

Kewaunee County Economic Development Corporation



Working proactively to retain, expand, develop and attract businesses that strengthen the economy of Kewaunee County.



Annual Report - 2010

Dear Investors & Friends,

Welcome to the seventh Annual Kewaunee County Economic Development Corporation (KCEDC) Annual Dinner and second Annual Buy Local Appreciation Reception. The focus in 2010 remained on strengthening and growing existing economic development initiatives. Although the turbulent economy continued to present challenges, initiatives like Kewaunee County Buy Local and Visit Kewaunee County grew tremendously, while the Agriculture Committee started to establish strong roots through education. KCEDC merged the goals of these economic development initiatives under the umbrella of a new Kewaunee County brand, "Everything Grows Better Here".

KCEDC continues to expand its core initiatives and seize new opportunities for growth. Even though economic times remain uncertain, the local business community is certainly committed to the local economy. KCEDC challenges you to engage your local community and commit to investing in your local economy!

Sincerely,

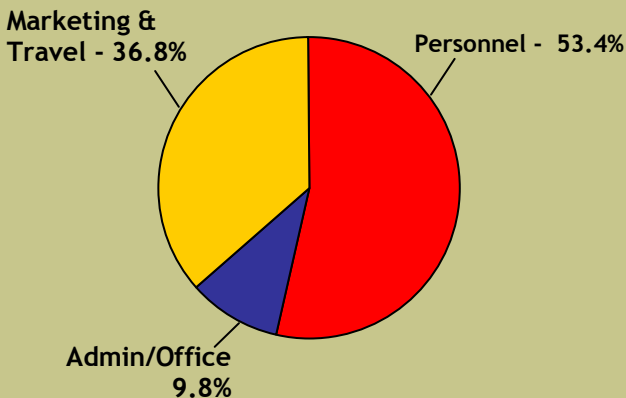
Mark Kanz
Chairman

Jennifer K. Brown
Executive Director

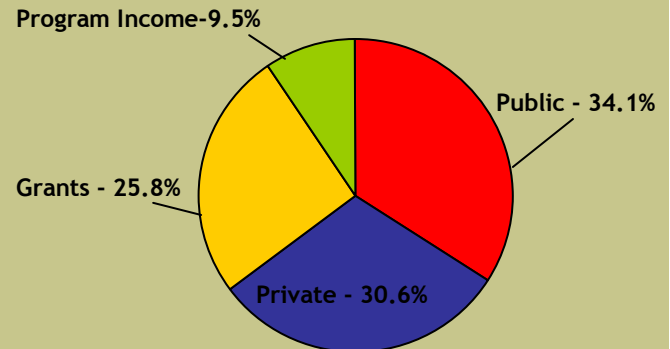
FINANCIAL RESOURCES

The Kewaunee County Economic Development Corporation continued to receive support from both the public & private sector in 2010. KCEDC was able to increase program income and leverage both financial and administrative resources with community partners. The pie charts below depicts KCEDC's expenses and revenues for 2010 based on year end financial statements. Revenue for 2010 totaled \$154,898 and expenses totaled \$156,808.

2010 Expenses



2010 Revenues



MUNICIPAL SERVICES

- KCEDC served local government entities through the following activities;
 - *Grant Research & Writing
 - * Land Development- marketed available properties in Kewaunee County.
 - * RLF Consulting – served on the County's Revolving Loan Fund Committee.

BUSINESS RETENTION

- KCEDC visited 11 businesses and organizations throughout the County in 2010. Those visited employed 501 employees and expected a slight increase in employment in 2011. Those visited reported a positive attitude toward the community and 100% rated the school system as good or excellent.

KEWAUNEE COUNTY BRANDING

- KCEDC engaged UW Cooperative Extension & New Rail (Algoma-based design, marketing & branding firm) to conduct research, surveys and focus groups to deliver a singular, compelling relevant identity for economic development in Kewaunee County.
- KCEDC launched a new brand and logo, “Everything Grows Better Here”. The new brand showcases Kewaunee County’s character, unique resources and endless opportunities for growth.
- The brand promises an opportunity to grow your business, family & community.



FOCUS ON AGRICULTURE

- In 2010, KCEDC Ag Committee partnered with local educators to identify existing and create new opportunities for introducing Kewaunee County’s young people to careers in agriculture.
- KCEDC Ag Committee conducted a survey of the Ag-related businesses in the county to identify workforce needs – 32 businesses responded. Nearly 50% anticipated increasing employment by 2011. The skills reported to be in highest demand were soft skills.

KEWAUNEE COUNTY BUY LOCAL

- KCEDC grew its Buy Local Network from 80 to 130 members in 2010.
- Enhanced online marketing through the addition of a Linked In group and Facebook page. Also added a “Featured Business” article to the website.
- Partnered with the Literacy Partners of Kewaunee County on the Advantage Card.
- Ramped up annual holiday promotion and encouraged over 1,400 local business visits.
- Surveyed Buy Local Network – 61 members responded; 64% reported a greater knowledge of local products & services.



EDUCATION & WORKFORCE DEVELOPMENT

- KCEDC expanded the Ag Power Lunch to a full day in 2010. The educational offering was well-received by over 60 attendees and included a nationally recognized speaker. KCEDC also continued the Power Breakfast series in 2010 and served an additional 35 business and community leaders.
- In conjunction with the Buy Local Initiative, KCEDC offered two Social Media Workshops in 2010. The Facebook and Linked In workshops served approximately 22 business and community leaders.
- KCEDC worked with the Door Kewaunee Business & Education Partnership, local manufacturers and NWTC to potentially locate a CNC Training Facility in the region. Training for careers in CNC Machining would be available to high school students in Door and Kewaunee Counties.



VISIT KEWAUNEE COUNTY

- KCEDC and local partners implemented a \$38,409 Joint Effort Marketing (JEM) grant from the WI Department of Tourism, which focused on promoting www.visitkewauneecounty.com.
- Local tourism-related businesses participated in grant specific promotions including, visitor packages, ad sponsorships and a Cultural & Culinary Heritage Map.
- KCEDC worked with regional tourism partners on the Schooner Coast initiative, which promotes a three-county region along the lake shore.



LOOKING AHEAD—2011

KCEDC is committed to the brand “Everything Grows Better Here”. There is opportunity for Kewaunee County to grow through solid local & regional partnerships. KCEDC looks forward remaining engaged on key projects including, Buy Local, Agriculture and business retention! If you would like to get involved, email brownjk@kcedc.org or call 920/487-5233.

2010 KCEDC BOARD OF DIRECTORS

Mark Kanz, Chair
Dominion Energy

Kristy Pagel, Vice-Chair
Diamond V

Tim Treml, Treasurer
Bank of Luxemburg

Scott Bortolini
Cornerstone Appraisal Service

Renee Koenig
UW Health

Lynn Kroll
Wisconsin Public Service

Karen Naze
WS Packaging Group

Dan Porath
Retired Entrepreneur

Toni Sorenson
GreenStone Farm Credit Services

Dave Mayer
Kewaunee County

Virginia Haske
City of Algoma

Tim Kinnard
Village of Casco

Mark Kunkel
City of Kewaunee

Janice Swoboda
Village of Luxemburg

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Algoma, WI 54201
920/487-5233

WWW.KCEDC.ORG

2010 KCEDC Investors

As Kewaunee County's only public/private economic development corporation, it is critical that we continue our work to grow the local economy. Without our current investors, we could not work on the many exciting projects shared with you in this report. We hope you will support the businesses below and consider investing in your local economy by investing in KCEDC!

Diamond (\$40,000)

Kewaunee County

Platinum (\$5,000-\$39,999)

Bank of Luxemburg Baylake Bank Dominion Energy
Union State Bank

Gold (\$2,500-\$4,999)

City of Algoma City of Kewaunee D&S Machine
WPS

Silver (\$1,000-\$2,499)

Agropur Algoma Utility Forest Construction
M&I Bank Olson Fabrication Town of Ahnapee
Town of Red River Village of Luxemburg
WS Packaging

Bronze (\$500-\$999)

Bayland Buildings Citizens Bank
Kewaunee Fabrications Kewaunee Rotary
Title Trends
Village of Casco Kewaunee Rotary

Copper (under \$500)

GreenStone Farm Credit Harbor Credit Union
Hillside Orchard Salmon's Meat, Inc.

In-Kind Partners

Custom Communications SRO Events
Algoma Chamber Algoma Main Street
Kewaunee Chamber Luxemburg Chamber
New Rail Tim Legois, CPA
UW-Extension



Everything Grows Better Here