

2014 ANNUAL REPORT

EAU CLAIRE AREA ECONOMIC DEVELOPMENT CORPORATION

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LYNN THOMPSONPresident of the
Eau Claire Area EDC

"For thirty years the Eau Claire Area Economic Development Corporation has advanced the economic prosperity of Altoona, Augusta, Eau Claire, Fairchild, and Fall Creek. This mission is achieved by focusing on business recruitment, business retention and expansion, and supporting the critical talent. Our services include: business expansion assistance; financial packaging and loans; early-stage business assistance; equity investment recruitment; research and publishing of market statistics."

PRESIDENT'S MESSAGE

The year 2014 has come and gone – along with an abundance of activity from the Eau Claire Area Economic Development Corporation (EDC). The 2012-2014 Strategic Plan has come to a close, with admirable results – including over \$74 million in private sector investments secured, 771 jobs created from EDC projects and 4 products launched into the marketplace that originated from the Idea Challenge.

Several large projects were finished this year. The EDC updated its website to be more functional and user-friendly. The Skills Gap recommendations have all been placed into action, and the YourFutureChippewaValley.com website was launched. Local information from the 2014 Skills Gap Survey was collected and the results were released.

This year has brought not only successes, but change. Brian Doudna, the EDC Executive Director since 2004, left the EDC to become the Executive Director of the Wisconsin Economic Development Association (WEDA). Luke Hanson was named as the new Executive Director of the EDC, after being with the EDC as Project Manager since 2012. His knowledge and experience will serve the EDC well, and I look forward to seeing the organization continue fulfilling its mission to advance economic prosperity in the Eau Claire area community.

I would like to take a moment to thank to Board of Directors, all our committee members, and all the volunteers who have dedicated their time and energy to make the EDC a successful organization. I also wish to express our gratitude to the many EDC investors – the work accomplished through the Eau Claire Area Economic Development Corporation is possible because of your wise investment.

A special thank you to our retiring board members Joe Mirr and Janice Lemminger – your enthusiasm and expertise truly added value to this organization. I would also like to welcome Mike Buck, Peter Hoeft and Jason Plante to our board.

Reflecting back on the past year, I am proud to see all the accomplishments of the EDC. Looking forward to the upcoming year, I see the Eau Claire Area Economic Development Corporation continuing to make huge strides in our community and am excited to see what is in store for us in 2015!

REFLECTING ON OUR 2012-2014 ACCOMPLISHMENTS

RESULTS

- 2012 2014 146 Business Retention calls completed with businesses located in Altoona, Augusta, Eau Claire, Fairchild, and Fall Creek
 - Launched YourFutureChippewaValley.com website to connect businesses to their emerging workforce
 - 1 short-term CFO placement to implement financial strategy
 - 6 business expansion loans executed
 - \$5,282,500 in Wisconsin Income Tax Credits allocated to EDC projects

- **HIGHLIGHTED** 771 jobs created from EDC projects
 - **OUTCOMES** 304 Idea Challenge applications submitted
 - 4 Idea Challenge products launched into the marketplace
 - \$74.3 million private sector investment secured for local businesses
 - \$2.76 million equity placement secured
 - \$544,000 in workforce training funds secured

PLANNING AHEAD FOR A SUCCESSFUL 2015

2015 CORPORATE GOALS

EQUITY INVESTMENT Implement activities to introduce business investment opportunities to accredited investors and businesses securing over \$500,000 in private equity investment for opportunities locating in the Eau Claire Area.

NEAR EQUITY LOAN PROGRAM Execute loans that leverage over \$500,000 in private equity investment to assist startup and early-stage businesses by providing the liquidity needed through the transition phase of becoming an established business.

ALIGNMENT OF INNOVATION SERVICE DELIVERY Work with partners to advance service delivery on incubation models that make services selfsustaining while providing enhanced and aligned services that will advance and support our start-up community.

NARROWING THE SKILLS GAP & YOUR FUTURE CHIPPEWA VALLEY

Monitor and support the Narrowing of the Skills Gap implementation efforts and work toward more participation of the Chippewa Valley school districts and a goal of 200 business participating on the YourFutureChippewaValley.com website.

EARLY STAGE SERVICES & ACTIVITIES Work with private, public, and not-for-profit partners to implement events and activities that will advance relationship building among peers and support the start-up community.

STRATEGIC

- 2015 2017 20 financial program applications to support implementing expansion of local businesses
 - **GOALS** 10 patents for products generated from the Idea Challenge
 - 5 entrepreneurial events hosted
 - 50 projects generated from private sector or board member facilitation
 - 6 call trips to form and strengthen relationships between the EDC, companies, and site selectors
 - \$150,000 for workforce training grants secured
 - Form CEO Leadership Council



NEW & CONTINUING PROGRAMS

CONTINUING PROGRAMS



THE IDEA CHALLENGE Further new innovative ideas from existing businesses and community residents.



WORKFORCE TRAINING GRANTS Secure workforce training grants to allow current and emerging business to train employees for high quality, well-paying jobs.



YOUR FUTURE CHIPPEWA VALLEY Connect businesses with their future workforce via an online platform that enables them to provide opportunities to students.

NEW PROGRAMS



ENTREPRENEUR NETWORK Further new innovative ideas and maintain relationships with previous Idea Challenge applicants.



CEO LEADERSHIP COUNCIL Create a council to engage in all major projects that need strong civic leadership and intent to enhance the quality of the community.



EAU CLAIRE STARTUP WEEKEND Work with local tech, business, and creative thinkers to come up with innovative startup ideas.

LUKE HANSON NAMED NEW EXECUTIVE DIRECTOR



LUKE HANSONExecutive Director of the Eau Claire Area EDC

Luke Hanson become the EDC's
Executive Director effective
December 22nd. Hanson has been
with the Eau Claire Area EDC as
Project Manager since December
of 2012. He was responsible for
coordinating and providing direct
services essential to advancing
the Corporation's economic
development strategic plan

"The area is fortunate to have an individual with Luke's abilities and passion to lead us in our Economic Development efforts. The EDC Board is confident that Hanson's knowledge and experience in economic development combined with

his demonstrated leadership skills will advance economic prosperity in the Eau Claire area through business and job growth," stated Lynn Thompson. In his new role, Hanson will be responsible for overseeing the EDC, promote the Eau Claire Area, facilitate development opportunities, and encourage partnerships and collaborations.

"The area is fortunate to have an individual with Luke's abilities and passion."

LYNN THOMPSON EDC Board President

JAMF SOFTWARE AWARDED THE 2014 PARAGON AWARD

JAMF Software is the 13th recipient of the Paragon Award - an annual award recognizing local businesses for their impact on the community's economic health. They received more than one nomination for the 2014 Paragon Award because of the recent opening of their \$12 million dollar office building, and their consistent commitment to improve the community that they work in.

In September of 2014, JAMF Software moved out of its older 16,000 square foot office into a four-story building with more than 17,000 square feet per floor. Currently the software company occupies two of the four floors - but looks forward to quickly filling the remaining space due to company expansion and needing to hire additional employees.

JAMF's new building overlooks
Phoenix Park and was constructed
with locally sourced and/or
recycled materials. This 72,000
square foot building contains
plenty of open space and 75
meeting and conference rooms.
Employees enjoy the 70 pieces of
artwork that hang throughout the
building's open areas and meeting
rooms - purchased from local
artists, including students from the
University of Wisconsin - Eau Claire.

JAMF Software employs approximately 350 people worldwide, with 150 of those employees (over 40%) working in Eau Claire.

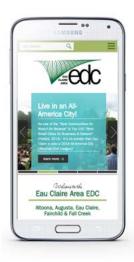
In addition to providing new work space for its employees, and by purchasing and displaying work of local artists, JAMF is making attempts to invigorate the community by purchasing downtown buildings and businesses for renovation.

Currently, JAMF (in partnership with other local businesses and individuals) is working on renovating two downtown hotels in Eau Claire: the former Ramada and the former Green Tree Inn & Suites. These two projects alone will bring 130 hotel rooms, a restaurant, a coffee shop, and a number of other small businesses.

The Paragon Award is annually presented to a local business that demonstrates excellence and positive economic impact in the Eau Claire Area. Thank you to the continuing sponsor of the Paragon Award, Royal Credit Union (RCU).



MAKING AN IMPACT JAMF's new building in Eau Claire finished construction in 2014, and overlooks the scenic Chippewa River and employees approximately 150 individuals.





TOP LEFT The new website is mobile-friendly for phone or tablet.

TOP RIGHT Comparison between the old (left) and new pages.

BOTTOM RIGHT The homepage highlights different programs organized by the EDC in the Eau Claire area.



EDC WEBSITE REDESIGN

As part of the EDC's activities to reach businesses and individuals who need services, the EDC embarked and completed a complete redesign of the website. The previous website had not had a major update for almost five years. Some of the goals in redesigning the website included having a more engaging look, a stream lined navigational system and fully responsive design.

The news section was completely redone to allow the posting of pictures and video. Social media and sharing options were added to encourage engagement of the readers. Users can browse through past articles, search by month, or search by categories: Business, Economic and Community Development, Eau Claire Area EDC News and Events, Innovation and Ideas, Startup and Small Business, and Successful Business.

The "Build-a-Report" function is a new feature of the website that appears as a tab on the right hand side. Pages on the website also have an "add to report" button at the top. Users of the website are able to build a report with the information that they want. For example, business owners may build a report on financial options that are available to them, businesses looking at Eau Claire could build a report on available land, labor market demographics, and industry clusters, and individuals looking to move to the area could create a report on the school systems, major employers, cost of living, and quality of life. These reports can be printed, saved, or emailed – allowing the user to obtain and share the information in whatever way that is most convenient for them.

Allowing users to contact the EDC quickly and effectively also prompted the creation of "Initiate Project" – an evolvement of the previous "Contact Us" form with less needed information and the ability for individuals to fill it out and submit within a minute via computer, tablet, or cell phone. This new layout also enables the EDC staff to quickly reach out to individuals for a quicker turn-around time.



THE 2014 IDEA CHALLENGE PRODUCED HEATED COMPETITION

All five finalists of the Idea Challenge met at the newly opened JAMF building on December 11th. There, each contestant had the opportunity to spend 15 minutes presenting their idea to a panel of judges, followed by five minutes of Q&A.

Judging Panel Members:
Kim Pierson, Professor of Physics at
the University of Wisconsin – Eau
Claire; Rick Labmrecht, President of
AGEM Group Inc; Lisa Johnson, VP
Entrepreneurship and Innovation at
Wisconsin Economic Development
Corporation; Gerald Jacobson,
President of Northwestern Bank; and
Mark Kalish, President of Envirotech

"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

2014 Idea Challenge Winner

This year our final five ideas making it to the final presentations encompassed various industries. The 2014 Idea Challenge finalists were (in no particular order):

- Tony Olson: whose idea is waiting patent so we can't release any details!
- James Sullivan: Sullivan Tip Down ice fishing jig
- Jamie and Zacharious Pappas: an organics recycling service to support the waste management needs of the Eau Claire area community and environment
- Jeff Dykes: an LED light that will indicate the cardinal direction "north"
- Matt Unser: a solution to turn septic tanks from an eyesore to a highlight of your yard

After much deliberation, the judges announced that the winner of the 2014 Idea Challenge was Jeff Dykes! Dykes' idea will allow firefighters to quickly re-orientate themselves in situations where they are disorientated from fire, smoke, or other hazardous conditions.

INVISIBLE CONNECT RECEIVES WORKFORCE TRAINING GRANT

Through an application for a FastForward Grant that was prepared and submitted by the EDC, Invisible Connect was awarded a workforce training grant in 2014. This grant was used to bring in Salesforce.com training – specialized training that currently was unavailable in Wisconsin.

Ten Invisible Connect employees attended the training sessions. Scott Strangstalien, President of Invisible Connect, invited other companies to participate in the training at no charge.

His generous invitation was warmly received and a total of 10 additional employees from Digineer, Eatstreet, JAMF, Sajan, and UWEC were also trained.

Instructors were brought in for three on-site, face-to-face sessions that covered five courses: Administration Essentials for New Administrators, Administration Essentials for Experienced Administrators, Building Applications with Salesforce.com, Apex and Visualforce Controllers, and

Integrating with Salesforce.com. These week-long courses were held during August and September of 2014.

Trainees are now preparing for SalesForce.com certification tests. Certifications available to these individuals because of the training are Certified Salesforce.com Administrator and Developer.

TARGETED BUSINESS RECRUITMENT

As part of the Eau Claire Area EDC's mission, several trips and initiatives centering around business recruitment were implemented during 2014.

To increase effectiveness, the EDC targeted select demographic regions and industries.

Demographic regions were selected based on the types of industries in the local area, proximity to the Eau Claire market, and key differences in the market (such as cost of living and wage ranges). Chicago and the Twin Cities were the two demographic regions that business recruitment marketing was focused.

To provide a targeted and relevant message to the companies and individuals who were contacted, targeted industries where highlighted. These industries were selected based on the supporting infrastructure currently in the Eau Claire Area, the ability to hire graduates from local educational institutions, and the number of supporting degree programs offered locally. The industries that were focused on in 2014 were (in no

particular order): Agriculture and Food Processing; Medical Device and Plastics; Information and Computer Systems; Manufacturing and Distribution.

When communicating with businesses and individuals, the EDC was able to provide relevant and current data for these fields including the number of graduates that are annually produced, average wages for key jobs within

the industry and applicable tax incentives that could be available. These materials provided the EDC a base for proposals when specific companies would inquire about Eau Claire Area market strengths.

This information was also complied into PDF reports available online on the EDC's website for companies and individuals who are researching potential locations.



TARGETED INDUSTRY MARKETING These industry reports provide the EDC a base for proposals for inquiring companies, and are available online for companies and individuals searching for potential locations.

RESULTS OF 2014 SKILLS GAP EMPLOYER SURVEY RELEASED

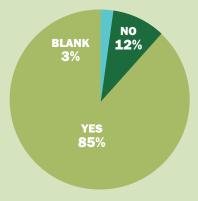
In the Spring of 2014, regional businesses were asked to fill out a survey to gain a regional understanding of the unique needs of businesses in the Chippewa Valley. 66 businesses, representing 13% of regional employers responded.

85% of employers have difficulty filling positions – 25% of these positions requiring no experience. 57% of the hard-to-fill positions do require either an Associate's or Bachelor's degree. The top 5 hard-to-fill positions with projected openings within the next two years are: Register Nurse (RN), Welding, CNC related, Software/IT, and Certified Nurse Assistant (CNA).

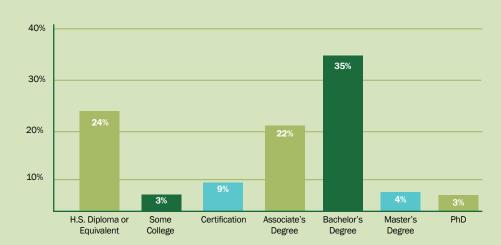
Upcoming retirements showed as a concern among 66% of the businesses. Similar to hard-to-fill positions, 59% of positions that will be opened up due to retirements will require either an Associate's or Bachelor's degree. The top 5 occupations anticipating retirements: Registered Nurse (RN), Physician, CNC related, Manager/Executive, and Machinist.

Two occupations stood out in the survey as being hard to fill and having openings being generated from retirements: Physicians and Engineers. Degrees for these programs are not offered locally, creating a unique challenge for businesses looking to recruit.

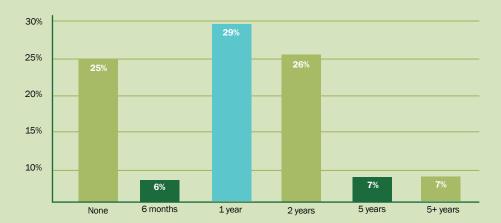
IS YOUR BUSINESS HAVING
DIFFICULTY FILLING AT LEAST
ONE POSITION?



EDUCATION DESIRED IN HARDTO-FILL POSITIONS



EXPERIENCE DESIRED IN HARD-TO-FILL POSITIONS



DYNAMIC FABRICATION'S \$15 MILLION EXPANSION

Dynamic Fabrication and Finishing LLC is embarking on a three-year project to upgrade its operations in Eau Claire – a project that is expected to create 75 new jobs. This \$15 million upgrade is possible, in part, because of \$1.1 million in tax credits that the Wisconsin Economic Development Corporation (WEDC) has authorized for Dynamic Fabrication. In addition to the 75 new jobs, it is expected that Dynamic Fabrications will spend \$900,000 on training for employees.

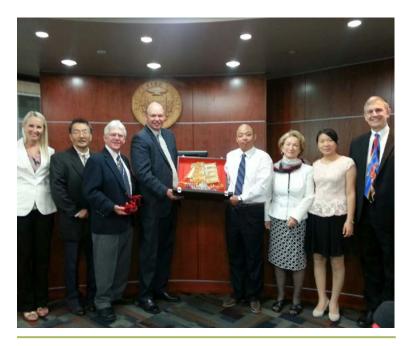
"I applaud Dynamic Fabrication for making this level of investment in its operations as well as providing training to its workers," said Governor Scott Walker. "A little more than three years after it was founded, Dynamic Fabrication is continuing to grow in Wisconsin, thanks in part to the assistance it is receiving from the state. This is just one example of how we're helping early-stage companies throughout Wisconsin get to the next level."

"I applaud Dynamic Fabrication for making this level of investment in its operations as well as providing training to its workers."

SCOTT WALKERGovernor of Wisconsin

Dynamic Fabrication and Finishing LLC began in 2011 specializing in contract steel fabrication. By 2012 the company had expanded both its equipment and employees to meet customer needs. In 2013 they began developing and manufacturing their own line of fitness equipment. Now, with 50 employees, they design, manufacture and sell strength products and storage systems specially designed for the strength, fitness, and wellness industry.

FOREIGN RELATIONSHIPS FORGED



AN INTERNATIONAL MEETING From Left to Right: Ann Rupnow, Simon Tung, Gregg Moore, Brian Doudna, Feng Wang, Colleen Bates, Joy Wang, and Keith Zehms

The EDC hosted and facilitated two Chinese company relationships. Eau Claire County and the EDC hosted a company that was seeking to do business with Menards. Coordinating with faculty and staff at UW-Eau Claire, the visit incorporated meeting with UW-EC students from China and meetings with Chinese faculty located at UW-EC. The company would be looking at a physical location in Eau Claire, if business relationships advance.

Additionally, the EDC met with an early stage Chinese backed company seeking investments in the US with options being real estate and potential equity investment into emerging businesses. The company continues to explore opportunities and is tentatively scheduled to have another site visit in May of 2015.

DRL DESIGN BECOMES CVIC'S LATEST GRADUATE

Don Loew, owner of DRL Design and Drafting (DRL), is the latest graduate of the Chippewa Valley Innovation Center (CVIC). Don has over twelve years in the prestressed and precast concrete industry and over two decades of experience in the construction industry.

His experience in these fields made him aware of a void between the concrete industry and the availability of high quality and efficient drafting services. Donald R. Loew Jr. began DRL by providing services to local building

contractors drawings for residents and light commercial buildings and filling this void in the industry.

While establishing DRL, the CVIC allowed him to overcome the challenges that faced his company through the initial growth period. Thanks to the reduced overhead costs and support services that CVIC provided, Don's company was able to quickly grow into a self-sustaining company.

Due to the business' success, DRL Drafting and Design hired

a third employee, outgrew the incubation space, and moved out in October of 2014 to their new location in Chippewa Falls.

Currently, DRL continues to provide services to architectural and engineering firms, contractors, prestressed and precast concrete fabricators and the general public.

To learn more about DRL Drafting and Design, including its services, visit online at www.drldd.com.

"The CVIC was an ideal solution to help overcome the challenges faced through the initial growth period - the reduced overhead costs and support services allowed DRL to quickly grow into a self-sustaining company within 18 months."

DON LOFW

Owner of DRL Design & Drafting

UPGRADES FOR THE CHIPPEWA VALLEY INNOVATION CENTER

A grant, prepared by the Eau Claire Area EDC, was awarded to the Chippewa Valley Innovation Center (CVIC). The Otto Bremer Foundation awarded the CVIC \$80,000 for updates and enhancements to the facility and equipment that the tenants rely on.

Interior updates that will be made include updating the building's break room, restrooms, and loading dock repair. Externally, the entrance and signage of the building will be updated and awnings may be placed over rear emergency doors. Additionally, a new forklift will be purchased for the tenants of the CVIC to use free of charge. This will be the first time any major renovations or updates have been done to the building since an addition in 1992.

The mission of the Otto Bremer Foundation is to help build healthy, vibrant communities where basic needs are met, mutual regard is prized and opportunities for economic, civic and social participation are within everyone's reach.





REAL-LIFE EXPERIENCE Chippewa Valley area students get firsthand experience by participating in apprenticeships with local businesses, such as auto repair and newspaper editing.

YOURFUTURECHIPPEWAVALLEY.COM CONNECTS EMPLOYERS & STUDENTS

As part of the recommendations resulting from the Narrowing the Skills Gap initiative – to address outreach barriers impacting placement of students and adults in career exploration and work experiences – the EDC partnered with several other regional organizations to launch the new, free www.YourFutureChippewaValley.com.

In order to align the future workforce with the needs of regional employers, students will be provided regional career information and have access to work-based learning opportunities posted by local companies.



This free website is a portal where local companies can sign up and post what their company is about and offer work-based learning opportunities for high school students. These opportunities can include classroom speakers, student internships, apprenticeships and company tours.

Registered students are able to log onto this site and view the opportunities. When they locate an opportunity they are interested in, they may apply for it on the website. If students are unable to locate an opportunity they are interested in, students contact their school-to-work advisor.

"As we look to expand work-based learning opportunities for our students, connecting with employers through a data-rich website would be very beneficial. In addition, enhancing the site so that students can express interest in potential internships would allow me to better support students and families in making informed decisions."

KRISTAN MOTSZKO

School to Careers Coordinator Eau Claire Area School District

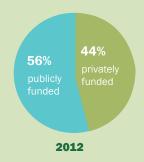
The website offers opportunities from the 16 Career Clusters: Agriculture, Food & Natural Resources; Architecture & Construction; Arts, A/V Technology & Communications; Business Management & Administration; Education & Training; Finance; Government & Public Administration; Health Science; Hospitality & Tourism; Human Services; Information Technology; Law, Public Safety, Corrections & Security; Manufacturing; Marketing; Science, Technology, Engineering & Mathematics (STEM); Transportation, Distribution & Logistics.

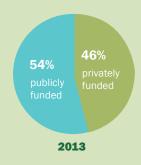
To date 80+ businesses and 13 school districts are participating. Companies interested in registering to be part of this site should contact their local county Economic Development office.

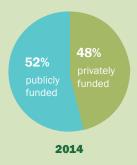
FINANCIALS

REVENUE	ACTUAL	BUDGET
Public Sector	\$189,900	\$190,000
Private Sector	\$ 87,099	\$103,000
Services	\$ 42,000	\$ 40,350
Total Revenue	\$358,268	\$373,680
EXPENSES	ACTUAL	BUDGET
Administrative	\$233,078	\$241,975
Operations	\$ 52,665	\$ 50,330
Programs	\$ 46,030	\$ 70,200
Capital — Equipment	\$ 844	\$ 0
TOTAL EXPENSES		

FUNDING SOURCES







EDC LEADERSHIP

BOARD OF DIRECTORS

Larry Accola, Security Financial Bank Bruce Barker, CVTC David Donovan, Xcel Energy Peter Farrow, Group Health Cooperative of Eau Claire Miriam Gehler, Marshfield Clinic Dan Hanson, Town of Pleasant Valley Kerry Kincaid, Eau Claire City Council Randy Lieble, National Presto Janice Lemminger, Manpower Len Madsen, Village of Fall Creek Tom McCarty, Eau Claire County Joe Mirr, RuderWare, LLC Gregg Moore, Eau Claire County Tim Pabich, Royal Construction, Inc. Natasha Plank-Ottum, Plank Enterprises

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Russell Van Gompel, City of Eau Claire

Tom McCarty, Eau Claire County

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Lynn Thompson, Eau Claire Energy Coop.
Tom McCarty, Eau Claire County
Joe Mirr, RuderWare, LLC
Tom Pulse, Ayres & Associates
Miriam Gehler, Marshfield Clinic
Russell Van Gompel, City of Eau Claire

STAFF

Brian Doudna, Executive Director Luke Hanson, Project Manager Christina Wasson, Marketing Manager Pat Trowbridge, Office Manager/CT Ana von Huben, Graphic Design Intern

EDC INVESTORS

*Indicates Capital Campaign participants

DIAMOND









Village of Fall Creek

SILVER

AT&T - Wisconsin Ayres Associates* Banbury Place, Inc. Citizens Community Federal Global Finishing Solutions* Group Health Cooperative of Eau Claire Hoeft Builders, Inc. Indianhead Foodservice Distributor **Keystone Corporation** Market & Johnson Peoples Bank Midwest* Plank Enterprises, Inc. **IIS Bank** United Bank Wisconsin Economic Development Corp. Wells Fargo illaiW

BRONZE

Associated Bank
Bauman Construction of Chippewa
Falls, Inc.
CURT Manufacturing
Durand Builders
Erv Smith Services Inc.
JB Systems, LLC
Merchants Bank
Peters Real Estate & Development, LLC
Security Financial Bank
Silver Spring Foods, Inc.
United Bank

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PLATINUM

















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GOLD









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WESTconsin Credit Union



Richie, Guettinger & Manydeeds, S.C.

RBC Wealth Management

Re/Max Real Estate Group

NEI Eletic

GROWING TOGETHER

30 YEARS



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