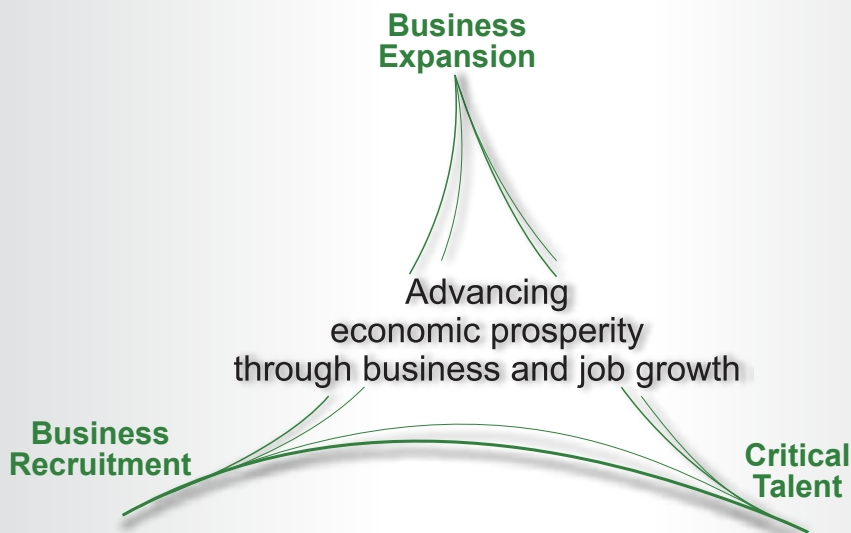




DRAWING FROM OUR *Strengths*

EAU CLAIRE AREA ECONOMIC DEVELOPMENT CORPORATION 2012 ANNUAL REPORT



PRESIDENT'S MESSAGE



While the past few years have been difficult for individuals and businesses nationwide, in 2012 we experienced some very promising signs of improvement in our local economy. In fact, our projects saw significant investments, reaching a total close to \$55 million! This is very encouraging, as it shows the strength of our local companies and their confidence in the future.

The EDC has continued to expand its role and services in order to address real business challenges. Matching our strengths with sound strategy will help us advance business and job growth and the EDC's mission, as well as enhance our area's prosperity. I am very optimistic and excited to see what 2013 has in store for the EDC and for area businesses and residents alike.

Sincerely,

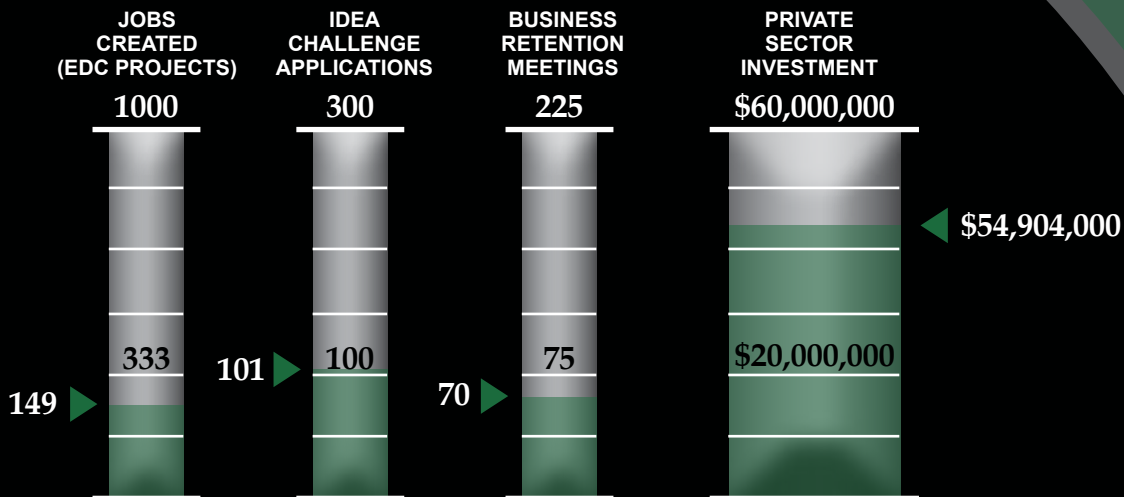
Paula Kimbllin
2012 EDC Board President

Local businesses, educational institutions, innovators and entrepreneurs are all strengths that will help our economy gain momentum. This, along with the numerous natural resources and new economic tools our area has to offer, will help us attract new investment and spur growth and business formation. It is for these reasons that the theme for this year's report is "Drawing From our Strengths."

OUR SERVICES

- Business Retention & Expansion Assistance
- Business Recruitment
- Financial Packaging & Loans
- Early-Stage Business Formation
- Research & Publish Market Statistics

2012-2014 MEASUREMENTS



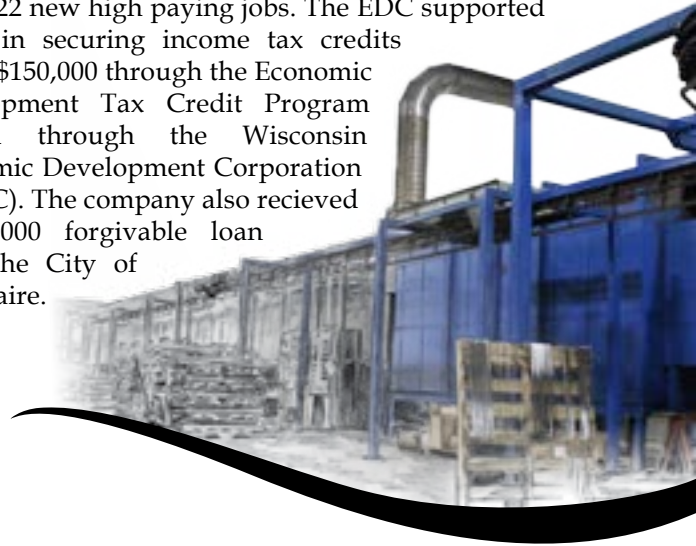
For ongoing information, visit www.eauclaire-wi.com/threeyearplan

FEATURED PROJECTS

Plank Enterprises, Inc. is a holding company consisting of four subsidiaries that focus primarily on manufacturing and distributing products to industrial and commercial markets around the world. The company opened its doors in western Wisconsin over 30 years ago and has been located in Eau Claire since 1994.

In 2012, Plank began its next phase of expansion, involving significant capital investment. During the first quarter, Plank invested in machining and welding equipment to enhance production capabilities and capacity. In the fourth quarter, the company procured a powder coating line (pictured) that will bring the painting function in-house. Interestingly, the powder coating line was purchased from Curt Manufacturing through a connection made by the EDC.

With these investments of \$1.25 million, Plank will create 22 new high paying jobs. The EDC supported Plank in securing income tax credits worth \$150,000 through the Economic Development Tax Credit Program offered through the Wisconsin Economic Development Corporation (WEDC). The company also received a \$22,000 forgivable loan from the City of Eau Claire.

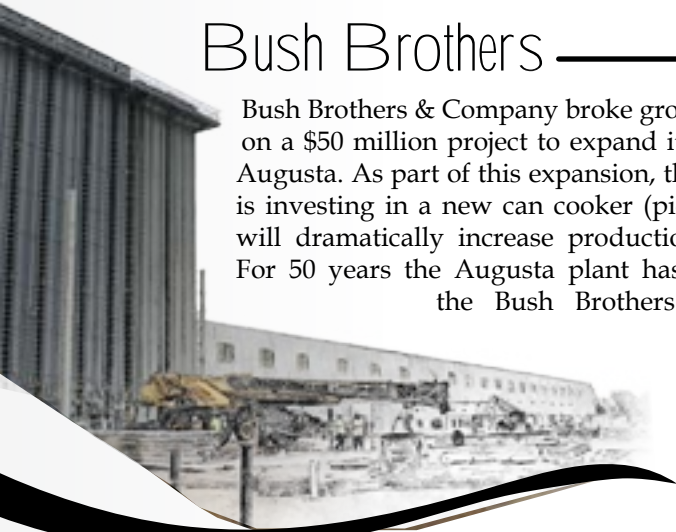


Bush Brothers

Bush Brothers & Company broke ground in 2012 on a \$50 million project to expand its facility in Augusta. As part of this expansion, the company is investing in a new can cooker (pictured) that will dramatically increase production capacity. For 50 years the Augusta plant has supported the Bush Brothers brand by

producing high quality products every day. The investments in modernizing the Augusta facility will clearly make the company's operations more efficient and will allow the Augusta facility to grow with market demand for Bush Brothers products.

Because of this expansion, the company was approved for up to \$1.5 million in Economic Development Tax Credits over three years through the WEDC. The EDC guided Bush Brothers & Company through the application process for various local, state and federal programs.



Powertex Group

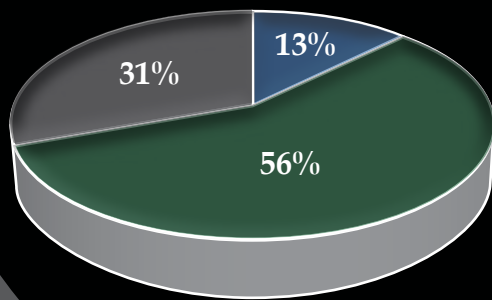
Powertex Group, a full service promotional products company, began a \$1.5 million expansion to its existing Eau Claire facility in 2012. Included in this project is a 3,000 square foot office expansion, which will give the company's headquarters a completely new look (pictured under construction). The company is also expanding their order fulfillment and production space by 20,000 square feet.

In addition to the construction costs, Powertex will be investing \$100,000 in new equipment such as computers and production systems. Through this expansion, Powertex will create 15 new jobs. The company currently has 51 employees.

To support this investment, the EDC worked with Powertex to secure \$105,000 in Wisconsin tax credits under the Economic Development Tax Credit Program through the WEDC.



FINANCIAL REPORT

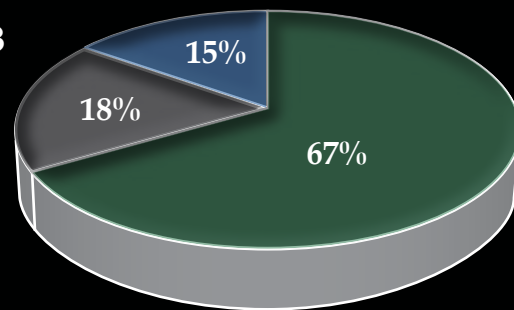


TOTAL REVENUES: \$342,844

- Management Fees: \$43,425
- Investors - Private: \$105,519
- Investors - Public: \$193,900

TOTAL EXPENSES: \$340,823

- Programs: \$53,369
- Operations: \$63,895
- Administration: \$233,559



2012 LEADERSHIP

BOARD OF DIRECTORS

- Larry Accola, RCU
- Brian Amundson*, City of Eau Claire (Jan. - Oct.)
- Bruce Barker, Chippewa Valley Technical College
- Timm Boettcher, Realityworks, Inc.
- Dr. Gilles Bousquet, University of Wisconsin - Eau Claire
- Peter Farrow, Group Health Cooperative of Eau Claire
- Miriam Gehler, Marshfield Clinic
- Dan Hanson, Town of Pleasant Valley
- Paula Kimbllin*, Xcel Energy, EDC Board President
- Kerry Kincaid, Eau Claire City Council President
- Janice Lemming, Manpower
- Brian Levin-Stankevich, University of Wisconsin - Eau Claire (Jan.- June)
- Leonard Madsen, Village of Fall Creek
- Tom McCarty*, Eau Claire County
- Joe Mirr*, RuderWare, LLC, EDC Vice President
- Greg Moore, Eau Claire County Board Chairperson
- Kathy Otto, Phillips-Medisize Corporation
- Tim Pabich, Royal Construction, Inc.
- Jason Plante*, Market & Johnson, EDC Past President
- Tom Pulse, Ayres & Associates
- Dan Riebe, Peoples Bank of Wisconsin

- Lynn Thompson*, Eau Claire Energy Co-op, EDC Treasurer
- Russell Van Gompel*, City of Eau Claire

BOARD ADVISORS

- Karman Briggs, Western Dairyland/CAP
- Jeff Halloin, Gateway Corporation
- James Hanke, Xcel Energy
- Linda John, Visit Eau Claire
- Robert McCoy, Eau Claire Area Chamber of Commerce
- Mike Schatz, City of Eau Claire

EDC STAFF

- Brian Doudna, Executive Director
- Luke Hanson, Project Manager (Dec.)
- Angie Niska, Marketing Manager
- Pat Trowbridge, Office Manager (July)
- Katie Thoma, Graphic Design Intern
- Leah Rempert, Marketing Intern
- Joe Simon, Web Development Intern
- Pam Haller, Project Manager (Jan.-Oct.)
- Gwen Southard, Business Management (Jan.-July)

* indicates Executive Committee Members

FEATURED PROGRAMS

The Idea Challenge

Out of 101 idea submissions and four finalists, Tracy Lundberg of BTL Food Group, was selected as the grand prize winner in The Idea Challenge 2012. Lundberg's product is a specially designed line of traditional food condiments offered in the convenience of a squeezable bottle. The introductory product in this line is sauerkraut and is the first of its kind to offer consumers a conveniently portable way to enjoy an old favorite. A patent is pending on this product.

"The Idea Challenge gave me the opportunity to present my idea to business leaders in key industries," stated Lundberg "I have made important connections for bringing this product to market." Lundberg's advice to future applicants is to "Be confident and comfortable with your product. Don't ever think your product can't be a success."

Through the contest, Lundberg won \$6,500 to help bring this concept to the marketplace. These awards are made possible by Northwestern Bank, the 2012 program sponsor.

To learn more about The Idea Challenge and to submit an idea, visit www.theideachallenge.com.



Squeezable sauerkraut and pesto created by Tracy Lundberg of BTL food group, grand prize winner of The Idea Challenge, 2012.

Skills Gap Assessment

One of the activities outlined in the EDC's Three Year Strategic Plan is to research labor-related challenges and develop strategies to address their findings. To advance this goal, in 2012, the EDC formed a steering committee of business leaders, human resource managers, educational institution representatives, and partners from workforce and non-profit agencies. This committee was charged with researching and recommending actions related to labor force gaps on an annual basis.

Through the discovery process, the committee identified that a major challenge for individuals looking to advance their skills or change careers is access to accurate information on local occupational trends. To gather this

information, Workforce Resource, Inc. and the EDC are leading a regional labor market survey. The purpose is to provide accurate information about the job market so that area residents can make informed decisions regarding their education.

Regional partners in the survey include: Chippewa County EDC, Chippewa Fall Area Chamber of Commerce, Chippewa Valley Society for Human Resource Management, Dunn County EDC, Eau Claire Area Chamber of Commerce and the Greater Menomonie Area Chamber of Commerce. A summary of survey results and the steering committee's recommendations will be released in the spring of 2013.

The Paragon Award

Bush Brother's & Company has made significant contributions to the local economy. During the past three years, the company has created 24 jobs and invested millions of dollars into building projects and capital equipment. The most recent of these projects is featured on the inside of this report.

In addition to financial investments, Bush Brother's is also committed to investing in its employees by providing training and continuing education.

It is for these reasons that Bush Brothers & Company was awarded the 2012 Paragon Economic Impact Award. The Paragon Award is given annually to a local business that demonstrates excellence and positive economic impact in the Eau Claire area.



Bush Brothers & Company employees with Paragon Economic Impact Award

DIAMOND



PLATINUM



GOLD



Your investment helps grow our economy!

SILVER

Alliance Bank
 AT&T - Wisconsin
 Ayres Associates
 Banbury Place, Inc.
 Citizens Community Federal
 Global Finishing Solutions
 Group Health Cooperative of Eau Claire (KMIS)
 Keystone Corporation
 Market & Johnson
 Nestle Nutrition
 Peoples Bank of Wisconsin
 US Bank
 Wells Fargo Bank
 Wipfli

BRONZE

Access Commercial Real Estate
 Applied Data Consultants, Inc.
 Associated Bank
 Bank Mutual
 Bauman Construction
 Documation, LLC
 Durand Builders
 Erv Smith Services, Inc.
 Impact Advertising

JB Systems, LLC
 Landmark Company
 Nortrax, LLC
 Peters Real Estate & Development
 Realityworks, Inc.
 United Bank
 University of Wisconsin - Eau Claire
 Wal-Mart

COPPER

A. F. T. Real Estate, Inc.
 All-Lift/Minnesota Supply
 Anderson-Moessner Appraisals, LLC
 B & B Electric
 Bauman Associates, Ltd.
 Bernicke & Associates
 Bourget Law
 C C Olson Express Employment Professionals
 Career Development Center
 Chippewa Valley Technical College
 Choice Products USA, LLC
 CliftonLarsonAllen, LLP
 Coldwell Banker Brenizer, Realtors
 Commonweal Development
 Eau Claire Area Chamber of Commerce
 Eau Claire Co-Op Oil Co.

Hi-Crush Proppants LLC
 Johnson, Runkel & Anderson, Inc.
 KRM
 L & M Mail Service Inc.
 Lasker Jewelers
 McCabe Construction, Inc.
 Mega Foods/Marts/Fuels
 MN Wire
 Monarch Paving Co.
 NEI Electric
 RBC Wealth Management
 Richie, Guettinger & Manydeeds, SC
 Ruder Ware, LLSC
 SDS Architects
 Security Financial Bank
 Senn Blacktop
 Telephone Specialists
 Theisen Realty, Inc.
 Town of Pleasant Valley
 Vinopal Title & Abstract, LLC
 Weld, Riley, Prenn & Ricci, S.C.
 White & Schilling, LLP
 Wisconsin Business Development

SUPPORTING

Accu-Tech Plastics Inc.
 Automation Displays

Benedict Refrigeration Service, Inc.
 Cedar Corporation
 Chippewa Valley Home Builders
 Diversey, Inc.
 E.O. Johnson Company
 Enviro Tech Coating Systems, Inc.
 Fabco, Inc.
 Florian Gardens, Inc.
 Haselwander Co.
 Herrick & Hart, S.C.
 Hovland's Inc.
 Huebsch Services
 Imagineering, LLC
 Indianhead Foodservice Distributor, Inc.
 J.C. Norby & Associates
 Kurth Heating & Cooling
 Menomonie Street Dental
 Minton Financial Services, Inc.
 Overhead Door Company of the Chippewa Valley
 PESI, LLC
 Phillips & Donnellan, Inc.
 Roshell Electric
 Silver Springs Food, Inc.
 Sterling Water, Inc. dba Culligan
 UW Stout STTI-NWMOC
 Village of Fairchild
 WESTconsin Credit Union