

# Jefferson County Economic Development Consortium

December 2018

*Handout  
12/20/2018*

		October Actual	November Estimates	December Estimates	Year to Date Estimate	2018 Budget	
Revenue	State Aid					5,000.00	0%
	Brownfield Reimbursement	1,424.54			1,424.54	-	
	JCEDC HBP Service Fees	2,050.00	650.00	100.00	14,950.00	10,000.00	150%
	JCEDC GHDP Service fees	-	-	67,500.00	135,000.00	135,000.00	100%
	GHDP - Reimbursed Expenses			309.75	309.75	-	
	V-Cambridge	-	-	-	162.00	162.00	100%
	V-Johnson Creek	-	-	-	4,400.00	4,400.00	100%
	C-Fort Atkinson	-	-	-	18,662.00	18,662.00	100%
	C-Jefferson	-	-	-	11,978.00	11,978.00	100%
	C-Lake Mills	-	-	-	8,825.00	8,825.00	100%
	C-Waterloo	-	-	-	5,057.00	5,057.00	100%
	C-Watertown	-	-	-	35,792.00	35,792.00	100%
	C-Whitewater	-	-	-	4,413.00	4,413.00	100%
	Jefferson County		-	-	126,393.00	125,690.00	101%
	Dodge County	-	-	-	85,000.00	85,000.00	100%
	RLF Application Fee	-	-	-	750.00	-	
	MATC Reimbursement			400.00	800.00	-	
	Donations Restricted	-	-	-	-	2,500.00	0%
		\$ 3,474.54	\$ 650.00	\$ 68,309.75	\$ 453,916.29	\$ 452,479.00	

Expenditures		October Actual	November Estimates	December Estimates	Year to Date Estimates	2018 Budget	
<b>Goal 1</b>							
Personnel		10,574.73	10,168.53	9,775.13	116,244.25	120,104.00	97%
Professional Services		-	750.00	612.00	8,304.50	30,000.00	28%
Recruitment Related		-	-	-	-	500.00	0%
Office Expense		195.91	185.90	402.68	2,943.92	5,840.00	50%
Membership		-	-	-	420.00	2,500.00	17%
Professional Development		427.98	40.00	-	1,805.10	2,200.00	82%
Meeting Expenses		170.00	(170.00)	-	330.63	800.00	41%
Training Materials - Homebuyer		-	-	113.31	1,472.26	4,000.00	37%
Subscriptions		301.54	80.00	348.20	1,625.24	2,800.00	58%
Internet/Phones/Mis		461.25	469.99	470.10	5,644.79	6,249.20	90%
Other Operating		-	-	-	366.28	1,000.00	37%
Travel Related		189.29	225.60	336.20	2,754.30	2,500.00	110%
Other Insurance		110.60	110.60	0.00	1,327.20	694.00	191%
Railroad Consortium		-	-	-	-	14,000.00	0%
Operating Reserve		-	-	-	-	1,560.80	0%
Total		\$ 12,431.30	\$ 11,860.62	\$ 12,057.62	\$ 143,238.47	\$ 194,748.00	
<b>Goal 2</b>							
Personnel		7,931.07	7,626.41	7,331.33	87,183.20	90,078.00	97%
Office Expense		97.96	92.95	201.34	1,471.97	2,920.00	50%
Professional Development		213.99	20.00	-	902.54	1,100.00	82%
Meeting Expenses		85	-85	0	165.31	400.00	41%
Subscriptions		150.77	40.00	174.10	812.62	1,400.00	58%
Internet/Phones/Mis		230.61	234.99	235.04	2,822.40	3,124.60	90%
Other Operating		-	-	-	183.14	500.00	37%
Travel Related		71.92	85.73	85.73	1,046.56	950.00	110%
Operating Reserve		-	-	-	-	780.40	0%
Total		\$ 8,781.32	\$ 8,015.08	\$ 8,027.54	\$ 94,587.74	\$ 101,253.00	

Goal 3	October Actual	November Estimates	December Estimates	Year to Date Estimates	2018 Budget	
Personnel	7,931.07	7,626.41	7,331.34	87,183.20	90,078.00	97%
Professional Services	-	750.00	612.00	8,304.50	30,000.00	28%
Website Revision	-	1,000.00	500.00	12,100.00	15,000.00	81%
Office Expense	195.91	185.90	402.68	2,943.93	5,840.00	50%
Professional Development	427.98	40.00	0.00	1,805.10	2,200.00	82%
Meeting Expenses	170	-170	0	330.63	800.00	41%
Subscriptions	301.54	80.00	348.20	1,625.24	2,800.00	58%
Internet/Phones/Mis	461.25	469.99	470.10	5,644.79	6,249.20	90%
Other Operating	-	-	-	366.28	1,000.00	37%
Travel Related	71.92	85.73	85.73	1,046.56	950.00	110%
Operating Reserve	-	-	-	-	1,560.80	0%
<b>Total</b>	<b>\$ 9,559.67</b>	<b>\$ 10,068.03</b>	<b>\$ 9,750.05</b>	<b>\$ 121,350.23</b>	<b>\$ 156,478.00</b>	

SUMMARY						
December 20, 2018						
	October	November Estimates	December Estimates	Year to Date Estimates	2018 Budget	
Revenues						
Income	3,474.54	650.00	68,309.75	\$ 453,916.29	\$ 452,479.00	
Carryover*				\$70,616.36	-	
<b>Total</b>				<b>\$ 524,532.65</b>	<b>\$ 452,479.00</b>	
Expenses						
Goal 1	12,431.30	11,860.62	12,057.62	\$ 143,238.47	\$ 194,748.00	
Goal 2	8,781.32	8,015.08	8,027.54	\$ 94,587.74	\$ 101,253.00	
Goal 3	9,559.67	10,068.03	9,750.05	\$ 121,350.23	\$ 156,478.00	
<b>Totals</b>	<b>\$ 30,772.29</b>	<b>\$ 29,943.73</b>	<b>\$ 29,835.21</b>	<b>\$ 359,176.44</b>	<b>\$ 452,479.00</b>	

\*Carryover as of 3/19/2018

JCEDC Vested Benefit Reserve

JCEDC Fiduciary Funds Carryover

\$91,962.18

(21,345.82)

\$70,616.36

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12/20/2018

## Jefferson County Economic Development Consortium

2019 Proposed Budget - December 20, 2018

### Economic Development

Income	Total
JCEDC GHDP - Service Fees	135,000.00
V - Cambridge	149.80
V - Johnson Creek	4,160.80
C - Fort Atkinson	17,372.60
C - Jefferson	11,354.00
C - Lake Mills	8,521.80
C - Waterloo	4,610.20
C - Watertown	33,916.40
C - Whitewater	4,107.60
Jefferson County	118,896.40
Dodge County	85,000.00
Applied Operating Reserve	-
<b>Total Income</b>	<b>\$423,089.60</b>

### Expenses

	Goal 1	Goal 2	Goal 3	Total
Personnel	64,754.37	64,754.37	141,453.26	270,962.00
Professional Services	8,000.00	4,000.00	8,000.00	20,000.00
Web Page Development	850.00	425.00	850.00	2,125.00
Office Expense	6,595.20	3,297.60	6,595.20	16,488.00
Membership	1,600.00	800.00	1,600.00	4,000.00
Professional Development	2,260.00	1,130.00	2,260.00	5,650.00
Meeting Expenses	800.00	400.00	800.00	2,000.00
Training Materials	540.00	270.00	540.00	1,350.00
Subscriptions	880.00	441.00	880.00	2,201.00
Internet/Phones/MIS	4,594.40	2,297.20	4,594.40	11,486.00
Other Operating	400.00	200.00	400.00	1,000.00
Travel Related	1,808.00	904.00	1,808.00	4,520.00
Other Insurance	416.00	208.00	416.00	1,040.00
Railroad Consortium	5,600.00	2,800.00	5,600.00	14,000.00
Operating Reserve	-	-	-	-
<b>Total Expenses</b>	<b>\$99,097.97</b>	<b>\$81,927.17</b>	<b>\$175,796.86</b>	<b>\$356,822.00</b>

Operating Reserve -

Fund Balance

44,267.60

Vested Benefits Reserve

22,000.00

**Total Expenses/Reserves**

**\$423,089.60**

# Jefferson County Economic Development Consortium

2019 Proposed Budget - December 20, 2018

## Home Buyer Program

### Income

JCEDC - HBP - Service Fees	10,000.00
V - Cambridge	10.70
V - Johnson Creek	297.20
C - Fort Atkinson	1,240.90
C - Jefferson	811.00
C - Lake Mills	608.70
C - Waterloo	329.30
C - Watertown	2,422.60
C - Whitewater	293.40
Jefferson County	8,492.60
Dodge County	-
Applied Operating Reserve	28,694.00
<b>Total Income</b>	<b>\$53,200.40</b>

### Expenses

Personnel	36,628.00
Web Page Development	125.00
Office Expense	3,680.40
Membership	200.00
Professional Development	3,600.00
Meeting Expenses	-
Training Materials	3,150.00
Subscriptions	799.00
Internet/Phones/MIS	3,828.00
Travel Related	844.00
Other Insurance	346.00
Operating Reserve	-
<b>Total Expenses</b>	<b>\$53,200.40</b>

## ThriveED/JCEDC

### 2019 Plan of Work

The following tasks will be given priority for calendar year 2019. These are organized around the goals of Thrive ED's Strategic Plan and include work to be done by the contracted staff to the organization, as well as by the members of the Board of Directors and/or Working Committees.

For JCEDC – the first three Goals are all related to our Economic Development Work. The Fourth Goal is related to the Home Buyer Program, which is run under the JCEDC only.

#### I. **Business Development Work: ON-GOING**

Objective: Enhance Competitiveness: **BOARD** - The Product Improvement Committee is a working committee of the Board. The following constitute top priority issues the Committee is currently discussing and/or will be discussing in 2019 and taking action on as time allows. The PIC will develop a 'competitiveness strategy' to guide this work over time:

- Gap financing or higher-risk Loan Fund(s) (individual county or two-county)
- Water/Wastewater treatment available capacity – by municipality, tied to locations with industrial sites/buildings
- Opportunity Zone redevelopment potential
- Streamlining the permitting process
- Documenting locally controlled incentives; i.e., all aspects of TIDs in existence in all muni's
- Consistency in zoning language (i.e., manufacturing)

Objective: Attract New Primary Industry Sector Businesses: - Outreach Strategy to be created (see BMC work). Staff will:

- Add/verify sties/buildings and correlated data points – ONGOING; however much of this will be done with Intern

- Develop a map of all TID's in the two-county area; and an overlay map of all OZ's to use in all attraction/retention efforts Q1-219
- Develop a Mill Rate sheet for all industrial park locations in both counties that is updated annually; and posted on Thrive ED website Q119
- Professional management of all opportunities; ONGOING
- Outreach to businesses in the Food & Beverage Processing Industry, and Outreach to businesses in the Advanced Manufacturing industry sector – will follow Strategy as developed by Staff and BMC Committee.  
Geographic target for outreach is businesses in these industry sectors that are within a 3-hour drive from 26/94 intersection. This work includes:
  - Refining a compelling message for businesses in each sector – a call to action – Q119
  - Identifying the key decision-makers in these target industry businesses; and insuring that our contact database is accurate. Q119
  - Determining how best to reach key decision makers (direct mail, email, ad placement in key trade publications, etc.) Q219
  - Executing against Strategy – begin outreach late Q219;
  - Follow up Q319
  - Determining how results will be tracked; and tracking results
  - 'Tag along' with partners (MadREP/WEDC/M7) as possible to trade shows, etc. - ONGOING

Objective: *Retain Existing Primary Industry Sector Businesses and Support their Growth:* This is staff work and includes:

- Refining the target list of businesses to contact; Q119
- Verifying contacts; Q119
- Developing Call Script for calls to be made by staff in both counties to schedule visits to be made by VP and NO. (Calendar coordination is a challenge.) Q119
- Determine a repository for data to be kept post-visit - purchase Insightly upgrade. (Thrive ED will maintain this). Q119
- Refine leave behind collaterals for these visits. Q119
- Make Calls; aggregate results, track activities (ONGOING)
- Supplier Database – work to get businesses in Jeff & Dodge Co to register; share opportunities for all to be in FoxConn supply chain (ONGOING)

- Thrive ED role in OZ's in either county – role may be determined over time; however envisioned as assisting with packaging of investment opportunities within designated zones; to attract investment from QOZ Funds. (TBD)
- Thrive ED role unclear as it relates to proposed housing studies; however it may be to assist with coordinating efforts across different communities. (TBD)

## II. **Workforce Development Work: ONGOING**

Objective: Assist existing employers in developing a pipeline of local workers to meet their growth demands over time; Thrive ED is proposing to develop a structure that links area primary industry sector businesses with area K-12 and higher education institutions.

- Launch a Business Education Alliance (BEA) – define 'territory'; and ownership of the entity (if not Thrive ED); Q119
- Assist with development of agendas/activities/speaker and topic identification. TBD
- Make invitation lists available from Thrive ED database, (updated and verified continuously) to include: ALL tech ed teachers; all career counselors; all HR and talent acquisition teams from private sector FAB or Advanced Manufacturing TBD
- Assist with opening doors to ensure that BEA meetings are accessible to businesses in Fort Atkinson, Jefferson, Johnson Creek, Lake Mills, Watertown, Juneau, Mayville, Waupun, etc. TBD
- Promote need for a Wage & Benefit Survey, as companion piece to Labor Availability Analysis – for labor shed area; by occupational code. Wage & Benefit Survey is important, however needs to be FUNDED;
  - Staff 2019 Work: Q219
    - Talk to UW-Whitewater and UW-Madison (Russ K and Matt K) to get a feel for costs/capacity
    - Develop RFP to seek provider
    - If funding is found, manage execution of survey; delivery of product; dissemination of data, marketing of results, etc.
    - **BOARD** – Assist with securing funding for Survey

## III. **Branding/Marketing/Communications Work: ONGOING**



All of these actions support efforts to achieve Thrive ED's Strategic Plan Goals I and II, and are designed to:

- Increase business investment opportunities
- Strengthen the worker pipeline
- Drive traffic to the website
- Build awareness of the 'MadWaukee' region as a prime business investment destination
- Promote Thrive ED as key source of economic development information for the MadWaukee region
- Building public sector financial support for economic development efforts

Objective: *Support Business Development & Workforce Development Goals with Branding/Marketing & Communications*

- Continue development of all "Readiness" materials and necessary databases; ONGOING and includes: ONGOING
  - Refining 'boiler plate' WHY messaging
  - Gathering data (in conjunction with PIC work) to build competitive messaging including ad valorem tax rates, utility costs, permitting processes, etc.
- Develop Marketing Campaigns: FAB Q119; Advance Mfg. Q319; work includes:
  - Design/develop marketing materials tailored for specific target audiences and each distribution channel
  - Refine/validate contact information for each target audience segment:
    - FAB decision makers within 3-hour drive
    - Advanced Manufacturing decision-makers within 3-hour drive
    - Site Selectors/CRE's
  - Identify appropriate distribution channels for each target audience
  - Disseminate marketing materials to target audience
  - Follow up with target audiences
  - Continuously revised based upon feedback

Objective: *Build awareness of business investment advantages in the region and of Thrive ED as a resource.*

- Earned Media: ONGOING
  - Develop & Strengthen relationships with local/regional/state media
  - Identify key FAB & Advanced Manufacturing trade publications
  - Develop 'co-authored' articles with businesses in FAB & Advanced Manufacturing for publication in key industry trade magazines/e-zines, etc. (businesses making capital investments - articles focused on growing your business and partnering with your economic development team)
  - Expand regional/local/state media contacts to promote earned media opportunities
  - Expand use of 'in-kind' advertising with regular placement of "Did you Know" short pieces that promote the business advantages in the 2-county area
- Social Media: Focus on LinkedIn and Twitter; some FB ONGOING
  - Staff & **BOARD**: share one article/post (developed by Staff) each week in personal LinkedIn or Twitter accounts (linked back to website)
  - 'Fact a Week' factoid shared on Twitter & LinkedIn
  - One Thrive ED original article/mo on social media
- Website: Continuously updating content, databases ONGOING
  - Backlinks: ensure that various organizations and agencies have links back to Thrive ED site:
    - Municipal RDAs/CDAs
    - Municipal websites
    - WEDC, WHEDA, others...
    - MadREP
    - Area School District sites
    - Area Libraries
    - Madison College
    - MPTC
    - UW Whitewater
    - Thrive ED Investors
    - Community/Civic Groups, i.e, Rotary
    - Newspapers
  - Develop Maps to be embedded on Website; (Q119) list includes:
    - Detailed transportation network maps – local and State
    - All TIDS/Industrial Parks map

- Develop Themed 'micro-sites' – ONGOING focused on workforce related content; i.e.,
  - Veterans
  - Jobs that don't need a 4-year degree
  - K-12 tech ed training programs in area
  - Women in Manufacturing
  - Careers in Health Care
  - Tech Ed skills training
- Events/Presentations – begin Q119
  - Add in up to 6 'education sessions' in conjunction with JCEDC board meetings which will be held outside of Jefferson (4<sup>th</sup> Thursday of Month) and invite ThriveED board/investors and prospects to attend
  - Annual Meeting: October 2019
    - Identify speaker by Q219
    - BOARD WORK: secure private sector underwriting
    - Identify venue by Q319
  - Develop up to 4 themed presentations to be delivered across the two counties; focused on 'Improving our Competitiveness'; target audiences: Municipal boards, committees, planning, permitting, zoning staff, etc. Potential to 'share hosting' with others.

Objective: *Retain and Grow Private Sector Investment to support Thrive ED efforts over time. ONGOING*

#### **INVESTOR OUTREACH: BOARD WORK** – develop an IRC Strategy

- Develop plan to enhance Board development/investor attraction efforts
  - Schedule quarterly 'Coffee with Thrive' sessions across both counties – and Strategy to get people to attend
  - Work with Staff will organize

Objective: *Communicate and Update Dodge & Jefferson County audiences*

- Thrive ED Annual Report: published each October, and disseminated widely within 4 weeks Q419
- JCEDC Annual Report: published each Spring and disseminated to municipalities in Jefferson County Q219

- Weekly E-updates: current list of ~145; 30% opened. ONGOING
- Quarterly Video Updates to Municipalities to be shared at meetings of City Council/Village Boards: up to 5" video's that capture hot topics; big news, etc. ONGOING – to begin Q219

#### **IV. Delivering Jefferson County's Home Buyer Program**

Objective: *Increase the number of home owners in Jefferson County*

- Deliver the Down Payment Plus and HOME Consortium down-payment assistance programs according to mandated guidelines
- Remain current on all program guidelines\*
- Provide 9 Education seminars
- Assist with at least 30 new home purchases
- Counsel and vet all prospects to ensure compliance with program guidelines
- Market and promote education seminars and use of programs
- Maintain up-to-date website

Objective: *Increase the value of homes in Jefferson County*

- Deliver the HOME consortium post-purchase rehab and the Southern Housing Region Home Owner Rehab programs
- Remain current on all program guidelines
- Provide counseling and vet all prospects to ensure compliance with program guidelines
- Promote programs across the County
- Assist at least 10 existing homeowners with funds necessary to upgrade their homes

Objective: *Retain access to HUD Programs (Dodd-Frank mandates that HUD certify all offices delivering home buying services; and all personnel delivering counseling – must be completed by YE 2020)*

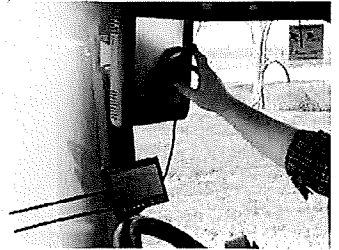
- Execute all preliminary work mandated by HUD, to ensure that JCEDC can achieve HUD certification in 2020. TBD

Handout 12/20/2018

# e-Connectivity for Rural America

*Partnering to bring modern opportunities to rural communities*

Reliable and affordable broadband e-Connectivity, or electronic connectivity, is vital for economic development and quality of life in the 21<sup>st</sup> Century. USDA has a website to assist leaders with resources, program information, and best practices for bringing broadband infrastructure to rural communities. Visit [www.usda.gov/broadband](http://www.usda.gov/broadband) for more information.



## Technical Assistance Webinars Available for ReConnect Program

### About the ReConnect Program

The ReConnect Program offers loans, grants, and loan/grant combinations to facilitate broadband deployment in areas of rural America without sufficient access to broadband.

- The awards made under this program will bring high-speed broadband to rural areas that lack sufficient access to broadband.
- The delivery of broadband connection and high-quality service will enable technologies critical to rural communities, such as precision agriculture.
- The pilot program will fuel long-term economic development and opportunities in rural America.

### Stakeholder Outreach

USDA Rural Development will host a series of informational webinars and workshops to provide more information on the ReConnect Program. Please visit <https://reconnect.usda.gov> for up-to-date information on these events.

### Informational Webinar, Thursday, December 20, 2018 at 2:00 pm EST

This introductory webinar will provide a high-level overview of the funding opportunity available under the ReConnect Program. USDA Rural Development staff will discuss types of funding available, eligibility provisions, notice of proposed service area, and evaluation factors. To join the webinar, [click here](#).

Additional webinars on ReConnect will be held in January 2019 including:

Tuesday, January 8	Thursday, January 10
Tuesday, January 15	Thursday, January 17
Wednesday, January 23	Wednesday, January 30

### Program Workshops

USDA Rural Development will hold several intensive program workshops. Specific dates and venues will be provided as soon as it is finalized.

January 2019:	Greenville, AL and Northcentral Oregon
February 2019:	Washington, PA and Newton, KS
March 2019:	Gila River, AZ and Detroit Lakes, MN

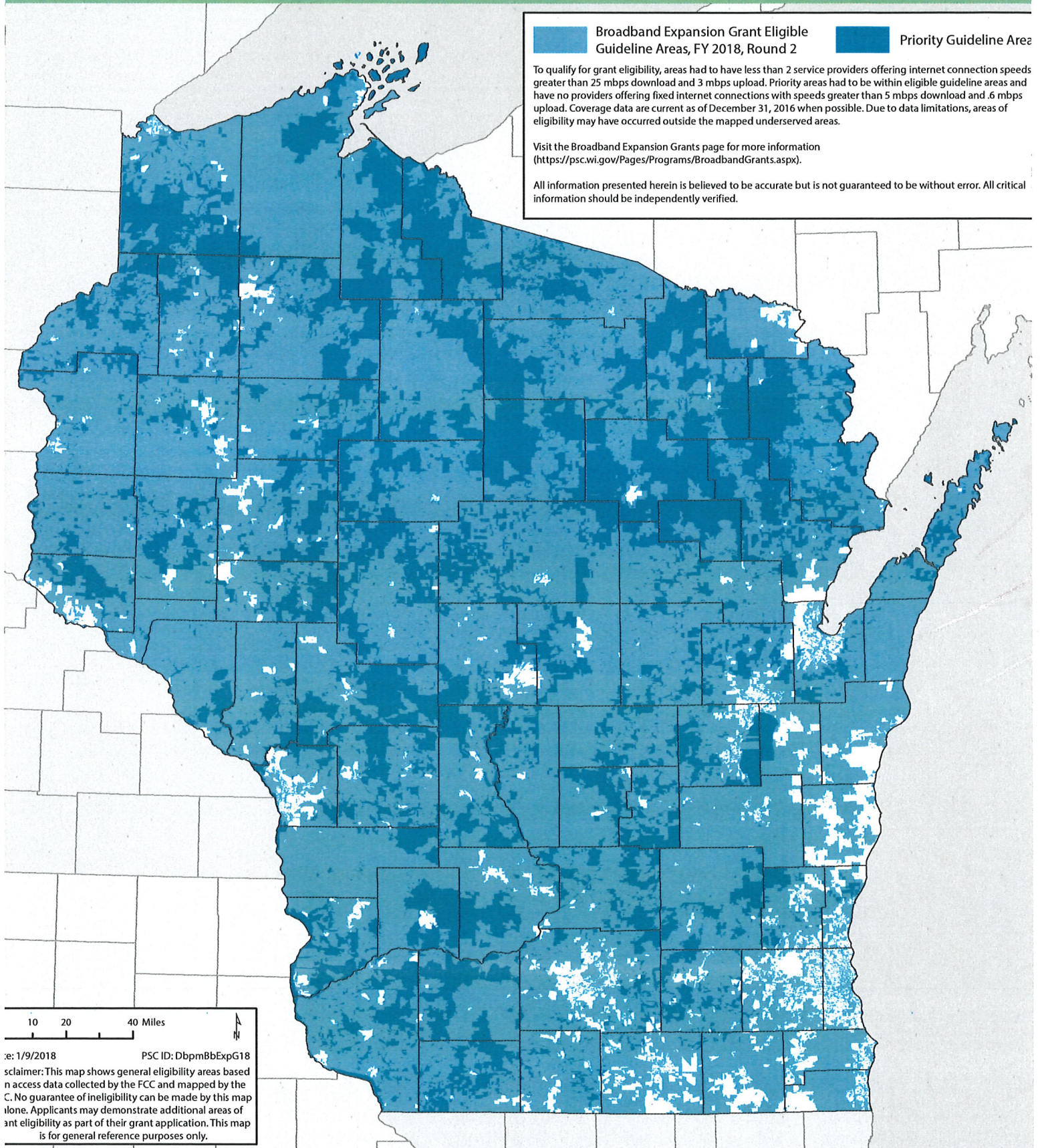
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12/20/18 Handout

# WISCONSIN BROADBAND EXPANSION GRANT ELIGIBLE GUIDELINE AREAS, FY 2018, ROUND 2

Presented by the Wisconsin Broadband Office





## Netwurx Jefferson County Unserved & Underserved Areas PSC Data



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*12/20/2018*

## JCEDC 2019 Meeting Schedule

Meetings are held the 4<sup>th</sup> Thursday of the month at 8:30 am, at the UW Extension/Workforce Development Building

January 24, 2019

February 28, 2019

March 28, 2019

April 25, 2019

May 23, 2019

June 27, 2019

July 25, 2019

August 22, 2019

September 26, 2019

October 24, 2019

November & December - TBD