



August 13, 2014, 8:30 a.m.

864 Collins Road, Room 12, Jefferson

JCEDC BOARD AGENDA

Board Members

Chairman: John David – City of Watertown

Timothy Freitag – City of Jefferson, Steve Wilke – City of Lake Mills, Mark Johnsrud - Village of Johnson Creek, Mo Hanson – City of Waterloo, Cameron Clapper – City of Whitewater, Matt Trebatoski – City of Fort Atkinson, Augie Tietz – County Supervisor, Jim Mode – County Supervisor, Glen Borland – County Supervisor

- I. Call to Order
- II. Roll Call (Establish a quorum)
- III. Certification of Compliance with Open Meeting Laws
- IV. Approval of Minutes - July, 2014 *#
- V. Citizens' Comments
- VI. JCEDC Reports
 - A. Finance Report - July, 2014 *#
 - B. Communication Report: Public Hearing on the HOME Consortium region's Consolidated 5-Year Plan Update for housing (4-6 p.m. on Mon. August 11th @ 864 Collins Rd. Room 8-9) #
- VII. Special Orders
 - A. Resolution for Application for an FY 2015 EPA Brownfields Area-Wide Planning Grant *#
 - B. Presentation on Osteopathic Medical College Update #
- VIII. General Orders
 - A. External Committee Reports
 1. Glacial Heritage Area
 2. Jefferson County Tourism Council
 3. Wisconsin River Rail Transit Commission
 - B. Director's Report #
 1. Eco-Dev Platform Demonstration
- IX. Citizens' Comments
- X. New Business
 - A. Future Agenda Items
 - B. Upcoming Meetings/Seminars
- XI. Adjournment

The JCEDC Board of Directors may discuss and/or take action on any item specifically listed on the agenda.

**** Indicates a vote will be taken. # Indicates a document is enclosed.***

***** Individuals requiring special accommodations for attendance at the meeting should contact the County Administrator at 920-674-7101 24-hours prior to the meeting so appropriate arrangements can be made.***



Board Action Form

Action

Presentation

Future Review

Date: August 13, 2014

Point of Contact: Watertown Mayor John David
JCEDC Board Chairman

Agenda Item: IV

Respective Issue: Motion to approve July, 2014 Minutes.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:



Jefferson County Economic Development Consortium BOARD MINUTES

July 9, 2014

Meeting called to order at 8:30 am.

Board members present: Supervisors Augie Tietz, Glen Borland; Jim Mode; John David – City of Watertown; Mark Johnsrud – Village of Johnson Creek; Mo Hansen – City of Waterloo; Matt Trebatoski – City of Fort Atkinson;

Others Present: County Administrator Ben Wehmeier, Leigh Price- JCTC, Jennifer Bakke-MATC, Mary Gage-WEDC, Joe Nehmer- Parks, Executive Director Genevieve Borich, Administrative Assistant RoxAnne Witte

Certification of compliance with Open Meeting Law Requirements

R Witte certified compliance for the agenda dated July 9, 2014.

Minutes

Tietz/Mode moved to approve minutes of the June 11, 2014 JCEDC Board of Directors as submitted. Motion Carried.

Citizen Comments

None

JCEDC Finance Report June 2014

Tietz/Trebatoski moved to approve the June 2014 Finance Report as printed. Motion Carried.

General Orders -

A. External Committee Reports

1. Glacial Heritage Area

J Nehmer updated the board on the following:

- Watertown Outboarders Property- looking into options on what the county will do with the site, as funds become available.
- Bike Paths – grants have been applied for to fund the Watertown – Oconomowoc Project and the Watertown – Waterloo project.

2. Jefferson County Tourism Council – L Price reported that the council is currently working on the 2015 guide and looking at ways to promote county wide events and possible applying for another JEM Grant.

3. Wisconsin River Rail Transit Commission - M Hansen and A Tietz updated the board on the recent meetings they attended. Consensus of the board is that Jefferson County needs to be at the table if they hope to have any rail projects completed/funded in Jefferson County in the future.

B. Director's Report

1. G Borich distributed her July 9, 2014 report updating the board on her current activities and projects the staff are currently working on.
2. Synchronist Business Retention Platform – Motion by Tietz/Borland for JCEDC to subscribe to the Synchronist Suite Program's PRIME and CRTS platforms for a three-year contact of \$4867/yr. Motion Carried .

Special Orders –

A. Approve 2015 JCEDC Budget

DISCLAIMER: These minutes are uncorrected and any corrections made thereto will be noted in the proceedings at which these minutes are approved.

JCEDC-July 9, 2014

Motion by Hansen/Trebatoski to approve the JCEDC 2015 Budget as presented. Motion Carried Unanimously.

Citizens Comments

None

New Business

A. Long-term Strategic Discussion for JCEDC

Discussion was held on strategies to promote JCEDC and in turn increase income potential for the future. The following individuals agreed to serve on a committee to come up with strategies for the board to consider – Mark Johnsrud, Matt Trebatoski and John David.

B. Future Agenda Items –

1. EcoDev Training

C. Upcoming Meetings/Seminars –

1. JCEDC Board of Directors, August 13, 2014 8:30 am, 864 Collins Rd, Rm 12, Jefferson, WI

2. GHA Committee, July 30, 2014 4:00 – 6:00 pm, City of Waterloo

3. JCEDC Transportation Work Group, July 22, 2014 3:30 pm, 864 Collins Rd, Suite 111, Jefferson, WI

Adjournment

There being no further business for consideration, motion by Mode/Trebatoski to adjourn. Motion carried.
Meeting adjourned at 9:45 a.m.

Respectfully submitted,
RoxAnne Witte, Recording Secretary

DISCLAIMER: These minutes are uncorrected and any corrections made thereto will be noted in the proceedings at which these minutes are approved.

JCEDC:July 9, 2014



Board Action Form

Action

Presentation

Future Review

Date: August 13, 2014

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VI.A

Respective Issue: Motion to approve July, 2014 Finance Report.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:

**Jefferson County Economic Development Consortium
Financial Statement: July 31, 2014**

	<u>*July</u>	<u>YTD Estimated</u>	<u>YTD Budget</u>	<u>Pct YTD Budget</u>	<u>Adjusted 2014 Budget</u>
Income					
2013 Home Buyer Counseling	-	1,300.00	-	-	-
2014 Home Buyer Counseling	2,600.00	12,850.00	10,000.00	142%	10,000.00
Jefferson County	-	83,857.00	83,857.00	100%	83,857.00
Fort Atkinson	-	12,367.00	12,367.00	100%	12,367.00
Jefferson	-	7,926.00	7,926.00	100%	7,926.00
Johnson Creek	-	2,818.00	2,818.00	100%	2,818.00
Lake Mills	-	5,748.00	5,748.00	100%	5,748.00
Waterloo	-	3,321.00	3,321.00	100%	3,321.00
Watertown	-	15,428.00	15,428.00	100%	15,428.00
Whitewater	-	1,593.00	1,593.00	100%	1,593.00
Transfer from Reserve - Rail & Econ Services	-	24,000.00	24,000.00	100%	24,000.00
Transfers & Other Financing Sources	-	-	214.00	0%	214.00
TOTAL INCOME	\$ 2,600.00	171,208.00	\$ 167,272.00	102.35%	\$ 167,272.00
Expenses					
511110 Salary-Permanent Regular	6,346.22	29609.08	45,375.75	65%	77,787.00
511210 Wages-Regular	1,482.47	11428.09	10,119.67	113%	17,348.00
511330 Wages-Longevity Pay	0.00	0.00	87.50	0%	150.00
511340 Wages-Holiday Pay	317.31	1340.00	-		
511350 Wages-Miscellaneous(Comp)	0.00	971.78	-		
512141 Social Security	644.02	3451.87	4,223.92	82%	7,241.00
512142 Retirement (Employer)	570.24	3070.47	3,890.83	79%	6,670.00
512144 Health Insurance	1,443.64	7012.65	10,232.25	56%	17,541.00
512145 Life Insurance	2.16	3.30	49.58	7%	85.00
512173 Dental Insurance	13.58	115.08	630.00	9%	1,080.00
521229 Recruitment Related	-	2411.56	-		
529305 Web Page	-	11.26	-		
531298 United Parcel Service UPS	-	0.00	29.17	0%	50.00
531301 Office Equipment	37.07	185.79	200.00	93%	200.00
531303 Computer Equipment/Software	67.00	2932.49	100.00	2932%	100.00
531311 Postage	5.00	90.83	122.50	74%	210.00
531312 Office Supplies	50.00	845.79	600.00	141%	600.00
531313 Printing & Duplicating	-	10.00	30.00	33%	30.00
531322 Subscription	350.00	4268.95	10,400.00	41%	10,400.00
531324 Membership Dues	45.00	860.00	425.00	202%	425.00
531326 Advertising	-	331.20	-		
532325 Registration	-	0.00	400.00	16%	400.00
532332 Mileage	150.00	591.62	2,715.00	22%	2,715.00
532334 Commercial Travel	-	401.49	550.00	73%	550.00
532335 Meals	45.00	341.50	746.00	46%	746.00
532336 Lodging	-	0.00	300.00	0%	300.00
532339 Other Travel & Tolls	-	172.00	100.00	172%	100.00
532350 Training Materials	-	298.38	500.00	60%	500.00
533225 Telephone/IP Telephone	22.00	174.64	245.00	71%	420.00
533236 Wireless Internet	82.75	347.81	-		
535242 Maintain Machinery & Equipment	-	0.00	510.00	0%	510.00
571004 IP Telephony Allocation	28.83	201.81	201.83	100%	346.00
571007 MIS Direct Charge	-	2097.08	-		
571009 MIS PC Group Allocation	436.50	3055.50	3,055.50	100%	5,238.00
571010 MIS Systems Group Allocation	87.75	614.25	614.25	100%	1,053.00
591519 Other Insurance	39.02	273.14	326.67	84%	560.00
593413 Wisconsin River Rail Transit Comm	-	14000.00	14,000.00	100%	14,000.00
TOTAL EXPENSES	\$ 12,265.56	\$ 91,519.41	\$ 110,780.42	4871%	\$ 167,355.00

**Note these numbers are estimates*



Board Action Form

Action

Presentation

Future Review

Date:

August 13, 2014

Point of Contact:

Genevieve Borich
JCEDC Executive Director

Agenda Item:

VI.B

Respective Issue:

Announcement for Public Hearing on the HOME Consortium region's Consolidated 5-Year Plan Update for housing (4-6 p.m. on Mon. August 11th @ 864 Collins Rd. Room 8-9)



August 11, 2014, 4pm

864 Collins Road, Room 18-9, Jefferson

PUBLIC HEARING NOTICE

Waukesha County, along with WFN Consulting, Inc., will begin preparing its HUD-required 2015-2019 Five Year Consolidated Plan, which will describe community needs with an emphasis on low and moderate income and special populations related to housing and community development. Waukesha County is part of a 4-county consortium called the HOME Consortium, which includes Jefferson, Ozaukee and Washington Counties. The Plan will identify proposed funding resources and uses of funds to meet low and moderate-income housing and community development needs. Waukesha County and the HOME Consortium will also begin preparing its Analysis of Impediments to Fair Housing plan, and its 2015 Annual Action Plan at the same time. To learn more, visit www.waukeshacountyconplan.com. Citizens are invited to comment in order to assess fair and affordable housing and local community development needs at a public hearing on Monday, August 11, 2014 at 4:00 p.m. at the Jefferson County Workforce Development Center, 864 Collins Rd. Rooms 8-9, Jefferson, WI 53549. Citizens unable to attend the hearing can comment in writing to the Community Development Staff, c/o Waukesha County Administration Center 515 W. Moreland Blvd. Room AC 320, Waukesha, WI 53188 or email to Kristin Silva at ksilva@waukeshacounty.gov.



Board Action Form

Action

Presentation

Future Review

Date: August 13, 2014

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VII.A

Respective Issue: Resolution for Application for an FY 2015 EPA Brownfields Area-Wide Planning Grant

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:

RESOLUTION NO. 2014-01

EPA FY 2015 Brownfields Area-Wide Planning Grant Application for Jefferson County

WHEREAS, Federal monies are once again available under the U. S. Environment Protection Agency (EPA) for the assessment of and planning for brownfields,

WHEREAS, Jefferson County Economic Development Consortium, under Resolution 2008-05, adopted on November 12, 2008, authorized staff to prepare an application to the EPA on behalf of Jefferson County, Wisconsin,

WHEREAS, Jefferson County Economic Development Consortium, under Resolution 2011-03, adopted on November 9, 2011 authorized staff to prepare an application to the EPA on behalf of Jefferson County, Wisconsin,

WHEREAS, Jefferson County Economic Development Consortium, under Resolution 2012-03, adopted on August 8, 2012 authorized staff to prepare an application to the EPA on behalf of Jefferson County, Wisconsin, which application was postponed in an effort to strengthen the application following EPA's guidance and incorporation of its recommendations,

WHEREAS, Jefferson County Economic Development Consortium, under Resolution 2013-02, adopted on May 8, 2013 authorized staff to prepare an application to the EPA on behalf of Jefferson County, Wisconsin,

WHEREAS, after due consideration, the Jefferson County Economic Development Consortium again authorizes staff to prepare an application on behalf of Jefferson County, Wisconsin to be submitted to the EPA,

WHEREAS, the grant is to develop an area-wide plan for brownfields assessment, cleanup, and subsequent reuse. This funding is for research, technical assistance, and/or training activities directed to one or more brownfield site(s) located in a specific area (such as a neighborhood, district, local commercial corridor, community waterfront or city block). Each project funded under this grant must result in an area-wide plan which includes specific plan implementation strategies for assessing, cleaning up, and reusing the brownfields site(s) as well as related brownfields and project area revitalization strategies,

WHEREAS, the Jefferson County Economic Development Consortium Board of Directors has reviewed the need for the proposed projects and the benefits to be gained there from and will reconvene or create a countywide Brownfields Advisory Committee,

NOW, THEREFORE, BE IT RESOLVED that the Jefferson County Economic Development Consortium Board of Directors does approve and authorize the preparation and filing of an application for the above-named projects; and the staff is authorized to work with Jefferson County and its Administrator and staff to prepare all necessary documents on behalf of the County; and that authority is hereby granted to the Jefferson County Economic Development Consortium staff to take the necessary steps to prepare, file the appropriate application for funds, and administer this program in accordance with this resolution.

Adopted by the Jefferson County Economic Development Consortium this 12th day of August, 2014.

Attest:

John David, JCEDC Chairperson

Genevieve Borich, JCEDC Director



Board Action Form

Action

Presentation

Future Review

Date: August 13, 2014

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VII.B

Respective Issue: Presentation on Osteopathic Medical College Update

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:

Osteopathic college eyes new site

By Amy Smith, Union staff writer | Posted: Thursday, July 24, 2014 10:04 am

JEFFERSON — A year of quiet work with the newly formed Osteopathic Medical College of Wisconsin has put the City of Jefferson back on track for the development of a medical school.

The Jefferson Common Council was updated Wednesday on a proposed osteopathic college, the idea for which originally had been proposed by a different organization in January 2013.

Multiple personnel changes and financial difficulties led to creation of a new corporation, the Osteopathic Medical College of Wisconsin, which plans to move forward with the college under the direction of Jennifer Kidon DeKrey, former chief financial officer of the University of Wisconsin Foundation, and Mark E. Lefebvre, former vice president for health and life sciences at the University of Wisconsin Foundation.

Each spent about two decades with the foundation, which raises money for UW-Madison. DeKrey resides in Jefferson.

A newly appointed board of directors will be led by Fred Ridders, a Madison-area attorney, as well as two osteopathic doctors.

“We’re very committed to this concept and the reason is we’re very confident with the people we’re working with,” Mayor Dale Oppermann said.

The college, originally intended to be built east of Jefferson on the Sanctuary Ridge property formerly known as St. Coletta of Wisconsin, now is considering a larger campus.

Jay Wahl of the Boldt Company in Milwaukee presented a conceptual site plan to the council showing a proposed 100-acre lot between Dewey Road and North Parkway.

According to Oppermann, the city previously had plans to expand the North Industrial Park on the property.



OSTEOPATHIC PROGRESS

OSTEOPATHIC PROGRESS — A newly formed Osteopathic Medical College of Wisconsin, under the direction of former University of Wisconsin Foundation employees Jennifer Kidon DeKrey and Mark E. Lefebvre, updated the Jefferson Common Council Wednesday on the progress of the proposed osteopathic college in the city. Pictured above left, Lefebvre and DeKrey explain their vision for the college to a room of city and county officials. — Daily Union photos by Amy Smith.

“Instead of jobs in factories, maybe we will now have jobs in education or healthcare,” Oppermann added. “While it (the property) has its challenges for an industrial park, it has a lot of charm for a college.”

Wahl presented several phases of construction, beginning with a 110,000-square-foot, all-purpose academic hall, 240 studio apartments for student housing and a primary care clinic, which would be open to the public.

The contractor also explained future development of a facilities garage, additional academic buildings and student housing, a wellness center and a student center.

The original organization’s proposal of redeveloping Sanctuary Ridge was found unfeasible after several months of analysis by a number of sources. The final tipping point was the opinion of a local historic preservationist who said it would cost significantly more to update the former St. Coletta building than to start from scratch.

But not only would the site come with a large pricetag, it would end up not being a large enough space for the proposed facility, planners were told.

Longtime colleagues DeKrey and Lefebvre also presented a new funding model for the college, which will be based on philanthropy, gifts and grants rather than the previous model that called for debt financing.

The City of Jefferson, previously acting as the sole financier of the project, provided the college with an incentive payment of \$250,000 to help fund development, with the promise of an additional \$250,000 in the future. That money, the only source of funding the college received, was spent on salary for the college’s former dean, Dr. Gregg Silberg; legal and consulting fees; and operating expenses, without producing a feasibility study or any significant development progress.

The findings of a feasibility study were, according to Silberg, crucial to determining whether the college ultimately would receive approval and accreditation through the American Osteopathic Association.

“We have never put a lot of stock in feasibility studies,” Lefebvre noted when council members asked whether the study was still needed. “If you have a good idea and it’s needed, you go out and do it.”

Lefebvre and DeKrey were part of the creation of the American Family Children’s Hospital, which a California firm told them would be impossible to fund after performing a feasibility study on the idea.

In their time with the UW Foundation, the pair helped raise \$1 billion for projects such as the children’s hospital.

They said they plan to use their experience and contacts from their time in the healthcare field to fund raise the \$125 million needed to build the osteopathic college.

“We’re not asking the city for anything but a partnership,” DeKrey added.

There has been talk, however, of the city gifting the proposed land to the organizers, according to City Administrator Tim Freitag.

DeKrey noted that the gift would be a good way to show potential investors that the city is 100-percent supportive of the college.

The college, originally slated for completion in 2015, has the potential to create a \$121 million economic increase in economic activity during the construction phase, increasing the wealth of Jefferson County by \$46.5 million, according to Jefferson County Economic Development Consortium director Genevieve Borich.

Borich said that the initial construction will create 979 jobs.

In the long run, the college has the potential to create 316 permanent jobs and increase annual economic activity by \$49.4 million, the executive director said.

The county could see an increase of wealth of \$25.2 million annually, with \$13.7 million in additional employee income throughout the county.

The project leaders are hopeful that construction of the college will be completed by May 2018, with the first class of about 160 students matriculating no later than August 2018.

According to a 2011 report by the Wisconsin Hospital Association, the state needs to be producing an additional 100 physicians per year in order to bridge the gap between the doctors the state currently has and what it will need in the coming years.

The creation of an osteopathic college in Jefferson would be the first new medical college in the state in 100 years.

Osteopathic medicine is a "whole-person" approach to medicine. Doctors of Osteopathic Medicine (D.O.) are fully licensed to perform all forms of healthcare.

“This is a 50- maybe 100-year opportunity for the city,” Freitag added. “This is a legacy development.”



PRELIMINARY LOCAL ECONOMIC IMPACT ANALYSIS

Osteopathic Medical College of Wisconsin in Jefferson County, WI

Overview

Geographic Impact Area Studied: Jefferson County

Tri-pronged preliminary impact analysis (Implan Software)

- Phase I Construction (\$85M+)
- Faculty/Staff (100 employees)
- Student Living (640 total)

Areas of Local Impact Analysis:

Direct and Indirect Jobs

- Indirect Jobs Occur:
 - Purchases of **goods and services** from local businesses.
 - Increases in **household spending** by College's employees, students.

Annual Economic Activity

- Increase in direct and indirect output resulting from the **increased** in output by other industry sectors.

Annual Value-Added (Wealth) of the County

- Increase created by businesses (**employee compensation, rent, interest, taxes**)
- Indicator of **productivity**, regional sector strength

Estimated Phase I Construction Impact

- **643 direct jobs** for site construction
- **979 jobs** created throughout County to support building of Phase I of the College
- **\$121M increase in economic activity** during construction phase
- Increase in the **wealth** of Jefferson County by **\$46.5M** during phase
- **\$38.4M** in additional **employee income** throughout County during phase

Estimated Total Annual Impact of College

- **316 permanent jobs created** throughout County to support ongoing operations of College as well as community services and businesses to support growth in population (faculty, staff, students)
- **\$49.4M increase** in annual **economic activity**
- Increase in the **wealth** of County by **\$25.2M** annually
- **\$13.7M** annually in **additional employee income** throughout County



PRELIMINARY LOCAL ECONOMIC IMPACT ANALYSIS
 Osteopathic Medical College of Wisconsin
 in Jefferson County, WI





Osteopathic Medical College of Wisconsin: Local Economic Impact

- Examined Jefferson County
- Tri-pronged **preliminary** impact analysis (Implan)
 - Phase I Construction (\$85M)
 - Faculty/Staff (100 employees)
 - Student Living (640 total)





Economic Modelling 

Direct and Indirect Jobs


- Indirect Jobs Occur:
 - Purchases of **goods and services** from local businesses.
 - Increases in **household spending** by College's employees, students.

Annual Economic Activity


- Increase in direct and indirect output resulting from the increased in **output by other industry sectors**.

Annual Value-Added (Wealth) of the County

- Increase created by businesses (employee compensation, rent, interest, taxes)
- Indicator of productivity, regional sector strength



Economic Modelling



- **Direct Effect**
 - Determined by the Event(s) as defined by the user (*i.e.* \$85M Construction Project, 100 employees, and 640 students).
- **Indirect Effect**
 - Determined by the amount of the direct effect spent within the study region on supplies, services, labor and taxes.
- **Induced Effect**
 - Measures the money that is re-spent in the study area as a result of spending from the indirect effect.



Phase I Construction Impact

- **\$85 Million** in Phase I Construction of Facilities
 - Preliminary impact analysis for construction does not yet include impact of constructing student housing
- **643** direct jobs
- An estimated total of **1,022 direct, indirect, & induced jobs** created to build College Phase I







Phase I Construction Impact

- **\$126M increase** in direct, indirect, and induced economic activity during construction phase
- Increase in the **wealth** of Jefferson County by **\$60M** during phase
- **\$50M** in additional **employee income** during phase (avg. income \$42,195 for construction employees)




 Phase I Impact:
\$85M in Construction


Jefferson County, WI	Direct	Indirect	Induced	Total
Employment	643	188	147	979
Output	\$85M	\$20M	\$16M	\$121M Economic Activity
Value-Added	\$26.3M	\$10M	\$10M	\$46.5M County Wealth
Employee Compensation	\$28M	\$6M	\$4.6M	\$38.4M Employee Income


 Phase I Impact:
\$85M in Construction

Top Industries Affected	Employment	Labor Income	Value Added	Output
Construction	643	\$28M	\$26M	\$85M
Architectural/Engineering Services	58	\$1.2M	\$1.2M	\$3.9M
Food and Drinking Places	27	\$411,170	\$637,927	\$1.4M
Civic Organizations	17	\$360,180	\$271,918	\$587,917
Employment Services	17	\$316,589	\$374,837	\$487,351
Real Estate Establishments	16	\$78,025	\$2M	\$2.5M
Wholesale Trade Businesses	16	\$840,627	\$1.6M	\$2.7M
Monetary Authorities	10	\$591,406	\$2.1M	\$3.1M
Retail Stores - General	9	\$253,630	\$392,973	\$499,764
Doctors Offices	9	\$584,130	\$623,341	\$1,019,068

 Annual Impact: Faculty & Staff


- **\$32.8M Annual Operating Budget**
- **100 Faculty and Staff**
- **Average Income \$98k** (salary range from \$28-\$400k)
 - \$400k - \$499k: 1%
 - \$300k - \$399k: 1%
 - \$200k - \$299k: 4%
 - \$150k - \$199k: 20%
 - \$100k - \$149k: 7%
 - \$50k - \$99k: 32%
 - \$28k - \$49k: 35%






Annual Impact: Faculty & Staff

Jefferson County, WI	Direct	Induced	Total
Employment	100	43	143
Output	\$32M	\$4.7M	\$37.5M Economic Activity
Value-Added	\$14.3M	\$2.9M	\$17.3M County Wealth
Employee Compensation	\$9.8M	\$1.3M	\$11.1M Employee Income




Annual Impact: Faculty & Staff


Top Industries Affected	Employment	Labor Income	Value Added	Output
Employment and payroll only (state & local govt, education)	100	\$9.8M	\$14.3M	\$32.8M
Food services/drinking places	5.6	\$84k	\$130k	\$280k
Real Estate Establishments	2.6	\$12.6k	\$327k	\$408k
Offices of Physicians, etc.	2.6	\$170k	\$181k	\$300k
Nursing/Residential Care	2.6	\$84k	\$97k	\$148k
Retail Stores - General	2.3	\$61k	\$95k	\$121k
Private Hospitals	1.8	\$115k	\$130k	\$241k
Retail Stores - Food/Beverage	1.6	\$43k	\$55k	\$83k
Civic Organizations	1.5	\$31k	\$23k	\$51k
Wholesale Trade Businesses	1.3	\$68k	\$132k	\$223k



Annual Impact: Student Living

- 460 medical students at full capacity
- Some commute, some have families, etc.







Annual Impact: Student Living

WISCONSIN MED STUDENT LIVING COSTS PER MONTH


- Rent, Utilities & Phone** \$770
- Health Insurance** \$250
- Food & Household** \$380
- Transportation** \$180
- Miscellaneous** \$330
- Books** \$115
- Total Monthly Costs** \$2,025
- Annual Cost of Living** \$24,300






Annual Impact: Student Living

Jefferson County, WI	Direct	Indirect	Induced	Total
Employment	132	27.5	13.6	173
Output (Add'l Economic Activity)	\$13.3M	\$2.9M	\$1.5M	\$17.7M
Value-Added (Add'l County Wealth)	\$8.5M	\$1.8M	\$900k	\$11.1M
Employee Compensation	\$2.3M	\$800k	\$400k	\$3.6M



Annual Impact: Student Living


Top Industries Affected	Employment	Labor Income	Value Added	Output
Housing/Real Estate	38.1	\$185,430	\$4,788,787	\$5,977,830
Food services/drinking places	30.9	\$468,566	\$726,976	\$1,537,310
Other personal services	29.3	\$744,649	\$970,544	\$2,571,757
Transportation	13.8	\$353,920	\$511,270	\$707,858
Book stores	9.9	\$158,089	\$267,568	\$382,764
Food and beverage stores	9	\$238,395	\$308,968	\$460,193
Insurance carriers	6.5	\$137,589	\$1,153,737	\$1,870,582
Employment services	6.3	\$119,441	\$141,417	\$183,865
Health Insurance	4.6	\$119,642	\$384,828	\$599,778
Services to buildings and dwellings	1.8	\$75,853	\$88,632	\$136,140



Total Annual Impact of College


Local Economic Growth

Jefferson County, WI	Direct	Indirect	Induced	Economic Growth
Employment	232	27.5	56.6	316 Jobs
Output	\$40.3M	\$2.9M	\$6.2M	\$49.4M Economic Activity
Value-Added	\$19.6M	\$1.8M	\$3.8M	\$25.2M County Wealth
Employee Compensation	\$11.2M	\$800k	\$1.7M	\$13.7M Employee Income



Total Annual Impact of College

- **316** direct, indirect, and induced jobs created to support college
- **\$49.4M** increase in annual direct, indirect, and induced economic activity
- Increase in the wealth of Jefferson County by **\$25.2M** annually
- **\$13.7M** annually in additional employee income





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Board Action Form

Action

Presentation

Future Review

Date:

August 13, 2014

Point of Contact:

Genevieve Borich
JCEDC Executive Director

Agenda Item:

VIII.B

Respective Issue:

Directors Report



JCEDC DIRECTOR'S REPORT

August 13th, 2014

JCEDC ADMINISTRATIVE SUMMARY

Enclosed is the JCEDC Director's Report for August, 2014. Included within this document are a summary of JCEDC's work centered around the five areas of the organization's focus: Communication, Marketing, Workforce Development, Supporting a Positive Business Climate, and Facilitation and Coordination. For the remainder of 2014, the JCEDC Board and its staff look to continue to grow collaborations with economic development partners and the County's communities focused on work within these five core areas.

Update: Overview of the Osteopathic Medical College of Wisconsin

Collaborating with the American Association of Osteopathic Medical Colleges, the Osteopathic Medical College of Wisconsin will be a best-in-class institution. Its creation will be driven by a funding consortium, modeled on the success at the UW, charged with a goal of \$125 million. The consortium model allows for immediate ownership by the College. It also promotes a wide circle of partners ensuring immediate and ongoing philanthropy to sustain the College.

The new College has been incorporated. It is distinct from the first College which did not succeed. An initial board has been established and is currently recruiting a wide range of notable leaders.

The College will be sited in Jefferson, Wisconsin. The City is wonderfully positioned between Madison and Milwaukee. The support from the City, its Mayor, City Administrator and City Council, as well support from Jefferson County, has been excellent. At the equipoise of one of the most significant healthcare corridors in the country, Jefferson has the potential to emerge as the State's Primary Care hub with the creation of the College. There is a superb network of regional hospitals with which to affiliate.

A larger campus is now being considered, distinct from the earlier, historic St. Coletta campus. The Boldt Company has done Land Due Diligence on the new site and has developed a Conceptual Site Plan.

Tri-pronged Preliminary Impact Analysis Model Parameters

- Phase I Construction (\$85M+)
- Faculty/Staff (100 employees)
- Student Living (640 total)

Estimated Phase I Construction Impact

- 643 direct jobs for site construction
- 979 jobs created throughout County to support building of Phase I of the College
- \$121M increase in economic activity during construction phase
- Increase in the wealth of Jefferson County by \$46.5M during phase
- \$38.4M in additional employee income throughout County during phase

Estimated Total Annual Impact of College

- 316 permanent jobs created throughout County to support ongoing operations of College as well as community services and businesses to support growth in population (faculty, staff, students)
- \$49.4M increase in annual economic activity
- Increase in the wealth of County by \$25.2M annually
- \$13.7M annually in additional employee income throughout County

Update: JCEDC Beta Website

Staff will be emailing a link to the beta version of the new JCEDC website to Board members for review. If there are additional resources or information Board Members would like to see added to the site after review, instructions will be emailed outlining what feedback will be helpful. Staff will announce the launch of the new JCEDC website with the first edition of the JCEDC e-newsletter.

Update: Eco-Dev Platform Training

Staff will be scheduling second visits to each community to work with local staff to set up their Eco-Dev business attraction/expansion/retention projects in this online confidential project management system from Location One Information Systems.

Upcoming Focus

Staff have largely completed community visits in July and August with local municipalities to learn about local economic opportunities for growth and partnerships. Staff will be attending the ICC meeting on communicating with state agencies. Finally, a large focus in the coming months will be on establishing a county-wide business retention interview program for both primary employers and downtown/retail/lifestyle companies. With this, staff are working to schedule in September the first meetings of the new JCEDC Primary Employment and Small Business/Entrepreneurship/Downtown Working Groups. The primary focus of the initial meeting of these groups will be to discuss goals and coordination of both the primary employer and retail/downtown business retention interview programs. JCEDC will work with local staff and officials to develop the interview program as well as a strategic plan outlining a program to interviewing local companies. The results of this program will empower the JCEDC, local community leaders, and regional community leaders on how to best support and grow our local economy.

FOCUS AREA 1: COMMUNICATION

Work Accomplished

- Attended visits with local communities
- Setting up meetings with communities to do semi-annual and quarterly updates on local economy
- Provided announcements of key events, data releases, grants, and other funding opportunities
- Attended event at the WEDO's event on Entrepreneurship highlighting U-W Whitewater's SBDC program and Idle Free, a Watertown company
- Facilitated discussion on development of transportation strategic planning
- Met with U-W Whitewater Chancellor to identify opportunities for strategic partnership
- Attended Medical College site visit in Des Moines Iowa as part of a team working to bring the state's third medical college to Jefferson, Wisconsin
- Began to develop contact database for both the JCEDC quarterly e-newsletter as well as other announcements, etc.

FOCUS AREA 2: MARKETING OF JEFFERSON COUNTY

Work Accomplished

- Continue to serve in an ex-officio capacity on the Jefferson County Tourism Council
- Executed a economic impact study on the medical college in Jefferson

FOCUS AREA 3: SUPPORTING A POSITIVE BUSINESS CLIMATE & WORKFORCE DEVELOPMENT

Work Accomplished

- Finalized work plan and contract with the EPA for the recently awarded brownfields grant
- Working to build a continuously up-to-date database of commercial and industrial properties available (both buildings and sites) to market through both LOIS and Locate in Wisconsin as well as local agencies websites'
- Begun developing a GIS database with the NETS dataset - this is a geocoded database of each business within the county with 20-year history on ownership, sales, employee count, etc by industry. Initial assessment is to build a comprehensive, accurate database of the largest businesses in the county so that we may initially target these companies for the business retention interview program.

FOCUS AREA 4: FACILITATION AND COORDINATION

Work Accomplished

- Engaged several communities with business attraction/expansion requests
- Continue to assist with implementation of AdvanceNow, the Greater Madison Region's Comprehensive Economic Development Strategy (CEDS) and partner with MADREP on various activities
- Serve as support and as a liaison to local planning and economic development staff and local leaders