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**Economic Development Board
North Conference Room
Mequon City Hall
11333 N Cedarburg Road
January 28, 2020
7:30 AM**

AGENDA

- 1) Call to Order, Roll Call**
- 2) Approval of Meeting Minutes from November 19, 2019**
- 3) Review of the EDB Mission Statement**
- 4) Participation in Vertz Marketing / CUW Program**
- 5) Business in Focus**
- 6) Upcoming Projects**
- 7) Work Program Review and Creation of 2020 Objectives**
- 8) Planning Commission Policy Subcommittee Updates**
- 9) Staff Updates**
- 10) Announcements**
The next meeting is Tuesday, February 25, 2020
- 11) Adjourn**

Dated: January 24, 2020

/s/ Tim Carr, Chairman

.....
Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and / or gather information about a subject over which they have decision making responsibility, although they will not take formal action thereto at this meeting.
Any questions regarding this agenda may be directed to the Dept. of Community Development office at 262-236-2903, Monday through Friday, 8:00 a.m. – 4:30 p.m.
Persons with disabilities requiring accommodations for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.



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ECONOMIC DEVELOPMENT BOARD

Tuesday, November 19, 2019

7:30 AM

North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chairman Timothy Carr
Vice Chairman Jonathan Safran
Alderman Kathleen Schneider
Board Member James Baka
Board Member Gloria Rosenberg
Board Member Bruce Sipiora
Board Member Janette Braverman -- **Absent**
Board Member Matson Holbrook -- **Absent**
Board Member Rick Shneyder -- **Absent**
Alternate Alderman Brian Parrish -- **Excused**

Chairman Carr called the meeting to order.

2) Approval of Meeting Minutes from October 22, 2019

Action

Mr. Baka made a motion to approve the meeting minutes from October 22, 2019.

Ald. Schneider seconded the motion.

A voice vote was taken; voted passed (5-0)

RESULT: **Approved [Unanimous]**

MOVED BY: Baka

SECONDED BY: Alderman Schneider

AYES: Carr, Safran, Schneider, Baka, Sipiora

ABSENT: Braverman, Holbrook, Shneyder

NOT PRESENT: Parrish, Rosenberg

3) Transportation Update

(Ms. Rosenberg arrived at 7:35 a.m.)

Ms. Tollefson stated that she has been in contact with Rockwell and is working with them on a plan to move forward with this initiative. Although they feel that this would be beneficial to their

employees it is challenging to get the right people at Rockwell to find time to work on this project. Chairman Carr stated that JP from Lyft is working with Rockwell and that they do intend to initiate this pilot program. There was discussion that Riteway may be a better fit for the needs of Rockwell employees.

Overall the Board feels that this was a positive endeavor and that Mequon listened to the concerns of the businesses and has shown interest in helping the businesses find possible solutions to this issue.

4) East Growth Land Use Exercise

Ms. Tollefson stated that there are two things going on in this area which are parallel to each other. Regarding the study of Port Washington Road (like the one done in 2012 and 2013), it is different this time as the entire Port Washington Road will be reviewed; not just a specific corridor. There is consensus that it needs some revitalization and green space. Decisions made regarding land use and zoning north of Highland Road effect what happens on Port Washington Road south of Highland Road.

Almost a year ago, a development group purchased the 40-acre parcel at the northwest corner of Highland Road and Port Washington Road. Staff has spent several months educating the development team on what needs to happen if they want to develop it and reacting to their proposals. They reached a point where staff could no longer provide any more information and staff was hesitant whether the Planning Commission or the Common Council would be enthusiastic of rezoning the parcel and allowing for these uses when there is this other policy discussion going on. It would be premature before policy recommendations are concluded. The development group decided to present their proposal to the Common Council as a consultation to gauge their feedback.

The presentation was given to the Council at their November meeting.

Consensuses drawn:

- The development team should not bring a proposal forward until the study is done. The development team agreed to wait and not to rush the process and pressure the Council to decide.
- There was support for senior housing but not at the scale or massing proposed.
- The day care and the medical office are acceptable land uses at the location.
- Not enthusiasm for the hotel.

The Board discussed that this parcel is surrounded by other large institutions and commercial uses around it. There are not single-family homes surrounding it and with the addition of the Highland Road interchange; the Board agrees that it lends itself to more commercial and service uses.

Ms. Tollefson explained that the East Growth area could be an opportunity for a new niche of single-family housing that is not currently available in Mequon. Based on reviewing housing near freeways in other communities; there is a market of home buyers that would choose this location. This is one of the last spots on the east side of Mequon that could offer new housing.

Ms. Tollefson explained that the East Growth and Central Growth were studied at the same time for the same reasons; which was to determine where single-family housing development at something other than 5-acre minimums could be tolerated. East Growth was halted due to there the lack of availability of raw land of substantial enough size located within the sewer service area. There is about 100 acres in totality; the largest parcel is about a 20-acre parcel which is mostly consumed by wetlands. Even the pockets of green land infill in residential development in the sewer service area is compromised land; mostly class B type land that does not allow for a substantial amount on homes on it.

Central Growth was able to be implemented because there was not debate about any other land use than single-family. It was not attractive or of interest to have commercial uses located there. It was thought to help fuel Town Center with additional rooftops, and it was adjacent to the sewer-service area so that it could be served by public sewer and public water. The sewer shed there had the capacity to take on more infrastructure. There was sewer shed capacity concerns and issues in the East Growth area at that time.

She stated that about 1,600 courtesy cards were mailed out regarding the Land Use Open House; all properties on Port Washington Road from Pioneer Road to County Line were included. Ms. Tollefson explained the process of the meeting and told the Board that the attendees will go through the same mapping exercise that the Board will do today.

In response to questions regarding the results of the City survey, Ms. Tollefson stated that single-family and senior housing ranked high. The majority of the single-family densities is desired at the 1-acre density. There was limited interest in some commercial uses. It was agreed that a follow-up discussion with the Council should take place regarding the survey results and what they mean and what actions should be taken based on the results.

The Board spent the rest of the meeting working through the mapping exercise.

5) Staff Updates

6) Announcements

The 2020 Meeting Schedule was included in the packet.
The next meeting is January 28, 2020 at 7:30 a.m.

7) Adjourn

Action

Chairman Carr made a motion to adjourn.
Ald. Schneider seconded the motion.
A voice vote was taken; voted passed (4-0)

Respectfully Submitted,

Kim Tollefson

Mission Statement

The mission of the Economic Development Board is to stimulate and encourage economic development in the City. The Board, serving in an advisory role to the Planning Commission and the Common Council, shall manage and administer the City's economic development program, recommend action on long and short range elements of the program, recommend an annual work program, and recommend an annual budget for its activities programs.



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: January 28, 2020
SUBJECT: Participation in Vertz Marketing/CUW Program

Participation in Vertz Marketing / CUW Program

Economic Development Board Chairman, Tim Carr, has applied for the free marketing mentorship program offered by Vertz Marketing in partnership with Concordia University of Wisconsin. The program will provide marketing and development services to encourage economic development within the County (please see attached program summary). The City of Mequon has been accepted as 1 of 10 eligible entities for the program. The program will be approximately 4 months in length and provides the City consulting services towards marketing and the growth of our economic development initiatives.

Direction:

Chairman Carr will provide additional background to the program services and upcoming action steps. The Board should be prepared to discuss goals and objectives to accomplish as part of our involvement in the program. In addition, Board members are encouraged to consider serving an active role through participation in the program.

Attachments:

Vertz marketing (PDF)



Attention Ozaukee County Businesses

Get FREE Marketing Help in Winter 2020

Submit Your Business Today

Openings Available for up to 10 Ozaukee County Businesses for January, 2020.

About the Vertz Marketing Rotary Small Business Innovation Center at Concordia University

The Vertz Marketing Rotary Small Business Innovation Center at Concordia University partners with select Ozaukee county businesses to provide marketing and business development services to foster economic development in the region.

The Batterman School of Business at Concordia University Wisconsin, Vertz Marketing and Rotary International have combined their forces to share their business expertise with the Ozaukee County Business community. These entities will provide FREE digital marketing and business development planning to ten qualified area businesses. Many small businesses are in need of assistance with marketing and development but don't have the knowledge, experience or resources to devote to learning on their own. This program provides FREE guidance and growth-planning to set your small business on the path to profit.

Eligible Businesses

The Vertz Marketing Rotary Small Business Innovation

Apply for our Innovative Marketing and Business Mentoring for Winter 2020

Name *

Company *

Email *

Phone Number *

What City is Your Business Located In? *

Attachment: Vertz marketing (4822 : Participation in Vertz Marketing/CUW Program)

Center at Concordia University is accepting applications for businesses to become a part of our FREE program for winter 2020. Business should meet the following guidelines:

- Less than 10 employees.
- Revenue of less than \$1 million annually.
- Business is seeking help in developing a comprehensive digital marketing & associated business development plan strategy.
- Business is willing to work with assigned intern students from Concordia University Wisconsin Batterman School of Business for a fall or spring semester.

What Accepted Businesses Will Receive...

- Business programs will start in January, 2020 and last for approximately 4 months.
- Your business will receive approximately 100 hours of marketing and business development services from Concordia University Wisconsin marketing students under the direction of Vertz Marketing and Concordia University Wisconsin - **all at no charge.**
- Your business will receive a **FREE** private consulting meeting with Vertz Marketing for marketing and business development growth planning.
- Your business will have access to business networking and mentoring opportunities through Vertz Marketing, Rotary International, Ozaukee Area Chamber of Commerce Organizations and Ozaukee Economic Development.
- Your business will have access to marketing and business development resources at Concordia University Wisconsin Batterman School of Business.

Is Your Company Currently Using Digital Marketing? *

- ☐ Yes
☐ No

Annual Company Revenue

Number of Employees

Please Describe Your Digital Marketing Needs *

GET STARTED>>>

Learn how the Vertz Marketing Rotary Small Business Innovation Center at Concordia University Can Help Your Business Grow!



Vertz Marketing Rotary Small Business In- novation Center at Concordia University - Cheel

from Vertz Marketing



Business Association

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Attachment: Vertz marketing (4822 : Participation in Vertz Marketing/CUW Program)



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: January 28, 2020
SUBJECT: Business in Focus

Business in Focus:

The City of Mequon Development Department has been selected as a feature in the Business in Focus magazine. Each month, the magazine is issued to businesses in Manufacturing, Technology, Food and Beverage, Healthcare, Finance, Resource, Construction and Logistics. Please review the links below to learn more about the readership and media opportunity. The City will be featured because of its advancement in economic development in the state.

<https://www.businessinfocusmagazine.com/>
https://mags.businessinfocusmagazine.com/e_mag/BIFNADec2019/#page=1
<https://www.fmgpublishing.com/businessmediakit>

As part of the City's participation as a feature in the magazine, local businesses will have the opportunity for advertisement and the City will receive hard copy printed brochure materials. The editors will interview the Mayor, City Administrator and Director Tollefson. In advance of the interview, the City will compile a list of subjects to highlight about the City.

Direction:

Staff asks the Board members prepare to discuss highlights of the City for consideration as subject matter for the article. Attached are examples of other communities featured in the article.

Attachments:

Business in Focus Docs (PDF)

Kimberly Tollefson

From: Tom England <tom.england@fmgpublishing.com>
Sent: Thursday, December 19, 2019 12:46 PM
To: Kimberly Tollefson
Subject: Mequon Article in Business in Focus
Attachments: CityTownExamples(2019).pdf; Business List Spreadsheet (2019).xlsx; City of Mequon Letter.docx

Hi Kim,

I apologize in advance about the length of this e-mail, as I typically have this conversation over the phone I didn't want to leave anything out. We are still very excited about your story of Mequon but we are coming up on deadlines tomorrow for this Wisconsin focus. If you are interested, the details to proceed are as follows.

LIST OF BUSINESSES and VENDORS

As previously mentioned, there is no cost for the article. The only thing we ask for is the opportunity to reach out to some of the businesses in the area and offer them the chance to participate in the article by way of advertising.

SPREADSHEET

I've attached a spreadsheet template to help you compile the list of suppliers. This would include the top 25 to 40 businesses and vendors. Please fill out all the columns, including **contact names, emails, and phone numbers** so that we can properly address and send out the invitations. (I've also attached a pdf with examples of business types who will benefit most from something like this.)

INVITATION LETTER

We inform your chosen businesses by emailing them each a personalized letter on your behalf. I've attached the letter template. This will be sent to your key businesses, presenting them the opportunity to share in the exposure. Please take a moment to read through and make any changes as this is your communication. When you are comfortable with the way it reads, **please copy and paste it onto a signed copy of your letterhead** and email it back to me.

As you'll see, this invitation is only to inform your businesses of the article and present the option to participate. Generally, we find that approx 5-8% of the companies who receive this letter have interest in participating because they see the benefit of this exposure to their target market.

INTERVIEW

Our editorial team is especially keen on discussing the following:

- greater focus on economic development, and redevelopment.
- highlighting your successes.
- new zoning, TIF districts.

There is, however, room to discuss anything else you'd like to mention.

WHAT HAPPENS ONCE WE RECEIVE THE COMPLETED MATERIALS?

Attachment: Business in Focus Docs (4824 : Business in Focus)

We will book and confirm your position in the next available spot/issue, assign a writer, and begin the process of contacting the businesses to allow them plenty of time to decide if they want to participate.

Our team will contact you in the coming weeks to arrange a suitable time for the telephone interview for the article. You're more than welcome to invite others to the interview as well so that we get some other interesting perspectives.

BROCHURE

Just a reminder that after publication in *Business in Focus*, we will reproduce the feature for you in a separate PDF brochure. You can use it for your own future marketing endeavors and you'll retain full reproduction rights, also at no cost. I have assumed you would be the best person to reach out to for images for our designers but if that is incorrect please feel free to suggest another contact.

If you have any questions at all, please don't hesitate to call me.

Kim, I'm excited about the idea of having Mequon featured in our magazine. I do need to have these materials back from you by end of day tomorrow if you wish to be included.

Regards,
Tom



Tom England 
Senior Content Manager of Economic Development
 CA: 647-479-2198 | US: 857-770-2501
 Focus Media Group (FMG Publishing)
[Business in Focus](#)

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Kimberly Tollefson

From: Tom England <tom.england@fmgpublishing.com>
Sent: Thursday, January 16, 2020 8:52 AM
To: Kimberly Tollefson
Subject: Article Topics and Next Steps

Hi Kim,

Just left a voicemail for you and thanks again for the information you had sent over.

I see that Will Jones is going to be included with the interview and I would like to get a thorough idea of the topics you wish to discuss. We want to create the best story for Mequon and with a better idea of where the article will go, it will assist the writer with their specific questions for the phone interview.

An FYI on the next steps so you know what to expect. You will receive an e-mail from Tim Hocken, our Production Editor to introduce the writer. Secondly, you will receive a phone call from someone on our marketing team to introduce themselves to you. And finally, the writer will contact you to schedule the interview. The interviewer will have an idea of the direction of the article based on our prior conversations, but you are free to focus on whatever you feel is relevant. Here is a quick summary that I noted for the writer. Let me know if there is anything you want to be changed/corrected in this info.

- Recent News – As 82-lot subdivision has taken a step towards becoming a reality (The Enclave II at Mequon Preserve)
- Healthcare - Froedtert & Medical College of Wisconsin has announced plans for its own micro-hospitals in Mequon and in Oak Creek with a goal of opening both by fall 2020.
- 40-acre lot on the north end of Mequon could be transformed into a \$65 million development featuring a senior housing complex, assisted living facility, medical office building, financial institution, daycare facility and a hotel.

Other topics of discussion

- Mequon's greater focus on economic development.
- Highlight the successes in Mequon.
- Focus on redevelopment of areas.
- New zoning, TIF districts.

All the best,
 Tom



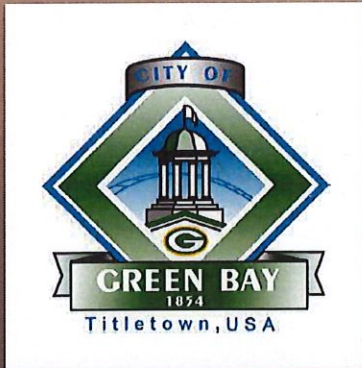
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Attachment: Business in Focus Docs (4824 : Business in Focus)



The Economic Hub



OF NORTHEASTERN WISCONSIN

Change can be difficult, but for the City of Green Bay, Wisconsin – the economic hub of Northeastern Wisconsin – despite changing market conditions and a new leadership team, it continues to evolve to remain an economic and social center.



Written by Jessica Ferlaino

For sixteen years, Green Bay was under the leadership of Mayor Jim Schmitt and when he decided to step aside, there was a certain degree of uncertainty about the future direction of the city. Enter Mayor Eric Genrich.

Mayor Genrich was elected in April of 2019. Instead of coming into the role with the idea that the city needed a new trajectory and a strategic overhaul, he recognized the work and progress of his predecessor and has every intention of continuing the good work that has taken place.

In his words, "In terms of the vision I have for the community and economic development, I think it is very much in line with what has been established here in our recent history: continuing to invest in our core community, our downtown that has been revitalized over these past few years, and also making sure that we're focused on the entirety of the community."

Growth is taking place across the community and across industries, even in legacy sectors like paper and packaging. A major employer in the city, Green Bay Packaging recently announced plans to invest \$600 million in a new paper mill, the first of its kind in the city in three decades. Mayor Genrich also noted, "We have two Georgia Pacific mills, one on the east and one on the west, and I know that, particularly with regard to the west side mill, Georgia Pacific has made a lot of recent investments and is looking at doing more."

Nature's Way, a subsidiary of Schwabe North America, is also experiencing growth on the east side of the river. The health food and vitamin manufacturer is in the process of constructing a new food processing facility that will be completed later this year and support the addition of one hundred new jobs. »





► Manufacturing and industrial growth is great for the city as it spurs additional growth for suppliers in the various supply chains across diverse sectors. In addition to growth in manufacturing, Green Bay is also experiencing growth as a regional healthcare center. Both Prevea and HSHS are engaged in expansion activity at their St. Mary's location, an 80,000 square foot replacement of the last remaining piece of the original facility. This has spurred growth in both the healthcare and construction sectors in the region and looks to improve the standard of care enjoyed by the region.

"Manufacturing and industrial growth is great for the city."

Mayor Genrich acknowledged the excitement citizens in Green Bay have for the trajectory of the city and he feels it is his job to keep that momentum going. As such, efforts are being made to assess the needs and priorities of the community and identify ways to address those matters. To this end, the City of Green Bay is in the early stages of a comprehensive planning process to ensure the city remains an economic hub

for Northeastern Wisconsin. Being future minded in terms of infrastructure planning is certainly a priority.

As Mayor Genrich explained, "The city is engaged in adopting a five-year capital improvement plan, so that could move through council in the next couple of months," to ensure it remains fiscally possible to support the growth and development taking place.

He added, "It's a big step for us to acknowledge what our needs are and develop a plan to address them – not just in terms of surface level infrastructure but also taking into account some of the elements that are underground," to continue to meet the needs of the community for the coming five to ten years.

Kevin Vonck, Development Director with the City of Green Bay, noted, "The plan we have now is twenty years old. Back when it was done, Airbnb, Amazon, scooters, bikes didn't exist and if you look at the changes that we've had in demographics, housing preferences, retail preferences, we really have to take a look at how we're going to use land in the future." ►►



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TheLegacyGreenBay@gmail.com

Attachment: Business in Focus Docs (4824 : Business in Focus)



► He continued, "We have to do so in a way that provides some guidance but also flexibility that allows us to adapt to changing conditions, so we're just in the very early stages of updating that document but really excited about the opportunity to engage the community and say, 'here's where we're at and here's our trajectory.'"

Vonck acknowledged that there have been significant 'big picture' changes in both the national and global economies, and he wants to ensure that the city is responding to those changes as best possible. According to Vonck, Green Bay is at "an inflection point where to continue, we have to really double down on what we're done so far."

Fortunate to have much of the city designated under opportunity zone status, Green Bay has four targeted districts for growth, three of which are located on the west side of the city that follows the Green Bay down the Fox River to the border of the Villages of Howard and Ashwaubenon, and a fourth along the University Avenue corridor.

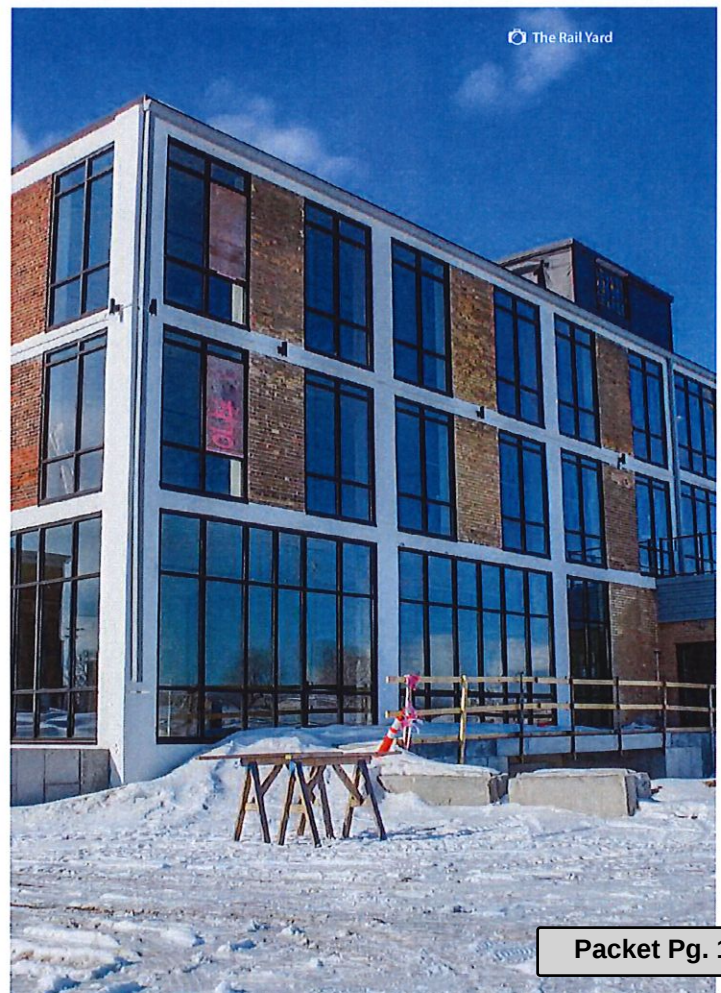
One of the major projects taking place on the west side of the city is The Rail Yard. Located in the Broadway District, it is a twenty-two-acre plot that is being geared toward walkable commercial and retail developments, including restaurants,

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with a focus on technology and innovation. The Rail Yard is home to the renovated Larsen Canning warehouses, as well as Titledown Brewing Co.'s historic train depot, which pays homage to the past but embraces the future and brings new life to the banks of the Fox River.

"We're working with a developer to rehab some old industrial warehouse space into offices, restaurants and retail," explained Vonck. "We're working with TWG out of Indianapolis to build a 109-unit affordable housing project and the developer has also proposed building some additional condos in the area."

The Shipyard District is another priority of the city. Originally slated for a baseball stadium, plans have changed for the vacant property on the west side of the Fox River, where a proposed \$10 million investment concept has been approved by the city's Redevelopment Authority.

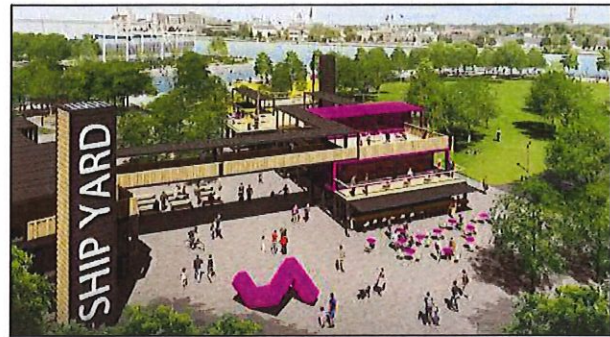
"We put together a package for more of an outdoor event space that blends space for festivals and concerts with waterfront amenities, a playground, splash pad, beach, park, container market that really brings out a bunch of containers to provide this pop up space for food, beverage and retail and gives entrepreneurs the opportunity to start to grow a business," shared Vonck.

A transition is also underway in the city's Legends District to support the activities taking place at nearby Lambeau Field. Ideally located near the Resch Center, Green Bay's 10,000 square foot arena, and soon-to-be Brown County Expo Hall, the area has been identified for food, beverage, entertainment, hotel and residential development as well.

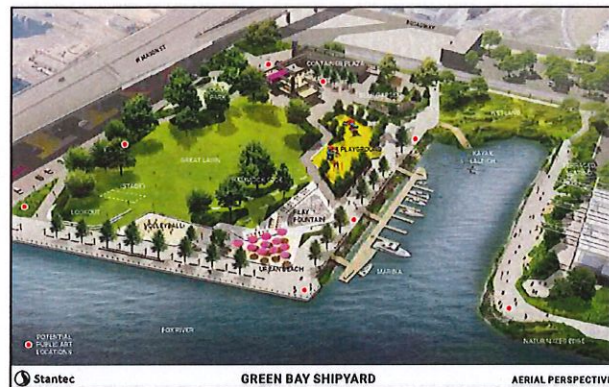
Further to district-focused development, Green Bay is ever-attentive to the need for infrastructure investment to support the growth that is taking place, as well as greater access and connectivity via multi-modal transportation in the city. "It's going to be key for the City of Green Bay to make sure that we're very well connected," Mayor Genrich explained. This approach has been a competitive advantage of the city for some time, given the strength of its intermodal rail, marine, air and highway infrastructure.

To reinforce this strength, the city is in the process of reconstructing Webster Avenue, which serves as a main gateway into the city and provides connectivity to Interstate 43, as well as the Bay Beach attractions and waterfront area. Other plans include pedestrian and bicycle access to area amenities like Bay Beach from the city's downtown core and future port facilities.

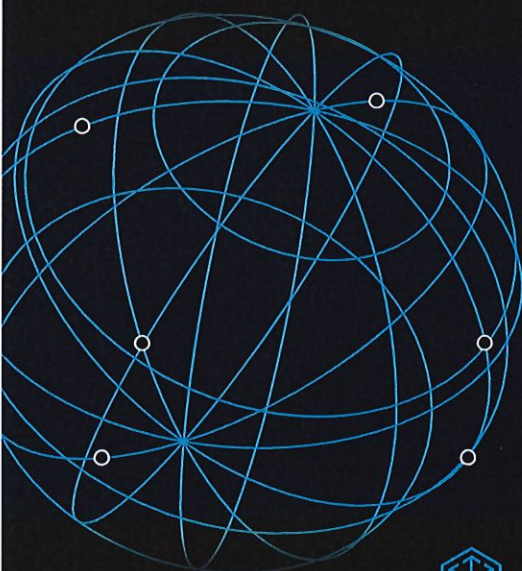
A great deal of activity is also taking place along the city's waterfront to fully leverage its natural endowments. "We want to continue to acknowledge that this is a working ➤



"Green Bay has four targeted districts for growth..."



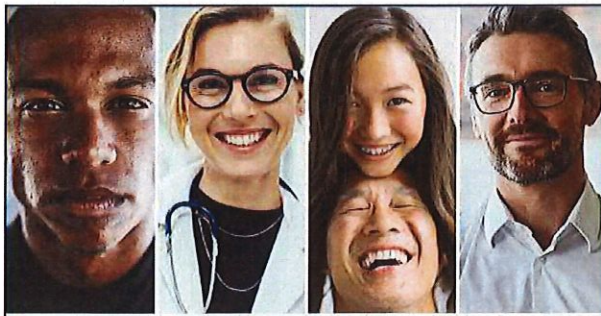
**YOUR SUPPLY CHAIN
AND OUR EXPERTISE
DO AMAZING THINGS**



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river and we want to make space for current and future port facilities that will continue to contribute to the economy," said Mayor Genrich.

Currently, there is a thirty-six-acre parcel of land that is home to coal piles – an eyesore and environmental concern – near the city's downtown. The city, in addition to the Port of Green Bay and the Harbor Commission, is interested in relocating those piles to an existing decommissioned coal-powered plant site, freeing land for residential developments, parkland and public waterfront access.

"Between the city, the county and the Harbor Commission, we're working to develop a joint vision for how we make that happen," said Mayor Genrich, regarding what he referred to as, "a really exciting possibility with regard to a twenty-first century commercial port out near the mouth of the river near the Bay of Green Bay."

Further to infrastructure and development, one of the major needs identified by the city is more diverse housing stock, especially in the city's downtown core. Recognizing this as an opportunity, the city has taken possession of a city block and has issued requests for proposals to develop mixed-use concepts with a residential focus.

Sandra Ranck
KELLERWILLIAMS.



Sandra Ranck
KELLERWILLIAMS
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Certainly, neighborhood development is having a profound impact on the community. Vonck noted that there are forty-five active neighborhood associations in the city that are actively engaged in making Green Bay a better place to call home.

"Green Bay is ever-attentive to the need for infrastructure investment to support the growth that is taking place."

Thoughtful planning has served Green Bay well and this will continue to be the city's strategy as it develops as a community and as an economy. By positioning itself as an economic and social hub for Northeastern Wisconsin, the city continues to demonstrate how collaborative development can spur growth and prosperity for all. ■

Content Developed by Brad Mike | Designed by Lindsay Bailey



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As featured in **BUSINESS IN FOCUS** September 2019
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MILWAUKEE 7



Attachment: Business in Focus Docs (4824 : Business in Focus)

A Regional Approach accelerates

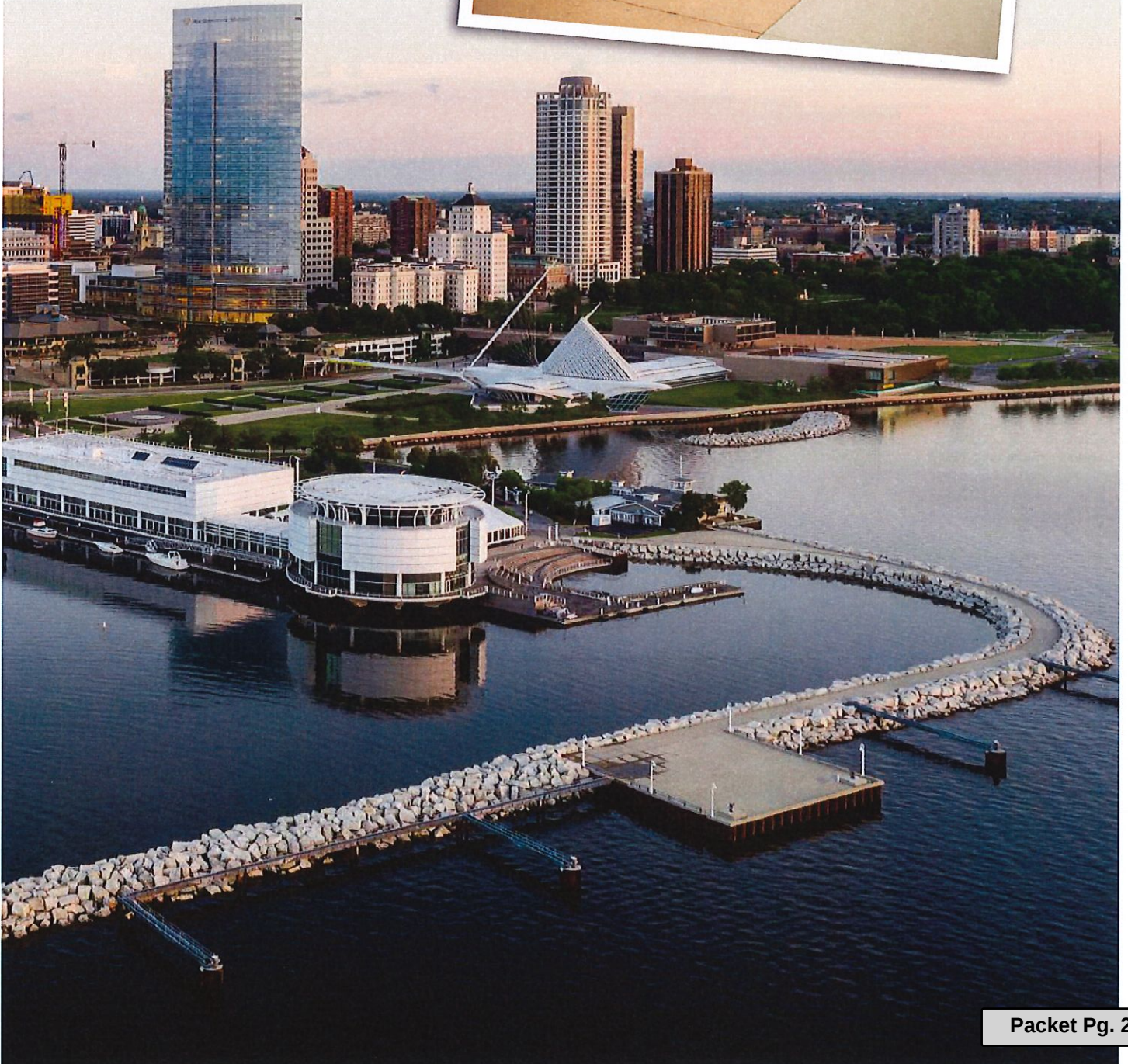
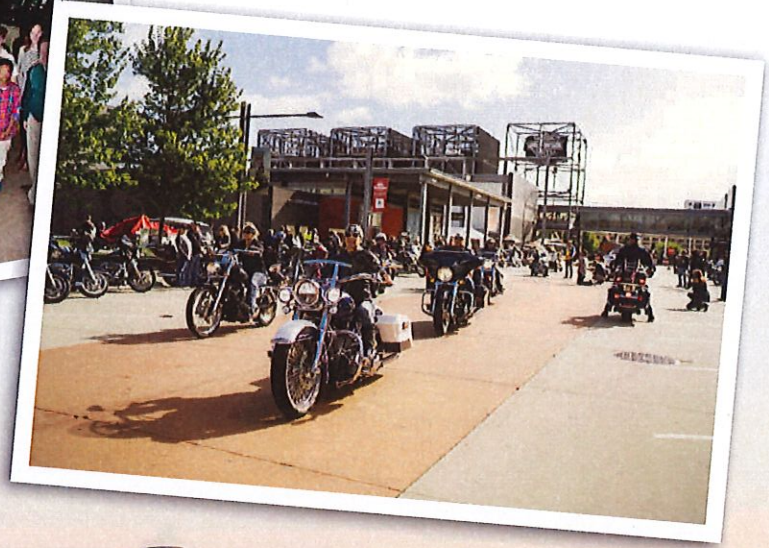
MILWAUKEE'S ECONOMIC RESURGENCE

The Milwaukee 7 Economic Development Partnership is a coalition of seven counties in southeastern Wisconsin. With a unique, regional approach to economic development, Milwaukee 7 is bringing thousands of jobs and billions of dollars of investment to the Milwaukee region.

Written by Laura McHargue

Milwaukee 7 represents a seven-county region of southeastern Wisconsin, which includes Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha counties. The region encompasses the city of Milwaukee and the surrounding suburbs, which are home to more than 2 million people. The region is bordered on the east by Lake Michigan and on the south by Illinois. ►

MILWAUKEE 7

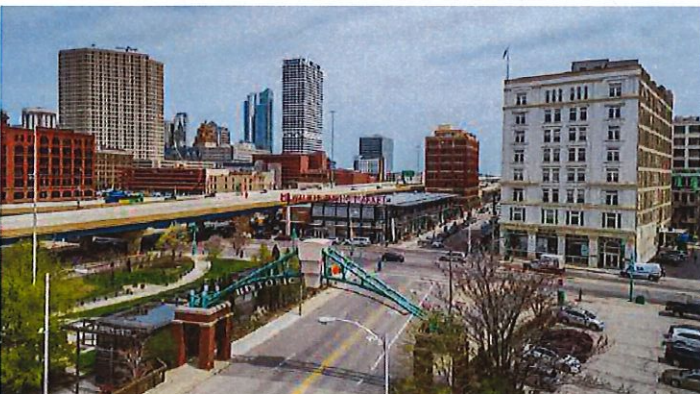


- ▶ In the field of economic development, Milwaukee 7's commitment to regional development sets it apart. The partnership was launched in 2005 with a vision to make the Milwaukee region globally competitive by unifying and leveraging the region's assets to attract corporate investment.

Economic development tends to be government-driven and thus defined by political borders – but that's not necessarily how businesses operate. Economic development is really a regional game; companies look at the assets around the entire region when they decide where to locate or expand. This regional focus is a foundational principle of Milwaukee 7.

The manufacturing industry is deeply ingrained in the Milwaukee region. "Manufacturing is woven very tightly into our history and our identity and continues to be a part of our DNA to this very day. Among the 50 largest metropolitan areas in the United States, we have the highest concentration of manufacturing jobs," says Jim Paetsch, Milwaukee 7 Vice President.

"The partnership was launched in 2005 with a vision to make the Milwaukee region globally competitive."



While much of U.S. manufacturing has shifted overseas, the Milwaukee region has remained a hub of the manufacturing industry. "There's a huge base of global manufacturers that are headquartered in our region or have significant operations here, and the reason is the talent we have here," Paetsch says. "We have a large pool of talent: mechanical and civil engineers, machinists, computer controlled machine tool operators, and assemblers – we have a very high concentration of these people. There's a critical mass of employment opportunities, and we're able to supply the workforce that those companies need. We continue to add workers too, through our educational system. We've got postsecondary engineering schools here, so we're graduating well over 2,000 engineers every year at the Bachelors and Master's degree levels."

Milwaukee 7 has developed an Economic Development Framework to guide the agency's work as it strives to attract investment, jobs and people to the region. "It's a framework upon which many different initiatives can coalesce in order to achieve that goal," Paetsch says. The framework outlines sectors of the manufacturing industry that are central to the local economy and offer opportunities for growth.

Electrical components: For decades, southeastern Wisconsin has been a manufacturing center for electrical components including power, energy and automation controls. "This is a traditional strength of our region," Paetsch says.

Machinery: The Milwaukee region has a high concentration of machinery manufacturers spanning a wide variety of applications, "from paper making machinery, to machinery used in packaging, and agricultural equipment," Paetsch says. "For a long time, Milwaukee has been known as the machine shop of the world. We're proud of that reputation, and it remains true today as it was 50 years ago."

Food and beverage: "The two traditional economic strengths of the state of Wisconsin are manufacturing and agriculture, and where those two sectors come together is in the food production industry," Paetsch says. Southeastern Wisconsin boasts more than 240 food and beverage manufacturers, which include specialty food and snack producers.

Water technology: The water technology field offers exciting new opportunities for the Milwaukee region. The area has long been home to manufacturers of traditional water applications including water meters, water heaters and pipe valves. Now, the region is attracting companies creating new technologies that remove contaminants from water, allow water to be used more efficiently, and regulate the flow of water. "Water ►

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- ▶ technology is an area that's poised for global growth, and so we spend a lot of time thinking about how we can position our region to be successful in that particular space," says Paetsch. Milwaukee's value proposition centers on its location on Lake Michigan, which provides manufacturers with access to an abundant supply of water, making it ideal for applications that require large volumes of water.

"We think an entire ecosystem of digital technology is going to grow up around Foxconn's investment into our region."

Milwaukee 7's framework reflects a strong commitment to growth in these industries. "We recognize that we can't be all things to all companies, so we focus on these areas, where we have strengths."

Milwaukee 7 also strives to boost commerce beyond southeastern Wisconsin by encouraging companies to focus on exporting goods and services. "An economy grows by bringing in new money from outside," Paetsch says.

The framework has proven successful, attracting thousands of jobs and billions of dollars in investment. Since its founding in 2005, the agency has closed 90 corporate attraction and expansion projects, creating approximately 30,000 local jobs. "Milwaukee 7 is very excited about the average wage of those jobs, which is around \$50,000 annually. That's higher than the average wage for all jobs in the region, so we're meeting our goal of bringing high-value jobs to the region," Paetsch says.

These projects have brought \$12 billion in capital expenditures to the region. Among Milwaukee 7's success stories is the attraction of two high-profile foreign investment projects: Foxconn's

liquid crystal display (LCD) factory and Haribo's candy manufacturing facility.

Taiwanese electronics manufacturer Foxconn made international headlines last year when it announced plans for a new LCD manufacturing facility located in Mount Pleasant, Wisconsin. The company plans to invest \$10 billion and employ 13,000 individuals in the new facility, making it the largest corporate attraction project in U.S. history. Milwaukee 7 partnered with the Wisconsin Economic Development Corporation, the Metropolitan Milwaukee Association of Commerce, and other agencies on this project.

The attraction of Foxconn to the Milwaukee region represents a strategic decision to bring digital technology manufacturing to the area. "The Foxconn project plants Wisconsin's flag in the digital economy of the 21st century. We think an entire ecosystem of digital technology is going to grow up around Foxconn's investment into our region, and that we're going to become a worldwide center for digital technology."

Foxconn isn't the only major foreign investment project happening in the Milwaukee region. In 2017, German candy maker Haribo announced plans to open a manufacturing facility in Kenosha County. The facility will involve a \$250 million investment; it is anticipated to employ 400 workers upon opening, and eventually grow to more than 1,000 employees. "Haribo is an excellent company, and it's a family-run business. I think they closely align with the values we hold here in Wisconsin, and we're excited to watch their success in years to come," Paetsch says.

Business is also thriving in downtown Milwaukee, where a construction boom has brought new commercial and residential developments to the city. A new light rail system in the downtown area is scheduled to launch this fall. On the west side of Milwaukee, a new arena for the Milwaukee Bucks basketball team, the Fiserv Forum, was recently completed and opened in August. The NBA team is a major asset to the region, garnering recognition for Milwaukee from around the globe.

As companies expand into the area, Milwaukee 7 and its partner agencies are tackling the challenge of building a workforce that meets the needs of these employers. The Milwaukee region, like much of the upper Midwest, has seen its population growth slow, resulting in a shortage of workers. Milwaukee 7 and its partners have developed a two-fold strategy to prepare local students to enter the workforce and attract new talent to the area.



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The Grow Here campaign, sponsored by a coalition of economic and workforce development organizations, empowers students to explore careers in high-demand fields. Grow Here engages students, educators, employers and other community partners to provide valuable career-based learning experiences that help students discover career opportunities. In 2017, 332 local employers participated in the program. Milwaukee 7 also aims to attract new residents by partnering on a talent attraction campaign – Think-Make-Happen in Wisconsin – with the state's economic development agency, the Wisconsin Economic Development Corporation, to promote Wisconsin as a great

place to live and work. "The cost of living in the Milwaukee area is affordable, and we have a great quality of life," says Paetsch.

In the coming years, Paetsch is confident that Milwaukee 7 will continue to attract major investments to the region. "The momentum of our recent successes is driving our activity, and we want to build upon it." The agency will continue to leverage the region's assets to attract high-value investments, with a focus on digital technology. "Foxconn affords us a really unique opportunity to completely remake the economy of this region, and that's what we hope to do." ■

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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: January 28, 2020
SUBJECT: Work Program Review

Work Program:

The Department with the Board developed a 5-year work program (see attached). All of the objectives have been attempted, accomplished or currently underway. As the Board kicks off 2020 and reviews some of the potential projects and opportunities available, it would be appropriate to establish a 1-yr, 3-yr and possible 5-yr work program. Please consider the past objective and accomplishments, development issues and opportunities facing the City and partnerships within the community and region that may be an area of focus for the Board. The past open houses of a local businesses in which the local leaders and community can learn more about the business and tour the facility has been a well-received event. Examples of such past events hosted by the Board include Rockwell, Telsmith and MATC in conjunction with the Homestead Robotics Team.

Direction:

With the Board's direction, staff will develop a program with objectives for review and approval at the next meeting. This work program will be shared with the Common Council and Planning Commission.

Attachments:

Work Program(PDF)

2014-2019 Economic Development Work Plan

This plan was developed by the Economic Development Board and based on the City's 2035 Comprehensive Plan and in concert with the City of Mequon Common Council. This plan identifies the priorities and initiatives for 2013-2014.

Economic Data.

- Create one official document that provides the basic, factual economic data for the city
- Establish additional economic development data needs for residents, business (current and prospective), site selectors and public officials for policy analysis
- Leverage data available through EMSI

Promotion and Marketing.

- Develop promotional material as a resource regarding financial programs, tools and partnering organizations
- Publish a development newsletter semi-annually
- Create and update a ED webpage
- Attend local meetings with Chamber and County, M7 and WEDC and coordinate with respective staff
- Represent the City and the Board at presentations, conferences and business meetings
- Develop process to promote and market buildings and sites available in city
- Work with Branding Committee

Housing Development & Redevelopment Planning.

Redevelopment

- Conduct assessment of city-owned sites in an effort to coordinate the disposition of certain properties
- Conduct assessment of privately-owned sites in an effort to coordinate the redevelopment of certain properties
- Assist Council, as needed, on RFPs for development
- Assist the Council, as needed, on redevelopment proposals and opportunities in TIDs.
- Address market analysis and feasibility for the commercial development within the East Growth Neighborhood and make final recommendations to the Planning Commission and Common Council.
- Assist Planning Commission, or/and special committee, to develop new Zoning Code

Housing Development

- Address the financial impacts of single-family housing development in the Central and single-family and multiple-family housing development in the East Growth Neighborhoods and make recommendation on changes to zoning to allow growth in these areas.

Business Outreach and Retention.

- Conduct the first round of annual business visitations and direct calls
- Coordinate round table discussions with businesses and Mayor by sectors including Industrial, Retail and Entertainment, Residential Homebuilders/Developers and Institutions
- Assist businesses with concerns related to city services

Financial Programs.

- Promote and administer the Mequon Revolving Loan Fund Program in conjunction with Ozaukee Economic Development Corporation
- Establish a loan program with local financial institution under Community Reinvestment Act
- Assist the Council, as needed, on TID incentive applications