able to apply for private activity tax-exempt bonds due to the 2008 flooding in Calumet County. The Midwestern Disaster Area Bonds interest is exempt from federal taxation. The Bondholder accepts a lower interest rate for the tax-free income.

The bonds must be issued before January 1, 2013 by the Wisconsin Department of Commerce. Proceeds from the bonds may be used to finance the cost of acquisition, construction, reconstruction or renovation of nonresidential real property (including fixed improvements associated with such property, but not equipment and moveable fixtures).

Nonresidential property includes manufacturing facilities, retail business and shopping centers, auto dealerships, restaurants, office buildings, warehouses and storage facilities, medical office buildings and other medical facilities, commercial development and agricultural facilities. Other uses are residential rental projects, public utility projects or a qualified mortgage issue.

Over \$3.8 billion dollars of bonds have been allocated for this program and the deadline is approaching.

If you are interested in learning more about the bonds, please contact Kelly Nieforth at Calumet County at (920) 849-1442 or by email at kelly@calumetbusiness.com

Business Plan Competition

A local Chilton woman recently received third place in the Northeast Wisconsin Business Plan Competition. The third place of \$4,000 was awarded to Hildegard and Dennis Bennin of Hilde's Deli & Bakery, LLC, Calumet County.

Hilde's Deli & Bakery, LLC, will be a provider of quality home-style prepared food in the greater Chilton area. Hilde is well qualified for this venture with her 29 years of experience in the food and customer service industry. Of these 29 years, 14 were in the restaurant business as a server and cook, while the last 15 years have been in developing and advancing the Deli at Econofoods. With this experience, Hilde's quality product has created a following of customers, anxious for the opening date for Hilde's Deli & Bakery. Dennis brings to this partnership experience in human resources, finance, and marketing. This makes the partnership in Hilde's Deli & Bakery complete.



Hilde and Dennis Bennin accepting the third place check for the Northeast Wisconsin Business Plan Competition

Wisconsin Green Tier Program

Businesses in Calumet County looking to go green can sign up for the Wisconsin Department of Natural Resource's Green Tier program.

This program is intended to help companies in Wisconsin grow their sustainable practices by voluntary participating in this program.

Please contact CEA Bureau Director Mark McDermid at (608) 267-3125 to express interest, or to request an individual consultation. Visit <http://www.dnr.state.wi.us/org/caer/cea/environmental> for more information on the program.

Calumet Economic Development Update

A Letter From Kelly Nieforth Calumet County Economic Development Specialist

Summer is around the corner and it's time to get out and enjoy what Calumet County has to offer!

The warm weather brings many events and visitors to Calumet County.

Tourism has proven to be a very good industry for Calumet County as it brought in over \$36 million in 2009 alone. That also helped support over 800 jobs in the county that are directly and indirectly affected by tourism. \$1.8 million was brought back into the local government through taxes that help support government services also. Overall, tourists in the State of Wisconsin spent over \$12 billion in 2009. This figure is lower than the past years due to the recession, but it shows you how much of an effect tourism has on the state and Calumet County's economy.

Visit www.travelcalumet.com for more information on tourism in Calumet County.

Along with the warm weather comes Farmer's Markets and farm stands along the roads in Calumet County.

Please help support these local produce growers and their businesses. There are Farmer's Markets in Kiel, New Holstein, Chilton, Brillion, and Stockbridge each week starting in June or July.

Visit <http://www.farmfresheastwi.org> for more information on the Farmer's Markets in your area or where to buy fresh food!

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.



Kelly Nieforth, Calumet County Economic Development Specialist

Phone: (920) 849-1493 ext 790

Email: kelly@calumetbusiness.com

Calumet County Revolving Loan Fund Update

At the recent Calumet County Revolving Loan Fund meeting, RLF Committee member Ray Mueller was awarded a 10-Year Service Pin from Calumet County for his ten years of service to the county. Chairman Ray Brock presented Mueller with the pin.

Congratulations Ray! Thank you for all your hard work on the RLF Committee!

In other news, the Calumet County Revolving Loan Fund has money available for businesses looking to expand or start up. The RLF currently has around \$450,000 to loan out to businesses. The money can be used for working capital or equipment towards the business with different loan terms depending on what the money will be used for.

The loan program is open to any business that is in Calumet County.

Businesses are encouraged to contact Kelly Nieforth, Calumet County Economic Development Specialist and inquire about eligible activities to receive a loan, the loan fund balance and other requirements for the program.

Call (920) 849-1442 for more information or email at kelly@calumetbusiness.com.

Information is also listed on the Calumet Business website at www.calumetbusiness.com under Revolving Loan Fund.



Chairman Ray Brock awards RLF Committee member Ray Mueller with a 10-Year Service Pin.

Business Toolbox: Tips to Jump Start A New Business

- **Create a Brand.** Spend a little money to create a professional logo, business card and stationery. Present a professional image.
- **Promote Testimonials.** Get testimonials from your first sales. Start building credibility for your business from day one.
- **Ramp Up Online.** Make creating a website a top priority. A website is today's calling card. You really shouldn't do without one. Give people a place to go to learn about your business.
- **Build Buzz.** Be creative. Look for a special promotion, big event, email campaign or something out of the norm for your business to get people talking about you, your product or service.
- **Make Your First Sale.** This is key. Get that first sale even if it's friends or family at a discounted rate. This counts as getting started, so go for it.

Tips courtesy of SCORE

Calumet Business Corner

Announcements from and for Local Businesses

Walgreens Opens in Chilton

Chilton: A Walgreens has opened in Chilton on the corner of State Highway 57 and US Highway 151.

Located at 245 Calumet St, Walgreens opened on March 3rd and is open 8am to 10pm everyday. The pharmacy is open 8am-8pm Monday through Friday, 9am to 6pm on Saturday and 9am-5pm on Sunday.

The phone number is (920) 849-1506.

Award Winning Apple Cider in Calumet County!

Town of Brothertown: Heritage Orchard recently received first place for their apple cider in the Wisconsin Apple Growers Cider Contest.

Heritage Orchard is located on N2963 Lakeshore Dr in Chilton overlooking Lake Winnebago. Open in the fall, Heritage Orchard is a perfect place for a day trip! Many different types of apples and produce is available as well as crafts and other treats! Visit www.heritageorchard.net.

Entrepreneur's Training Course Offered

An entrepreneurs' training series is being offered on Wednesday nights from May 5 to July 21, 2010 from 6pm-9pm in Manitowoc. The course is being facilitated by Terry Burbey, CPA.

Aspiring entrepreneurs in this 10-week training series will learn how to start a business, what it takes to be a successful entrepreneur, how to understand and get financials in order, how and where to get funding for their business, and how to research and market their business.

The course also includes a reference book and materials, advice from business professionals (attorney, marketer, insurance agent, accountant, banker and entrepreneur) as well as individualized coaching from business counselors.

To get more information on the class or to register, please visit: <http://www.edcmc.org/E-Seed.html>.

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.

Attention Downtown Business Owners!

Appleton: Looking for ways to improve your downtown business or work together with the other businesses in the downtowns? Come to the FREE "Revitalizing Wisconsin's Downtowns" webinars coordinated by UW-Extension, Wisconsin Main Street program and the Wisconsin Downtown Action Council. The quarterly sessions begin at 12:00pm to 1:30pm on May 13, September 9 and November 11. The webinars take place in Appleton at Time Warner Cable building.

If you're interested in attending these webinars, please contact Mary Kohrell at UW-Extension at (920) 849-1450 or kohrell.mary@co.calumet.wi.us.

Wisconsin Natural Acres Honey

Village of Stockbridge: Wisconsin Natural Acres honey is now being sold at Mud Creek Coffee in Stockbridge. Pick up Calumet County's 100% all-natural honey at Mud Creek Coffee or visit www.wnacres.com to order online. Mud Creek Coffee is located at 106 S. Military Road in Stockbridge.

Website for Downtown Webinars:

<http://lgc.uwex.edu/downtowns/>



Heritage Orchard in the Town of Brothertown



Wisconsin Natural Acres honey now sold at Mud Creek Coffee in Stockbridge

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 Nieforth at (920) 849-1493 ext 790 or email at kelly@calumetbusiness.com.

We're On the Web!

www.calumetbusiness.com

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Editor: Kelly Nieforth, Economic Development Specialist

E-mail: kelly@calumetbusiness.com

206 Court Street

Chilton, WI 53014

Phone: (920) 849-1493 ext 790

Fax: 920-849-1481