



# Greater Oshkosh Economic Development Corp.

## *2017 Highlights*

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### **Initiative One: Business Retention & Expansion**

- Our project portfolio since inception of the organization (June 2015 – November 2017) translates to 636 new jobs, 1,773 retained jobs and nearly \$125.4 million in capital investment.
- Greater Oshkosh EDC hired a Director of Strategic Initiatives to facilitate the Initiative 41 Department of Defense grant. The team consists of five full-time staff and two part-time staff.
- Business Retention and Expansion (BR&E) outreach: Greater Oshkosh EDC exceeded the organization's goal of 150, by connecting with 183 companies in 2017.
- Continued availability of gap financing to second stage businesses through the Greater Oshkosh Revolving Loan Fund. Greater Oshkosh EDC administers, maintains and seeks creative ways to assist businesses in their growth and expansions through the Greater Oshkosh Revolving Loan Fund and other available financing options throughout the state.
- Supported the UWO SBDC efforts to retain an International Trade Consultant that will help guide companies through the logistics of selling and buying goods on the global market.
- Populated the 'Locate in Wisconsin' property inventory system. Added or modified 37 properties.
- Partnered with nearly 100 real estate brokers and developers to identify commercial and industrial sites and buildings around our area.
- Packaged responses for nine requests for proposals (RFIs) from New North. Greater Oshkosh replied with more than 44 available properties.
- Very involved in projects with, but not limited to, Continental Girbau, ACI North (formerly Pioneer Metal Finishing), Oshkosh Plating, Covanta, Felix's Auto and The Howard in 2016. The organization is also started work on several business expansions in 2016 that carry over into 2017.
- Greater Oshkosh EDC led the facilitation of two of the most talked about economic development projects in 2017: the Menominee Nation Arena and the Oshkosh Corporation global headquarters.
  - Menominee Nation Arena: The facility opened to the public on December 1, 2017 and has been a draw to Oshkosh's Sawdust District. This project has the potential to bring jobs, tourism revenue, and continues the development of a strong central city in Oshkosh.
  - Oshkosh Corporation Global Headquarters: This four-story, 180,000 square foot facility will be located on the shores of the Fox River. The new global headquarters will be a talent draw and a crowning jewel for our home Fortune 500 company. The global headquarters will include a training academy, fitness center, innovation center, collaboration spaces, and meeting areas open to the community.



## **Initiative Two: Workforce Development (Talent Retention & Attraction)**

- Performed analysis on an ongoing basis related to area economic and employment trends.
- Greater Oshkosh EDC has ongoing collaborations with and recognizes the value and respective niches of all our education and workforce-based partners. The organization continues to connect employers and workforce to their various services.
- Held recurring meetings with Fox Valley Technical College Business & Industry Services staff to discuss opportunities and employment needs of companies and discussed ways to troubleshoot these issues and connect FVTC staff as appropriate.
- Presented to multiple classes at the University of Wisconsin Oshkosh to talk about the skills and talents that local employers are demanding when hiring.
- Spoke to local high school groups regarding economic development, its local impact, current workforce needs and expectations, and what to expect post high school.
- Represented Oshkosh on the Poverty Outcomes Initiatives (POINT) task force to help nonprofit organizations take a more data driven approach to reducing poverty in our region.
- Partnered with the Oshkosh/Winnebago County Housing Authority to investigate opportunities to utilize either their facilities or partner with other organizations to create daycare options for second shift workers with young children.
- Served on the Winnebago County Transportation Committee and GO-Transit Strategic Planning Committee to help employers find ways to assist their employees who do not have a reliable transportation option to get to work.
- The GO-EDC Foundation, Inc., a 501(c)(3) charitable nonprofit organization, is continually focused on creating economic opportunity in distressed parts of Oshkosh, including removing blight, engaging in workforce development, and extending financial capital for businesses looking to invest or locate in such areas.
- Partnered with organizations to remove blighted properties and restore such properties to more attractive and better uses for the community, particularly within areas of economic distress.



### **Initiative Three: Entrepreneurial Growth**

- Worked with the UW Oshkosh Small Business Development Center to assist entrepreneurs in necessary business and financial resources. This partnership is key to the success of the Greater Oshkosh Capital Catalyst fund and to keeping our entrepreneurial spirit strong in the greater Oshkosh community.
- Greater Oshkosh EDC continues to administer the first entrepreneur focused financing program in the New North, developed in July 2016. The Greater Oshkosh Capital Catalyst program makes \$250,000 available to start ups in high technology growth sectors via loans, grants and equity positions.
- Since the Greater Oshkosh Capital Catalyst fund began, the program has supported seven startup companies through loans and grants and is currently gearing up to apply for a second round of funding.
- Startups assisted include: Fifth Ward Brewery (agriculture/food processing), Mission Move (IT), Upright Kids (advanced manufacturing), ICARUS Devices (aviation/aerospace), Bee Bella (agriculture/food processing), RG Manufacturing (advanced manufacturing), and Roberts Defense (advanced manufacturing).
  - With the Greater Oshkosh Capital Catalyst funding received, the above businesses have: purchased equipment, expanded their products nationally to nearly 500 retailers, been featured on the cover of national industry magazines, surpassed distribution expectations, acquired the two largest school districts in the country as their customers, and developed key partnerships to move their products forward.

### **Initiative Four: Targeted Industry Development**

- Reviewed and approved covenant variances to allow four businesses to grow and expand in the Oshkosh community.
- Worked with Winneconne on outreach for their additional industrial park land, updating their community profile statistics and marketing piece, as well as reviewing and promoting their Waterfront RFP to interested parties.
- Greater Oshkosh EDC continues to promote the Aviation Business Park at Wittman Regional Airport, which became officially shovel ready with full infrastructure in place in the summer 2016.
- Promoted the Aviation Business Park in advertisements purchased in AirVenture Today and advertisements displayed on multimedia venues at AirVenture 2017.



## **Organizational Outreach & Development**

- Approximately 68 organizations invested \$500,000 in the third year of Greater Oshkosh EDC GROW EDC campaign. One third was invested by public sector partners, and two thirds private. These partners have also committed \$1.6 million for the next three years, which equates to a 93% investor retention rate; continuing to show strong support for Greater Oshkosh EDC and its purpose.
- Social media:
  - Facebook: 657 likes (88.8% increase over 2016)
  - Twitter: 367 followers (57.5% increase over 2016)
  - LinkedIn: 330 followers (118.5% increase over 2016)
  - YouTube: 12 subscribers (100% increase over 2016)
- Continue to partner and contract with a marketing agency to further build brand awareness, reach targeted audiences and communicate our message effectively.
- Continually deliver the 'Week That Was' e-newsletter that goes out to 682 investors and partners.
- Represented Greater Oshkosh EDC at a booth at the Oshkosh State of the City Event – March 20<sup>th</sup>, 2017 and Insight's InDevelopment Conference – March 21<sup>st</sup>, 2017.
- Mailed our [2016 Annual Report](#) and [2017 Midyear Report](#) to 300 contacts which included investors, business executives and partners. Additionally, our 2016 Annual Report was distributed in 850 copies of *New North B2B Magazine*.
- Hosted a Wetland Lunch & Learn to educate real estate professionals, developers, business owners and other industry partners on wetlands and how they can affect the development process.
- Created a [brochure](#) highlighting the programs of the *GO-EDC Foundation, Inc.* which aims to combat blight within targeted areas and educate, connect and serve people in the community who would benefit from economic empowerment.
- Held an Investor Appreciation Event at the Alumni Welcome and Conference Center at UW Oshkosh for investors and key stakeholders on May 5<sup>th</sup>, 2017. Attendees received an update on completed projects and initiatives, and heard from keynote speaker, Wilson Jones CEO of Oshkosh Corporation, on cultivating talent and company culture.
- Created a [brochure](#) highlighting our GROW EDC Capital Campaign encouraging new investments and partnerships with greater Oshkosh businesses.
- Hosted a Tax-Exempt Loan Workshop to educate lenders, financial partners, manufacturers and other industry partners on potential incentives available for growth and expansion.
- Held a Manufacturing & Industry Excellence Event to celebrate Manufacturing Month and honored three greater Oshkosh employers with awards. John Schwochert from Proto-1 Manufacturing received the Difference Maker Award; Hoffmaster received the Innovation Award; and Sonex Aerospace received the Made in Greater Oshkosh Award.



- Held a Courtside Report, one of the first events at the new Menominee Nation Arena, on November 27<sup>th</sup> for our partners, stakeholders, investors, media and the greater Oshkosh business community. The event focused on successful projects that occurred in 2017, most notably the completion of the new arena and Oshkosh Corporation's announcement to build a new global headquarters.
- Created a video highlighting partner organizations, businesses assisted in the last year and our GROW EDC Capital Campaign – [view video](#).
- Created a video highlighting business milestones and anniversaries in 2017 – [view video](#).

Links to:

2016 Annual Report: [http://greateroshkosh.com/wp-content/uploads/GOEDC\\_2016AnnualReport\\_PresentationFile-003.pdf](http://greateroshkosh.com/wp-content/uploads/GOEDC_2016AnnualReport_PresentationFile-003.pdf)

2017 Midyear Report: [http://greateroshkosh.com/wp-content/uploads/GO-EDC\\_2017-Midyear-Report\\_P3.pdf](http://greateroshkosh.com/wp-content/uploads/GO-EDC_2017-Midyear-Report_P3.pdf)

GO-EDC Foundation, Inc. Brochure: [https://docs.google.com/viewerng/viewer?url=http://greateroshkosh.com/wp-content/uploads/FoundationBrochure\\_online.version.pdf&hl=en](https://docs.google.com/viewerng/viewer?url=http://greateroshkosh.com/wp-content/uploads/FoundationBrochure_online.version.pdf&hl=en)

GROW EDC Campaign Brochure: [https://docs.google.com/viewerng/viewer?url=http://greateroshkosh.com/wp-content/uploads/InvestLevelsDoc\\_P10.pdf&hl=en](https://docs.google.com/viewerng/viewer?url=http://greateroshkosh.com/wp-content/uploads/InvestLevelsDoc_P10.pdf&hl=en)

GROW EDC Capital Campaign Video: <https://youtu.be/E37ONooPk9w>

2017 Greater Oshkosh Highlights Video: <https://youtu.be/aBbaEaNIkI>