



# THE EAU CLAIRE AREA ECONOMIC DEVELOPMENT CORPORATION



2015 | 2016  
MEDIA &  
SPONSOR KIT



# THE EAU CLAIRE AREA ECONOMIC DEVELOPMENT CORPORATION

**Supporting and strengthening a thriving community with economic development services for: business recruitment, expansion and retention, critical talent, and entrepreneurial advancement.**

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## OUR MISSION

To advance economic prosperity through business and job growth.

## OUR VISION

To be a premier center for regional economic development leadership.

## MORE ABOUT US

The Eau Claire Area Economic Development Corporation (EDC) works to ensure the economy of the Eau Claire area thrives by supporting local business, innovation and entrepreneurs, as well as marketing the area's unique resources to attract new business and industry. Free services are provided to any entrepreneur or business wanting to innovate, develop, expand, or locate in our communities of Altoona, Augusta, Eau Claire, Fairchild, and Fall Creek.

Working with local businesses and assisting them with their plans for expansion or development within the community has led

to many new jobs, enhanced infrastructure, and increased tax base. Previous projects include expanding infrastructure and building a new facility for CURT manufacturing in Altoona, as well as Bush Beans in Augusta, and Indianhead Foodservice expansion in Eau Claire.

Entrepreneurial and startup business support is a strong focus for the EDC. The Idea Challenge has been responsible for enabling numerous entrepreneurs make their ideas into reality - such as Tracy Lundberg with Sconnie Foods (Squeezable Sauerkraut) and Chip Valley (who recently released a new product line of chips)! We are also excited to bring Eau Claire's first Startup Weekend to our community in October 2015.

EDC staff also serves as management for the Chippewa Valley Innovation Center (CVIC), which encourages new and emerging entrepreneurial business. CVIC's past tenants include Envirotech Coating Systems, Premier Dies, Selective Countertops, and Advance Laser Machining.

## EDC STAFF



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“The ECA-EDC helped us navigate and explore our options during our expansion, and we were very happy with the results. Existing businesses need the ECA-EDC because they understand the growth process.”

– Noel Smith, Erv Smith Services



# MAKING A DIFFERENCE IN OUR COMMUNITY

“The EDC went above & beyond in helping the Village secure a multi-million dollar business that will bring in more than 35 job opportunities to the area. That is a huge accomplishment for our community!

Also, their continued willingness to help in whatever way needed - from helping develop a logo to assisting with updating the Village website - has been a great asset to us.”

– Renee Roemhild, Village of Fall Creek

Since 1984 the EDC has worked to strengthen our economy, and has demonstrated a history of success in assisting the Eau Claire Area during both strong and weak economic times.

Our activities include:

- Financial packaging of local, state, and federal financial programs
- Community and statistical reports/profiles
- Business recruitment marketing campaigns
- Business retention and expansion programs
- Facilitation of site selection process
- Entrepreneurship, innovation, and recognition programs
- Government program application services for business development
- Management of the Chippewa Valley Innovation Center - including facility management, grant application, and coordination of renovations
- Coordinate partnering agencies (County, UW-EC, UW-Stout, WEN, Western Dairyland, SCORE, SBDC, and CVTC) to efficiently address product and business development needs of local innovators/entrepreneurs

## RECENT ACCOMPLISHMENTS

### 256 NEW JOBS

through projects in which the EDC staff assisted with

### OVER \$30.5 MILLION

in private sector project investment

### 118 IDEA CHALLENGE APPLICATIONS RECEIVED

from local entrepreneurs with an idea for a service, product, or process

### 28 INNOVATORS & ENTREPRENEURS

were helped to move their idea further into the marketplace

### 2 PRODUCTS LAUNCHED

into the marketplace through the Idea Challenge

### \$2.6 MILLION IN INCENTIVES

secured from state and regional sources for Eau Claire area businesses

### \$80,000 GRANT FACILITATED

from the Otto Bremer Foundation for the Chippewa Valley Innovation Center to make capital improvements

### 53 BUSINESS RETENTION CALLS

to provide services and financial program options to assist existing companies in growing their business and creating local jobs

### 5 SPONSORED EVENTS

to provide information and assistance to local businesses and entrepreneurs

# SERVING A THRIVING ECONOMY

“When we were looking to build a new warehouse, the EDC was instrumental in assisting us by helping to put together the developers agreement between Bush Brothers and the City of Augusta. The new warehouse is now in operation and has become an integral part of Bush Brothers’ operation.”

— Joe Breid, Bush Brothers & Company

## RELATIONSHIP DEVELOPMENT

Includes call trips to targeted geographical locations such as the Twin Cities and Chicago to meet with businesses and site selectors.

## INDUSTRIAL SITE TOURS

Familiarize local brokers, site selectors, and businesses on the available buildings, land, and industrial parks in the Eau Claire Area - as well as incentive and financial packages that may be of interest.

## COMMUNITY PROFILES

Annual publications for each community: Altoona, Augusta, Eau Claire, Fall Creek, and Fairchild. These profiles are used to recruit both businesses and critical talent to these communities. All profiles are also available as PDF through the website.

## BUSINESS SERVICES

Free services provided for businesses - or individuals who are starting businesses - include: presentation development, marketing and branding, and data collection.

## ECONOMIC UPDATES

Provide local businesses with relevant and regionally applicable information. At least two events annually.

## BUSINESS RETENTION & EXPANSION CALLS (BRE)

Reach out to our communities’ businesses to provide assistance and awareness of current trends in our economy.

## DEVELOPER AGREEMENTS

The EDC facilitates developer agreements for businesses locating or expanding within our community.

## WORKFORCE TRAINING GRANTS

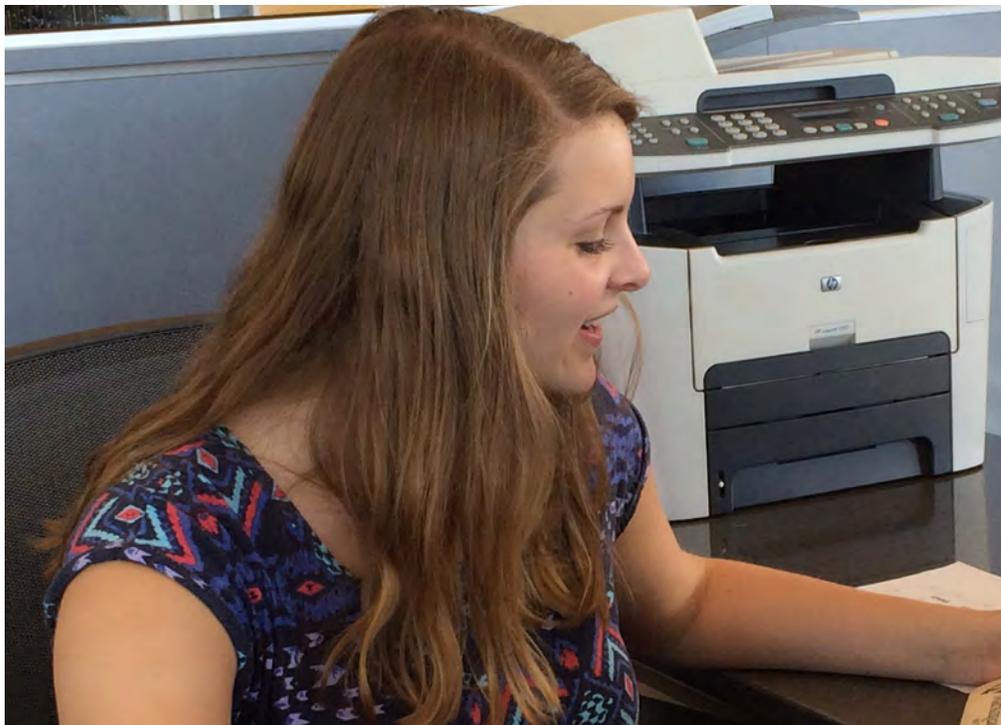
For local businesses to receive financial incentives for workforce training.

## YOUR FUTURE CHIPPEWA VALLEY

A free online resource for local businesses, students, and educators to connect. Allows local high-school students to explore careers within the Chippewa Valley.

## SKILLS GAP INITIATIVE

Identify, track, and report occupational gaps in the talent pipeline to match the area’s workforce with the needs of our regional employers.



“I applaud the Eau Claire regional workforce initiative for recognizing and acting on the need to collaborate with both private and public sectors to address regional talent. Their efforts demonstrate a strong, forward-thinking commitment to their communities and youth.”

— Robin Kroyer-Kubicek,  
DPI Career Pathways Consultant



# ASSISTING ENTREPRENEURS & STARTUP BUSINESSES

## ENTREPRENEURIAL SERVICES

The EDC assists entrepreneurs and start-up businesses in all stages - whether it is product development or seed funding, we help the individual make their idea a reality.

Some of the services we provide:

- facilitation of seed funding
- marketing and branding
- packaging development
- manufacturing connections
- patent applications
- press and media mediation
- website development

“The entire Idea Challenge process was a rewarding and worthwhile experience, which helped me gain access to design services, marketing advice, and manufacturing and packaging connections while also exposing me to numerous business outreach opportunities that have accelerated my company’s development.”

– Tracy Lundburg, Scinnie Foods LLC

## CHIPPEWA VALLEY INNOVATION CENTER (CVIC)

The EDC has been under contract to manage the CVIC facility since 2011. The CVIC encourages new and emerging entrepreneurial businesses within the Chippewa Valley.

Tenants of this incubation center sign up for three-year leases and have access to warehouse/manufacturing space, equipment managerial support, technical assistance, and access to a financial program.

Notable tenants that have graduated from the facility include: Parco Manufacturing, Premier Dies, Advance Laser Machining, and Envirotech Coating Systems.

## THE IDEA CHALLENGE

The EDC receives approximately 100 applications annually from local entrepreneurs who have an idea to make something new, different, or better. Throughout the year, applicants meet with the Idea Challenge partners to gain honest feedback on how to move forward with their idea.

The Idea Challenge partners select five applications to give a final presentation - where the grand prize is \$5,000 in business support.

Notable Idea Challenge winners include: Chip Valley, Scinnie Foods, and Northern Star Fire.

## STARTUP WEEKEND

Startup Weekends are 54-hour events where developers, designers, marketers, product managers and startup enthusiasts come together to share ideas, form teams, build products, and launch startups! Beginning with open mic pitches on Friday, attendees bring their best ideas and inspire others to join their team.

Over Saturday and Sunday, teams focus on customer development, validating their ideas, practicing LEAN Startup Methodologies, and building a minimal viable product. On Sunday evening, teams demo their prototypes and receive valuable feedback from a panel of experts.



# FREQUENTLY ASKED QUESTIONS

## **AREN'T THERE OTHER ECONOMIC DEVELOPMENT ORGANIZATIONS THAT DO THE SAME THING? WHAT MAKES THE EDC DIFFERENT?**

There are several other organizations in the Eau Claire area that provide similar services including: Western Dairyland, Small Business Development Center, Downtown Eau Claire, Inc. (DECI), and Small Business Administration (SBA), and Service Corps of Retired Executives (SCORE).

The EDC is different from these organizations because of the ability for us to assist a larger demographic due to our unique funding structure. For example: Western Dairyland's focus is on female entrepreneurs and business owners, and the Small Business Development Center is funded through the University of Wisconsin system.

The EDC is available to assist with (but not limited to) financial packaging, developers' agreements, land acquisitions, investment opportunities, and more. These services are provided to anyone in our community at no cost.

## **HOW IS THE EDC FUNDED?**

The EDC is a private and publicly funded organization. Currently we are approximately 45% privately funded, and 55% publicly funded. Our goal is to become equally funded in both sectors.

**“The support from the EDC was invaluable. They assisted with the completion of the applications and provided the necessary understanding of the required economic data. Through it all, the EDC staff hung in there with us to ensure all necessary pieces were in place. I will consider the EDC to be one of our business partners from this point forward as we strive to execute our growth strategies.”**

*– Tom Gillett, Indianhead  
Foodservice Distributor*

## **IS THE EDC PRIVATELY OWNED, PUBLICLY OWNED, OR A GOVERNMENT ORGANIZATION?**

The EDC is a publicly and privately funded non-profit 501(c)6. We have a unique structure - while we receive funds from public entities (including city, village, and county government budgets), we are also funded by many private sector entities (see above FAQ).

## **DOES THE EDC PARTNER WITH ANY OTHER ORGANIZATIONS?**

Many of the initiatives that the EDC takes on wouldn't be possible without the established and valued partnerships with other local and regional organizations.

## **WHAT DOES THE TYPICAL EDC CLIENT LOOK LIKE?**

Generally speaking, we do not have a “typical client”. Our clients range from someone who comes in with an idea that has been talked about over dinner to a multi-million dollar company who needs a new facility built.

## **HOW CAN I HELP THE EDC?**

As a non-profit, we rely on the generosity of our investors and sponsors to help ensure our programs and services continue to strengthen our community and the businesses that operate here.

# SPONSORSHIP BENEFITS & OPPORTUNITIES

By becoming an investor in the EDC, you are helping the programs and initiatives to continue to grow and evolve to meet the needs of our communities and businesses. Many initiatives have give your business the ability for sponsorship as well, allowing you to show your support for the community that you live, work, and play in.

For each event, sponsors are prominently displayed during the event, on the website, and mentioned in all press releases and social media blasts. The EDC invites press and media to all events, increasing the reach of your company's visibility and the value of your sponsorship!

## BENEFITS

Investment in the EDC, and taking advantage of the sponsorship opportunities, has many benefits including:

- supporting programs and initiatives for the community
- create, develop and enhance your company's credibility in the community
- brand awareness and recognition
- media exposure through program sponsorship can get you extended exposure and visibility
- tax deductions and write-offs, since the EDC is a non-profit, sponsorships and investments can be claimed as a trade or business expense.

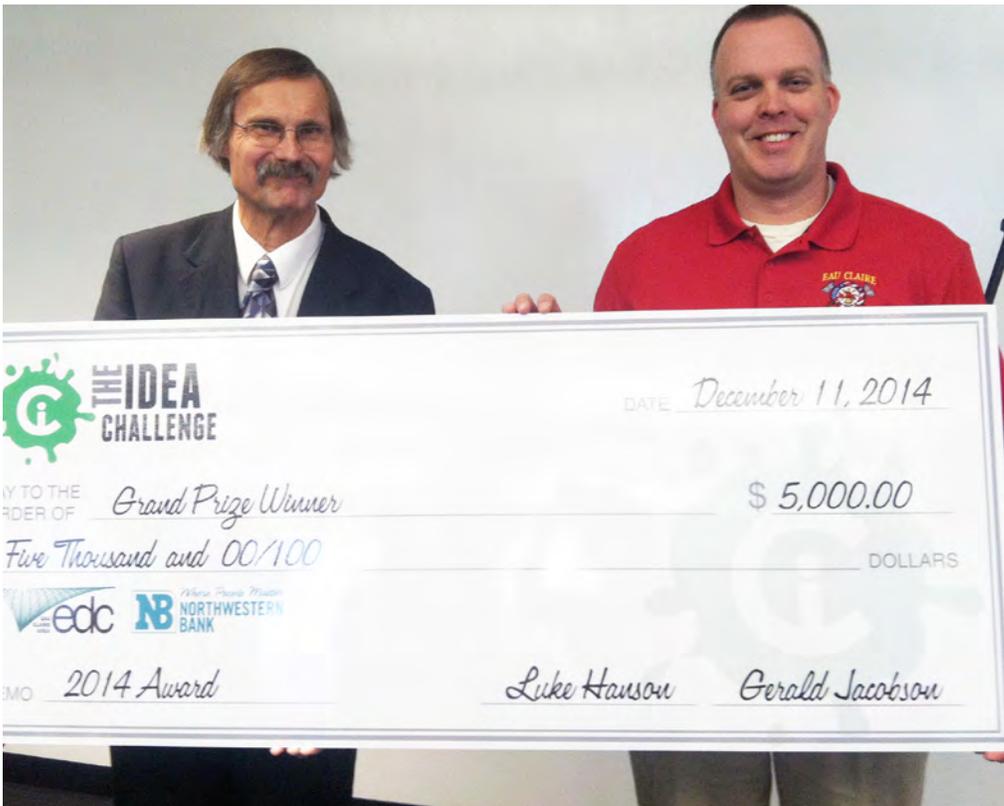
## INVESTMENT LEVELS

Diamond	\$10,000+
Platinum	\$5,000 - \$9,999
Gold	\$3,000 - \$4,999
Silver	\$1,000 - \$2,999
Bronze	\$500 - \$999
Copper	\$300 - \$500

## SPONSORSHIP OPPORTUNITIES

The Idea Challenge	\$5,000
Paragon Economic Impact Award	\$1,000
Start-up Weekend	\$5,000
EDC Annual Meeting	\$1,000
YourFutureChippewaValley.com	\$1,000
Community & Area Profiles	\$1,000
Economic Updates	\$500

To learn more about the different levels of investment, inquire about sponsorship opportunities, or suggest additional sponsorship opportunities please contact the EDC at 715-834-0070 or [ec.info@eauclaire-wi.com](mailto:ec.info@eauclaire-wi.com)

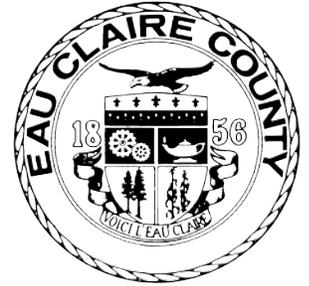


“Without the encouragement and guidance of the Eau Claire EDC, my idea would have remained just that - an idea. Shortly my product will begin prototype development by local engineers and with a bit of luck, production.”

- Jeff Dykes, Northern Star Fire

# CURRENT INVESTORS

## DIAMOND INVESTORS



## PLATINUM INVESTORS



Your Touchstone Energy® Partner



HSBS  
Sacred Heart  
Hospital



## GOLD INVESTORS



## SILVER INVESTORS

AT&T  
Ayres Associates  
Banbury Place, Inc.  
Bush Brothers & Co.  
Citizens Community Federal Bank  
Global Finishing  
HOEFT Builders, Inc.  
Indianhead Foodservice  
JAMF Software  
Keystone Corporation  
KMTSJ, Inc. (Group Health)  
Market & Johnson  
Peoples Bank Midwest  
Realtyworks  
United Bank  
US Bank  
WEDC  
Wells Fargo  
Wipfli

Erv Smith Services Inc.  
Impact Advertising  
JB Systems  
Merchants Bank  
McDonough Manufacturing  
Nortrax  
Peters Real Estate & Development LLC  
Security Financial Bank  
Silver Spring Foods, Inc.  
UW Eau Claire  
Walmart

## COPPER INVESTORS

A.F.T. Real Estate, Inc.  
Anderson-Moessner Appraisals, LLC  
B & B Electric Inc.  
Baker, Tilly, Virchow, Krause, LLC  
Bauman Associates  
Bernicke & Assoc., Ltd.  
Blaschko Ent/Supreme Graphics  
Bourget Law  
Bremer Bank  
Bush Brothers  
Chippewa Valley Home Builders  
Chippewa Valley Technical College  
Choice Products USA, LLC  
CliftonLarsonAllen

Coldwell Banker Brenizer, Realtors  
Commonweal Development Corp.  
Documation LLC  
Eau Claire Area Chamber of Commerce  
Eau Claire Co-Operative Oil Co.  
Express Employment Professionals  
E.O. Johnson  
Johnson Litho Graphics  
Johnson, Runkel & Anderson, Inc.  
KRM Information Services, Inc.  
L & M Mail Service  
L. E. Phillips Career Development Center Inc.  
Lasker Jewelers  
McCabe Construction  
Mega Co-Op  
Monarch Paving  
NEI Electric  
Park Ridge Distributing  
RBC Wealth Management  
Richie, Guettinger & Manydeeds, S.C.  
RuderWare  
SDS Architects  
Senn Blacktop, Inc.  
Telephone Specialists, Inc.  
Theisen Realty Inc DBC Re/Max Real Estate Group  
Town of Pleasant Valley  
Weld, Riley, Prenn & Ricci, S.C.  
Wisconsin Business Development Finance Corp.

## BRONZE INVESTORS

Access Commercial Real Estate, LLC  
Associated Bank  
Bauman Construction of Chippewa Falls, Inc.  
CURT Manufacturing  
Durand Builders