

Calumet County Business Trends

A Report from the Calumet County Economic Development Office

CalumetBusiness.com

Winter 2008

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Brillion Building Toward Prosperous New Year

The City of Brillion is preparing for a busy year full of improvements, new construction, promotion, and new businesses. Exciting changes are occurring that will expand the city tax base and create jobs while enhancing the opportunities for citizens of Brillion. Motivated Brillion residents, along with government and elected officials have been meeting regularly and planning steps to take that will improve the city's overall economic environment and quality of life.

Development

A new 37 acre business park was recently developed along State Highway 10 by a group of local investors called the Brilliant Development Group. Construction is already underway in the park with the new 15,200 sq. ft. Brillion Medical Arts Building that will house professional health care services for the area. In addition to the construction of the park, the city will be installing public utilities and streets in the park. The new business park has an excellent location and is also in a Tax Increment District (TID).



Under Construction: The new 15,200 sq. ft. Brillion Medical Arts Building

Expansions are also underway at Endries International Inc. and Professional Plating Inc. that will add 101,000 sq. ft. at Endries and another 42,000 sq. ft. at Professional Plating. These additions will create new jobs for the area as well.

Along with the business park, there are two major developments are currently in the works that will bring great opportunity to the city. Plans for a new hotel

along State Highway 10 and a new grocery store downtown are being finalized and will most likely start construction in 2008.

Improvements

With the State Highway 10 corridor booming, the downtown has not been forgotten. The City is looking to start a landscaping project on Main Street that will update and beautify the downtown streetscape. Building restoration and revitalization is being considered for improvements as well. In addition to landscaping, traffic calming practices will be implemented to improve walking conditions and encourage more people to walk around downtown.

A benefit of implementing traffic calming practices will aid another initiative underway to improve walking conditions for children. The new state-wide program is the Safe Routes to School program. The City of Brillion is collaborating with many other agencies and organizations to create the strongest plan possible. The focus of this program is designate certain areas that are safe for children to walk or bike to school.

2008 Outlook

Brillion, with a population just under 3,000 people, has plenty ahead on the horizon in 2008. The successful, ongoing promotion of the city to attract travelers and potential businesses, the 75th Anniversary of the Ariens Company, the major expansions of two large companies in the city and the construction of the county's second hotel are a few of the exciting projects that Brillion can look forward to in their prosperous new year ahead.



The November edition of Marketplace Magazine

Marketplace Magazine features Calumet County in November edition

Calumet County was recently featured in the November issue of *Northeast Wisconsin Marketplace Magazine*. An economic report of the county was written as well as an article about Brillion's current economic environment.

Topics such as success stories, regional collaboration efforts, educational initiatives, small business development and potential projects were discussed in the articles along with pictures showcasing the county.

Northeast Wisconsin Marketplace Magazine is a monthly magazine focusing on business in Northeast Wisconsin. Visit <http://www.marketplacemagazine.com> for more information about the magazine.

Calumet Economic Development Update

A Letter From Kelly Hoxtell, Calumet County Economic Development Specialist



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As we move into a new year, we look back at 2007 and find the year full of collaboration, success stories, and economic growth in Calumet County.

Several communities in Calumet County had new businesses open that enhanced their quality of life, while established businesses continued to strive in the county and expanded their operations.

The county continued to work with other regional entities to update displaced worker's skills, distribute Wisconsin Department of Commerce Technology Zone Tax Credits, promote Calumet County, enhance educational opportunities, and increase global trade in our area.

2008 is already showing signs of a strong year in year economic growth in Calumet County. Plans for new businesses, advanced education training, new construction, and business expansions are sure to improve the county's quality of life and business opportunities. The county will look to implement the

Calumet County Year 2025 Smart Growth Plan economic development element into the economic development program and create a strategic plan.

The county's Revolving Loan Fund was very active in 2007 and already has a strong interest of applicants for the loan fund in 2008. The program has been a great asset to business owners in Calumet County and will continue to provide low-interest loan opportunities to those qualified who are expanding or starting a business in the county.

Tourism will also continue to be an important initiative in county's economic development program to promote the county and bring in travelers and revenue.

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.

New Revolving Loan Fund brochure and 2008 Calumet County Visitor's Guide Available

The Calumet County Revolving Loan Fund brochure has recently been updated and is ready for distribution.

Information on the program, eligible activities, terms and conditions and the application process is discussed in the new brochure.

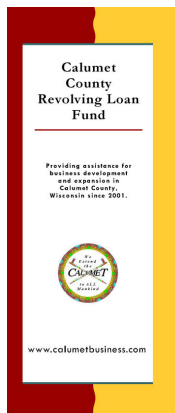
New business owners and those expanding their business are encouraged to consider the Calumet County Revolving Loan Fund when finalizing their financing plan.

Information on the Calumet County Revolving Loan Fund can be viewed on www.calumetbusiness.com or by contacting Kelly Hoxtell, Calumet County Economic Development Specialist at

kelly@calumetbusiness.com or (920) 849-1483 ext. 790.

The new *2008 Calumet County Visitor's Guide* is out and is full of event information, fun activities and helpful tips while traveling in Calumet County. The theme of this year's guide is "101 Things to Do in Calumet County".

Guides will be distributed to participating businesses and to tourist destinations. If you are interested in receiving the *2008 Calumet County Visitor's Guide*, please email info@travelcalumet.com or call (920) 849-1493 ext 790 to receive a free copy.



The new Calumet County Revolving Loan Fund brochure

Business Toolbox: How to Recruit Workers in a Tough Labor Market

- Get referrals from employees. Consider giving bonuses to employees whose referrals are hired.
- Approach retirees and other good people who have worked for you before.
- Post an ad on the Internet. Some small business owners experience success in recruiting through such employment sites as CareerBuilder.com and Monster.com.
- Consider unconventional sources. People with disabilities often make excellent employees. One business owner turned to non-violent first offenders, who were not sent to prison, but had graduated from a Marine-style boot camp program instead.

Tips courtesy of SCORE

Calumet Business Corner

Announcements from Local Businesses

New Business: Personal Expressions

Chilton: If you're looking for that perfect gift, then look no further than Personal Expressions in Chilton! Personal Expressions offers shoppers a wide variety of gifts for any type of occasion. Gifts for all ages and people are available.

Candles, collectibles, cards, jewelry, spa items, frames, sports items and seasonal gifts are a few of the unique gifts you'll find at Personal Expressions. A mother-daughter team owns Personal Expressions and personally picks out all the merchandise in the store.

The new collectible shop is located 16 N. State St. and is open Tuesday through Friday, 11am-6pm and Saturday, 10am-4pm. The phone number is (920) 849-2000 and the website is: <http://personalexpressions.us>.

Stop in today!

Entrepreneurs and Inventors Wanted!

Inventors and entrepreneurs are encouraged to attend the Lakeshore Inventor's and Entrepreneur's Club meeting on February 25th, 2008 at 6pm.

The club will meet at Lakeshore Technical College in Cleveland in the Wisconsin Training Room which is located at the north end of the Lakeshore building.

Anyone who owns a business or would like to start their own business is encouraged to attend. Businesses of all types are welcome.

Contact Kelly Hoxtell at (920) 849-1493 ext 790 or kelly@calumetbusiness.com for more information on this FREE event. Directions: Off of I-43, take Exit 137, drive east to second Conference entrance. The Lakeshore Building will be on your left. Visit <http://gotoltc.edu> for a detailed map of the campus.

Event Wrap Up: New North Summit

The annual New North Summit was held on December 14 at the Blue Harbor Resort and Conference Center in Sheboygan. The day-long summit attracted over 600 guests from around the region and highlighted economic development successes throughout the year in the New North. Governor Doyle addressed the audience and announced the state's economic development initiatives while the keynote speaker discussed the upcoming worker shortage that companies will face and possible solutions to the problem. To see a video of the summit, visit the New North website, www.thenewnorth.com.



Session: Monthly Lean Training available

Looking for ways to improve your business's overall performance? Plan on attending one of Workforce Economics, Inc.'s monthly lean overview sessions. Sessions are generally held from 8am - 12:30 pm at Workforce Economics, 1401 McMahon Drive in Neenah. Upcoming dates for the sessions are January 17, February 21, and March 20.

Topics covered include: the fundamentals of implementing lean tools, team building, value-added customer activities, continual waste reduction, and increasing capacity without capital expenditures. The cost to attend the overview session is \$50 per person, which includes training materials and continental breakfast.

Visit www.workforceeconomics.org and click on 'Lean Training' for more information. For questions, contact Jim Eagan, 920.720.5600, ext. 316; email: jim.eagan@workforceeconomics.org.



A look inside Personal Expressions in Chilton.



Lean Training is available on January 17, February 21, and March 20.

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

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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