



## **Economic Development Update**

*Thursday, May 9*



Chippewa Valley

Technical  
College



## **Economic Development Update**

*Thursday, May 9*



Thank you to our sponsors!

VISIONARY

---





# ECHAMBER


## Business Advocacy

Thank you to our sponsors!

### ADVOCATE

---

**Eau Claire Energy  
Cooperative**

Your Touchstone Energy® Partner 



**EO JOHNSON**  
BUSINESS TECHNOLOGIES

group health  
*Cooperative*  
of eau claire



**Market &  
Johnson**  
*Adding Value to Everything We Do*



**NORTHWESTERN  
BANK**

**WEAU 13 NEWS**



**win**



**Thank you to our sponsors!**

## CATALYST

---

Benedict Sales & Service

BMO Bank, N.A.

Cascades Tissue Group

CCFBank

City of Eau Claire

Double Forte

Eau Claire County

Godfrey & Kahn

Hoeft Builders, Inc.

Marshfield Clinic -

Medical Center - Eau Claire

McDonough Manufacturing Company

Miron Construction Co., Inc.

PESI, Inc.

Prevail Bank

Ruder Ware, L.L.S.C.

Silver Spring Foods, Inc.

Trubilt Collision Center

U.S. Bank



**Friday, June 21**

*Topic TBA*



**Business Community Reception**

**Newly elected board and council members**

- **Wednesday, May 15, 4:00-5:30 p.m. *at the Chamber***



# CHAMBER

R · O · Y · A · L · E



Thursday, May 16, 2024 • Eau Claire Event District





*The* **CHAMBER**  
Eau Claire Area Chamber of Commerce

*Nominations are now open!*

# BRAVO **2** BUSINESS

*October 17, 2024 | The Florian Gardens Conference Center*



## **Economic Development Update**

*Thursday, May 9*



**Mike Golat**  
**City Administrator**

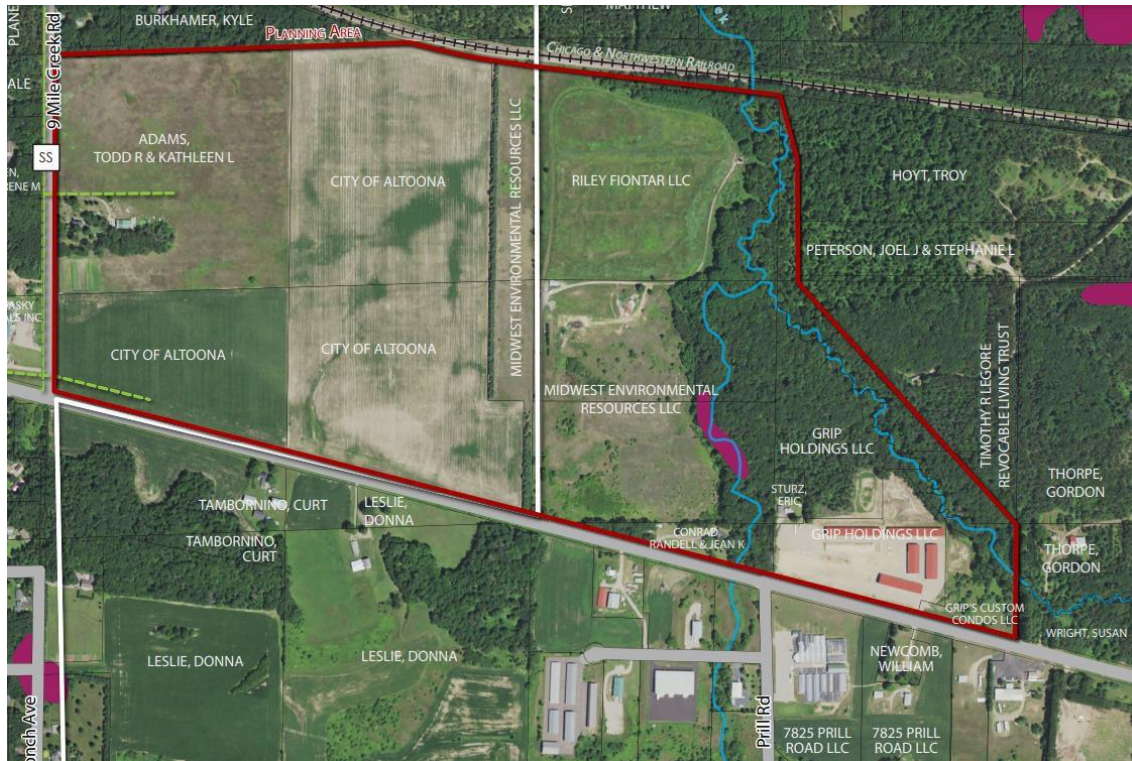


# City of Altoona Economic Development Report

Mike Golat – City Administrator



# East Neighborhood Development



# Whitetail Woods



LOT  
RESERVED  
FOR CURRENT  
OWNER

Mixed-Use Residential:  
286 Units estimated

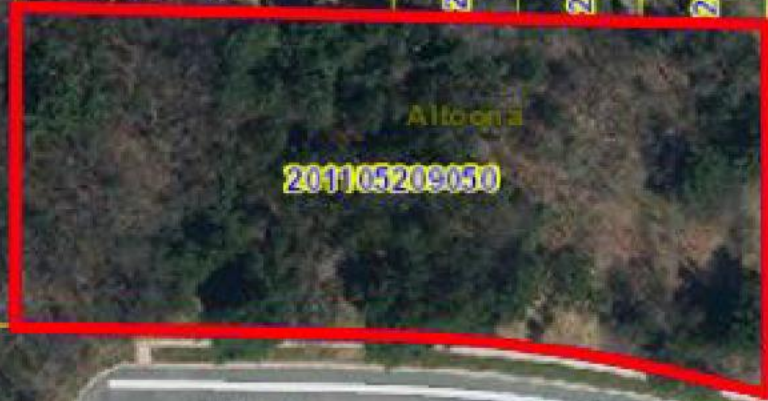
THE CITY of *Altoona*

NINE MILE CREEK ROAD (AKA: CTH 55)

NINE MILE CREEK ROAD



# Otter Creek Landing



THE CITY of *Altoona*

18 dwelling units

# Hillcrest Mixed Use Building



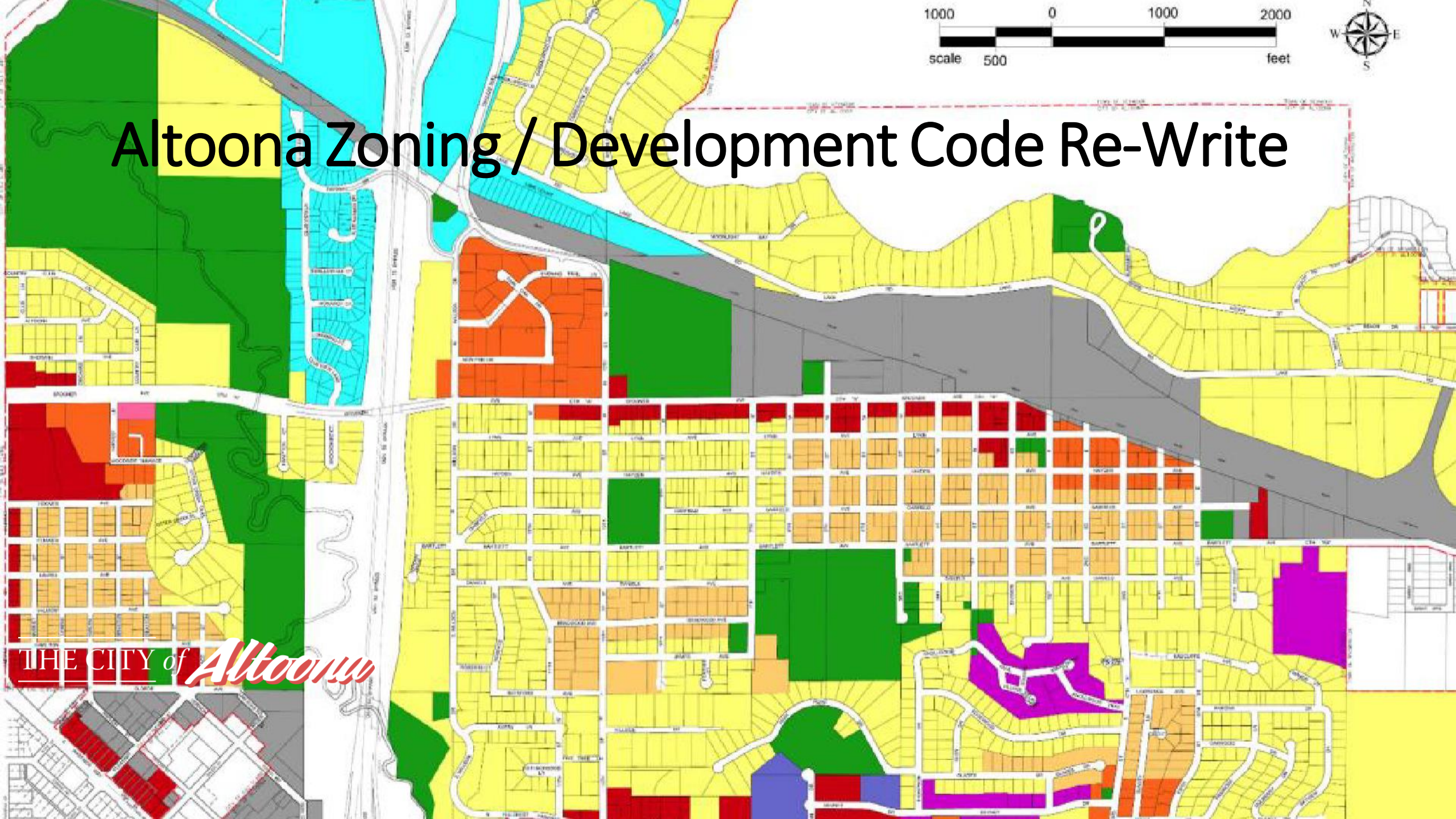
THE CITY of *Altoona*

18 Apartment Units  
+ office space





# Altoona Zoning / Development Code Re-Write



THE CITY of *Altoona*

Benefits of  
More Compact  
Development

- **Preserving Open Space**
- **More Efficient Transportation Network**
- **Efficient Use of Infrastructure—More Economically Sustainable**
- **More Diverse Housing Options**
- **More Environmentally Sustainable**
- **Reduced Sprawl**
- **Walkability**
- **Density Leads to More Available Goods and Services**
- **Supports Increased Tax Base for Sustaining General Fund Services**

# The Yard



THE CITY of *Altoona*

CONTAINERS  
**UP**

envisiondesign  
ARCHITECTURE



## **Economic Development Update**

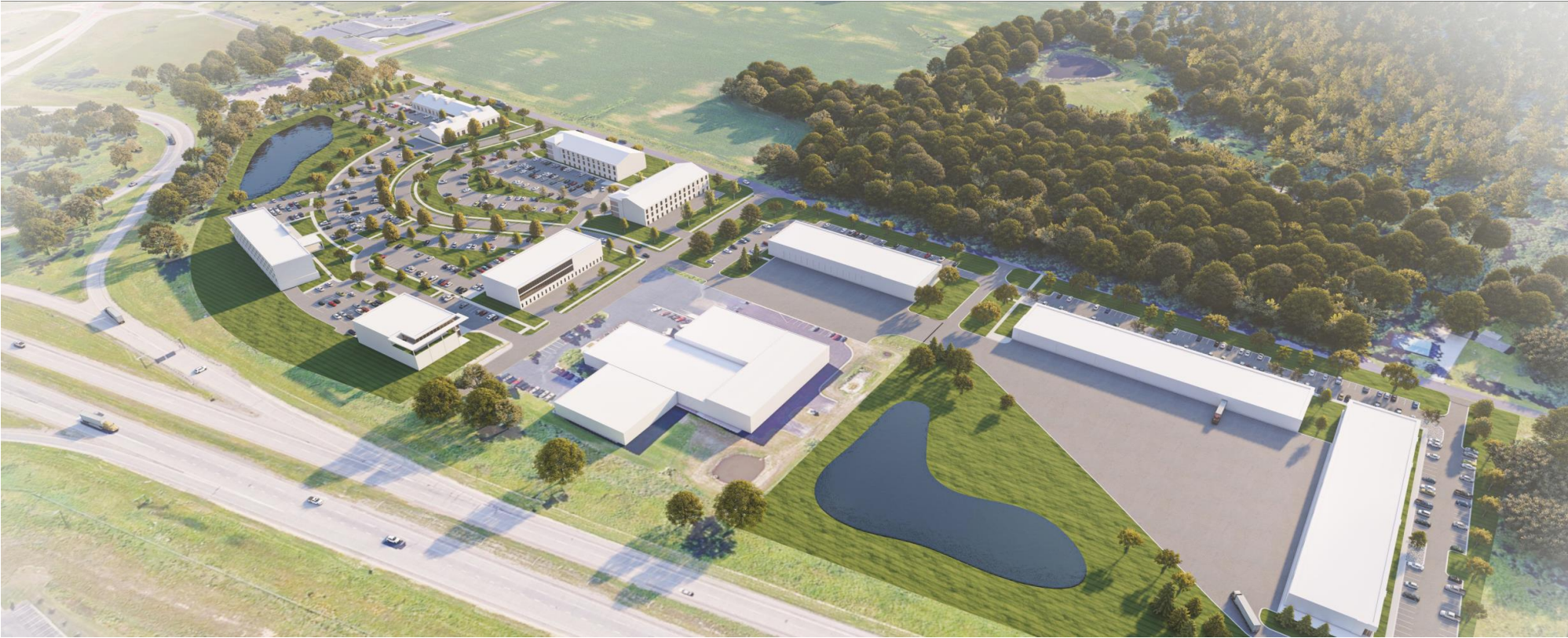
*Thursday, May 9*



CITY OF  
**EAU  
CLAIRE**

**Aaron White**  
**Community Development Director**

# The Sevens Development



# P & R Properties





## **Economic Development Update**

*Thursday, May 9*



# Eau Claire Area Economic Development Corporation

[www.eauclaire-wi.com](http://www.eauclaire-wi.com)



## Luke Hanson

Executive Director



**EAU CLAIRE AREA**  
**ECONOMIC**  
**DEVELOPMENT**  
**CORPORATION**

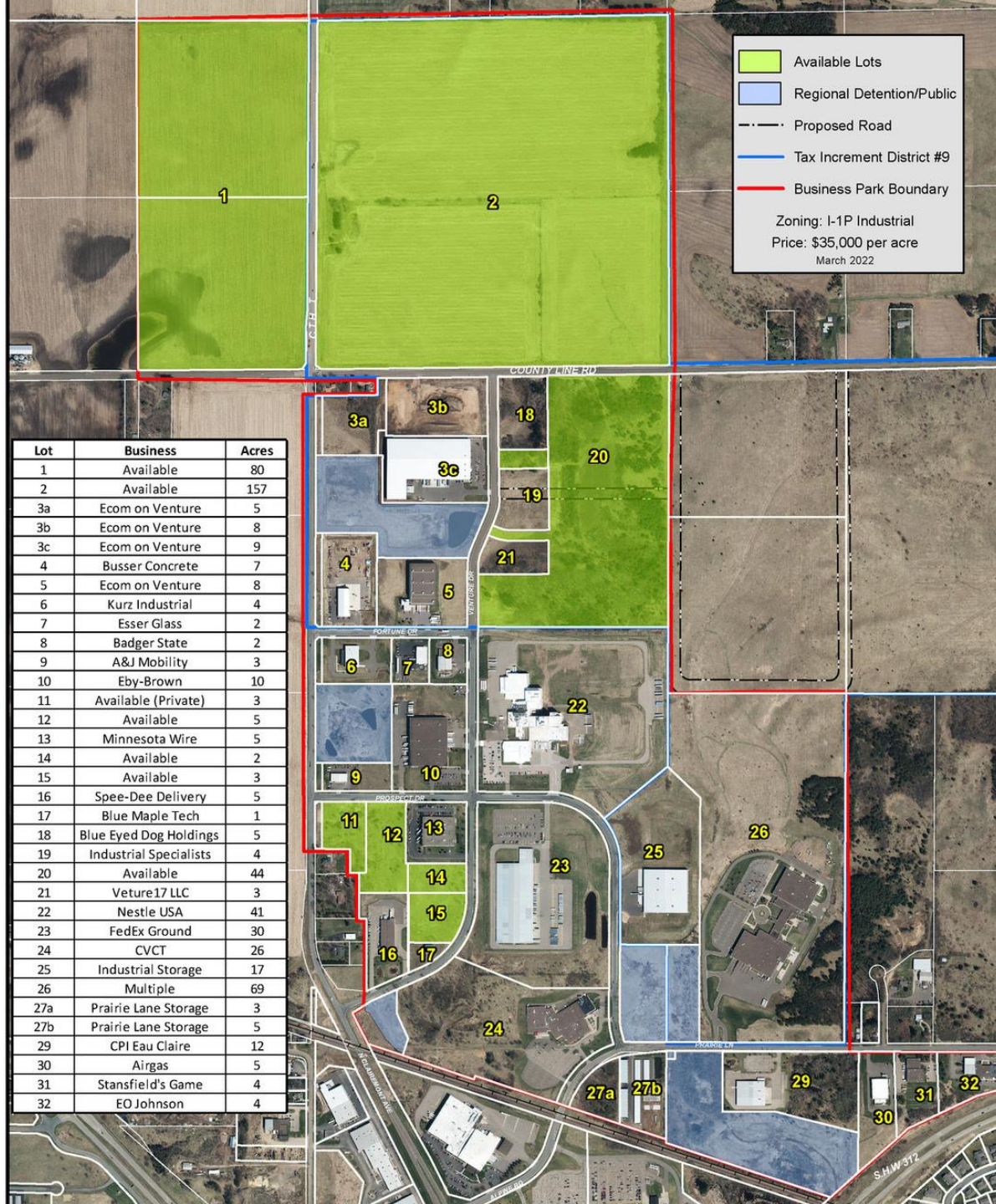
Luke Hanson, Executive Director

*Advancing local prosperity  
through business and job  
growth.*

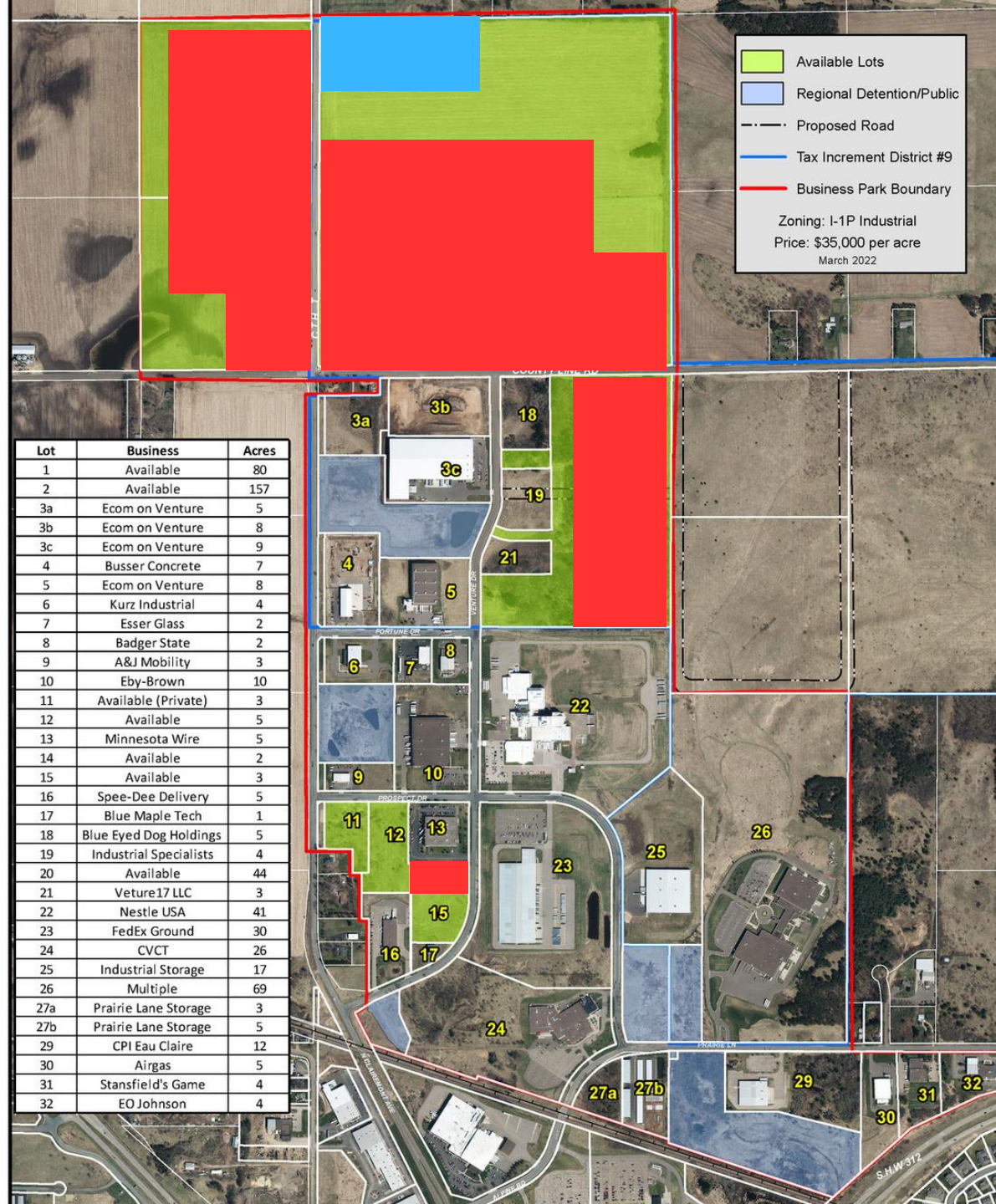
- BUSINESS EXPANSION
- BUSINESS RECRUITMENT
- ENTREPRENEURSHIP
- CRITICAL TALENT



# Available Space



# New Industrial Projects



Lot	Business	Acres
1	Available	80
2	Available	157
3a	Ecom on Venture	5
3b	Ecom on Venture	8
3c	Ecom on Venture	9
4	Busser Concrete	7
5	Ecom on Venture	8
6	Kurz Industrial	4
7	Esser Glass	2
8	Badger State	2
9	A&J Mobility	3
10	Eby-Brown	10
11	Available (Private)	3
12	Available	5
13	Minnesota Wire	5
14	Available	2
15	Available	3
16	Spee-Dee Delivery	5
17	Blue Maple Tech	1
18	Blue Eyed Dog Holdings	5
19	Industrial Specialists	4
20	Available	44
21	Veture17 LLC	3
22	Nestle USA	41
23	FedEx Ground	30
24	CVCT	26
25	Industrial Storage	17
26	Multiple	69
27a	Prairie Lane Storage	3
27b	Prairie Lane Storage	5
29	CPI Eau Claire	12
30	Airgas	5
31	Stansfield's Game	4
32	EO Johnson	4

# Current Projects



- Large Industrial Project - \$200M
- Local Manufacturing Expansion - \$15M
- New Spec Building - \$12M
- Local Manufacturing Expansion - \$130M
- UWEC Science Building - \$340M
- Minnesota Company moving operations here - \$8M
- Outside Company Expansion - \$10M
- Potential Conference Center - \$25M
- Other Projects Include: Hospital/Private Practice facilities, Ice Arenas, Housing Developments, etc.

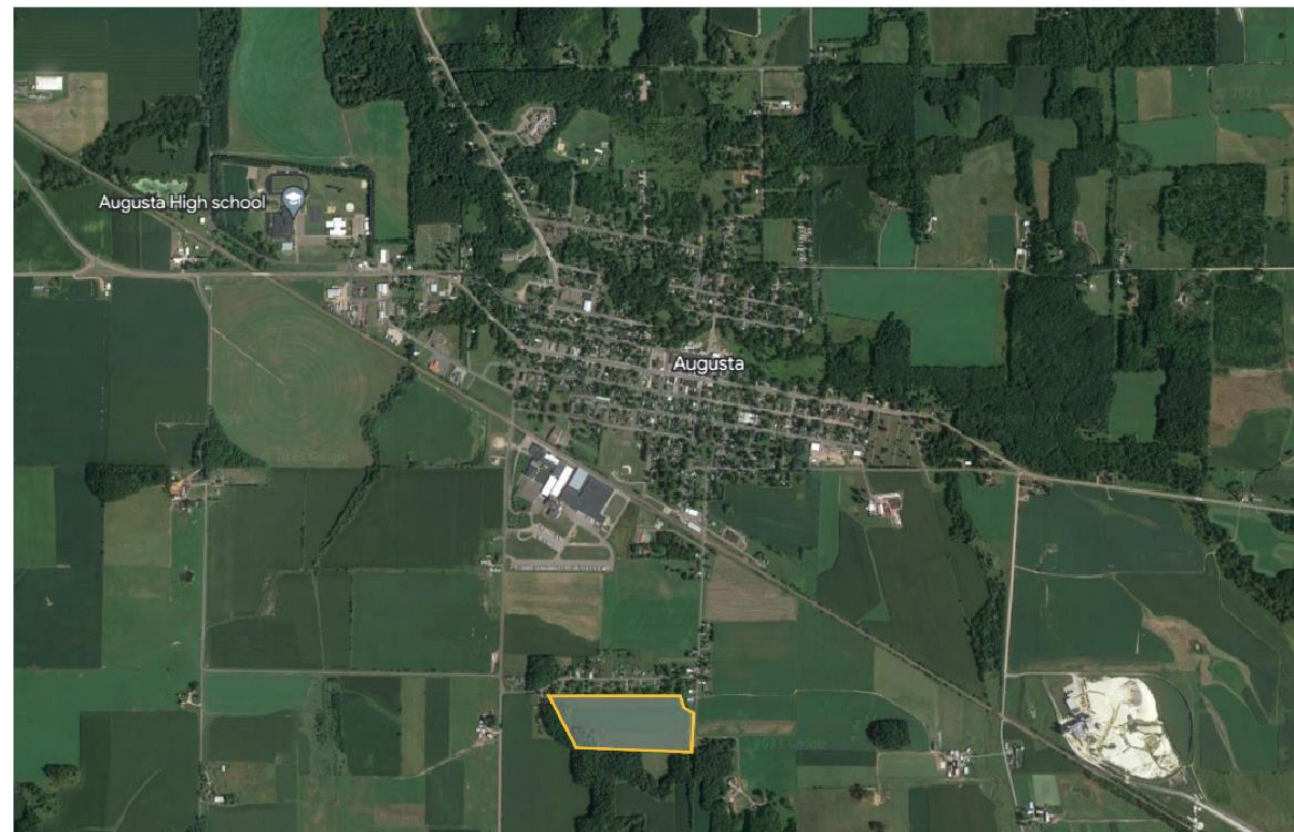
# Rural Development



## Fall Creek Housing

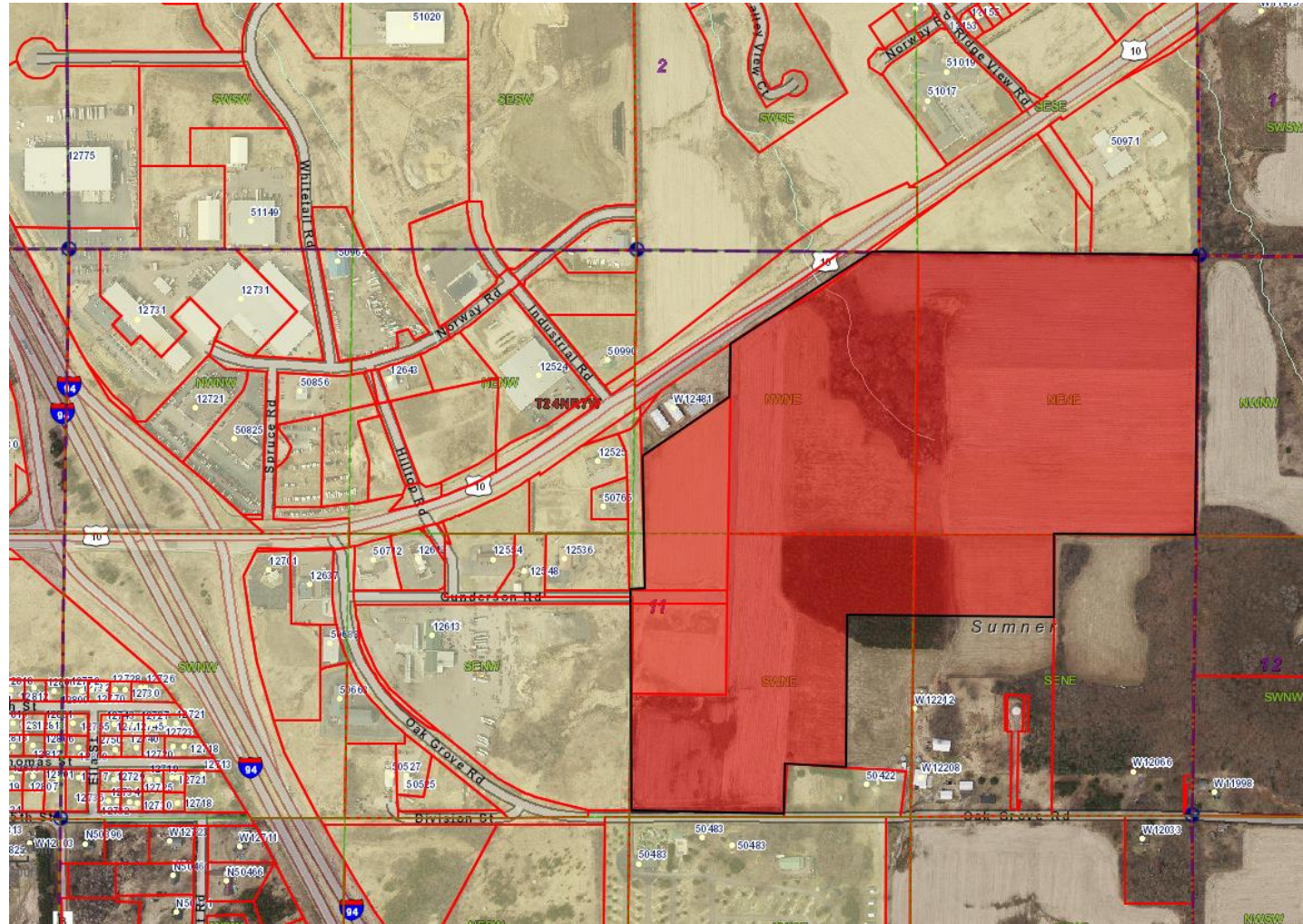


## Augusta Housing



# Rural Development

## Osseo Business and Industrial Park







Eau Claire County ranked #1 in 2023 in the state of Wisconsin for Net New Construction by percentage adding over \$372,946,400 in new valuation

Eau Claire increased their valuation by 3.16%

Next closest:

Calumet County - 2.96% (\$175,350,200)

Juneau County - 2.73% (82,364,600)

St. Croix County - 2.73% (397,176,500)



## **Economic Development Update**

*Thursday, May 9*



**Ray French**  
**Regional Economic Development Director**

# ***MISSION***

**WEDC's mission** is to strategically invest in Wisconsin to enhance the economic well-being of people and their businesses and communities.

# ***VISION***

WEDC's vision is an Economy for All, where every Wisconsinite has the opportunity to thrive.

***CREATING AN  
ECONOMY FOR ALL,  
WHERE EVERY WISCONSINITE HAS  
THE OPPORTUNITY TO THRIVE***



# Real Estate & Development Support

## Financial Assistance

- Site Assessment Grant/  
Brownfield Grant Programs
- Community Development  
Investment Grant Program
- Idle Sites Redevelopment Program
- Historic Tax Credits

## Technical Assistance

- Locate in Wisconsin
- Certified Sites Program



# Business Growth & Expansion Support

## Financial Assistance

- ▶ Business Development Tax Credits Program / Enterprise Zone Program
- ▶ Global Business Development Grants (IMAG/CMAG)/ Global Trade Ventures
- ▶ Qualified New Business Venture Certification
- ▶ Technology Development Loan Program
- ▶ Industrial Revenue Bond Program

## SizeUpWI Technical Assistance

ExporTech/Global Network/  
Export Technical Assistance



# Community Support

## Financial Assistance

- FabLab Grant
- Capacity Building Grants
- Diverse Business Development
- Capital Catalyst / Entrepreneur Partner Grant

## Technical Assistance

- Main Street/Connect Communities
- Office of Rural Prosperity
- WEDC's talent marketing toolkit







## **Economic Development Update**

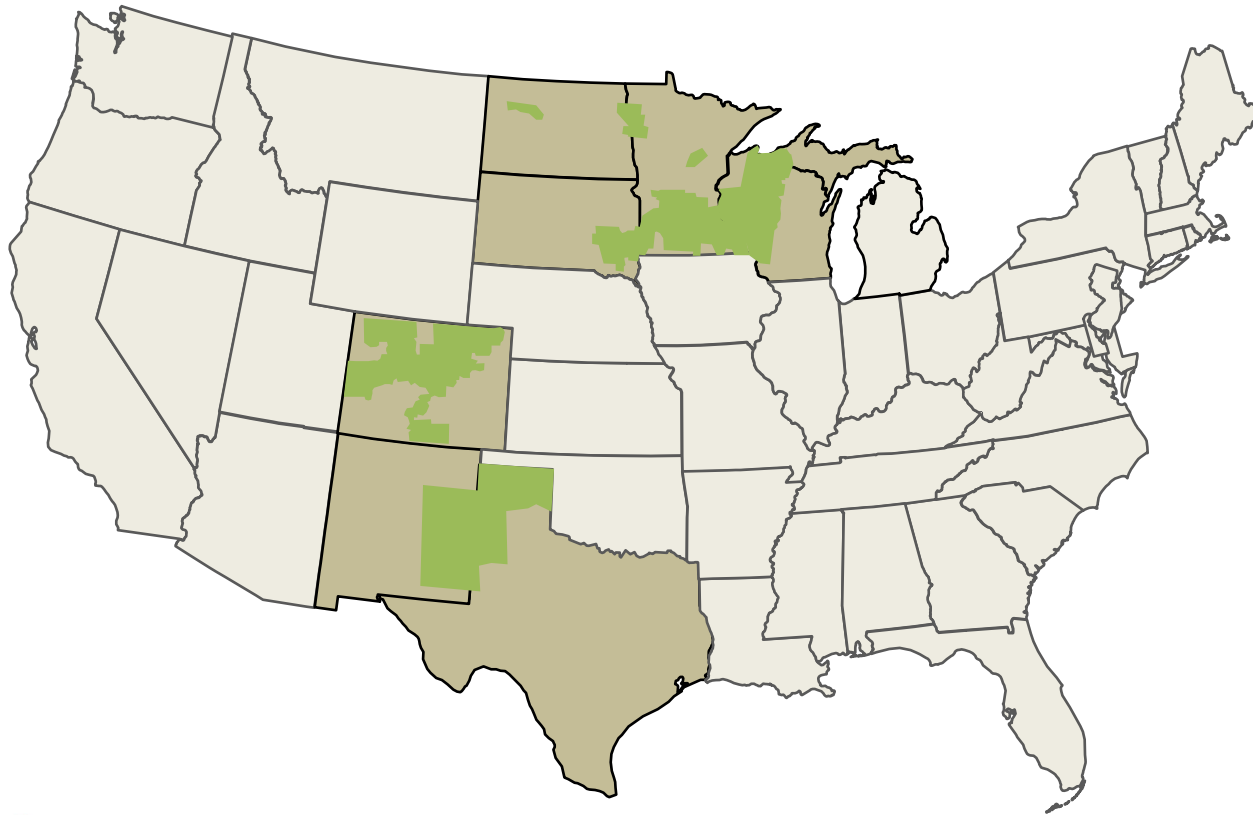
*Thursday, May 9*



**Julie Thoney**  
**Manager, Community Service**  
**& Economic Development**

# Xcel Energy

Julie Thoney – Community Service & Economic Development Manager



- **Serving Eight States**
- **3.7 million** electricity customers
- **2.1 million** natural gas customers
- **11,000** employees
- **20.9GW** of power generation

## Powering Wisconsin



**257,000**  
Electric  
Customers



**114,000**  
Natural Gas  
Customers



**99.9%**  
Electric  
Reliability

Serving 500 communities in 26 counties

# Economic Development – Power & Utility Impacts

## Existing & New Business – Needs Changing/Growing

- Higher Electric & Gas Consumption
  - Ensure capacity available – asking for 100 – 200 MW vs 1 MW
  - Timeframes for adding capacity – construct / regulations / equipment availability
- Looking for Renewable or Carbon Free Energy
  - Xcel Energy Clean Energy Plan = 80%+ carbon free by 2030, 100% carbon free by 2050
  - Working to add more wind & solar – transmission challenges
  - Ensure **reliable** energy available

## Territory Growth

- Communities at capacity for available acreage
- New areas potentially competitive for utilities
- Utilities need to be extended to new areas



## **Economic Development Update**

*Thursday, May 9*

# Co-op Initiative

WEDC's Talent Attraction and Retention Marketing Cooperative Initiative provides **dollar-for-dollar matching funds** to help eligible participants statewide **magnify the impact** of their own marketing investments to help solve workforce challenges.




**WHY YOU SHOULD**  
**LOOK FORWARD** TO A CAREER IN WISCONSIN.

# Promoting Wisconsin & supporting business

**milwaukee journal sentinel**

BUSINESS

## Microsoft pledges billions in new developments in Mount Pleasant. Will purchase land that includes some of Foxconn site.

 **Karl Ebert**  
Milwaukee Journal Sentinel

Published 3:50 p.m. CT Nov. 10, 2023 | Updated 5:53 p.m. CT Nov. 10, 2023

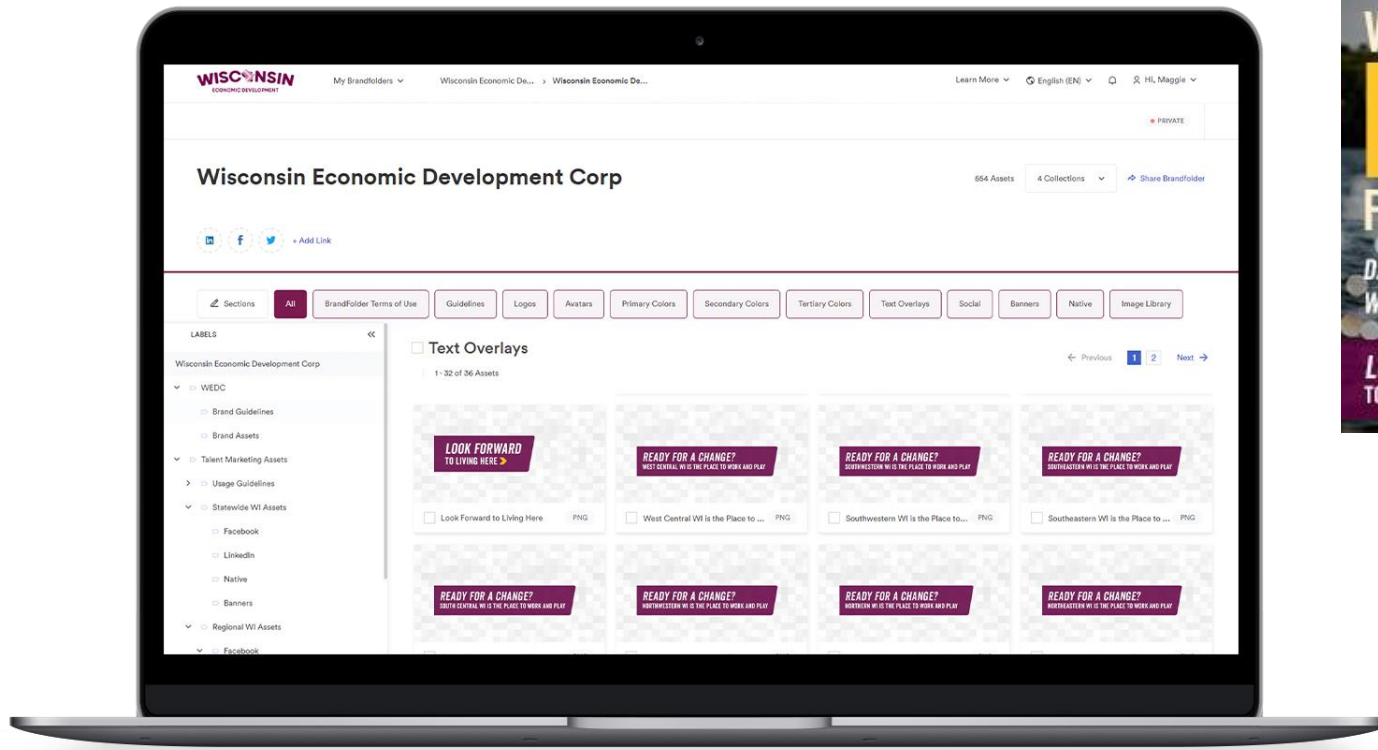
[View Comments](#)    

Less than a year after inking a deal to build a \$1 billion data center in Mount Pleasant's sprawling Wisconsin Innovation Park, Microsoft is announcing an even bigger investment and a significant increase in its Wisconsin presence.

Regional economic development officials on Friday said Microsoft will purchase the remainder of the parcel on which it is building the first of two announced buildings as well as parcels west and north of the site, including Areas II and III in the tax incremental financing district that encompasses the business park.



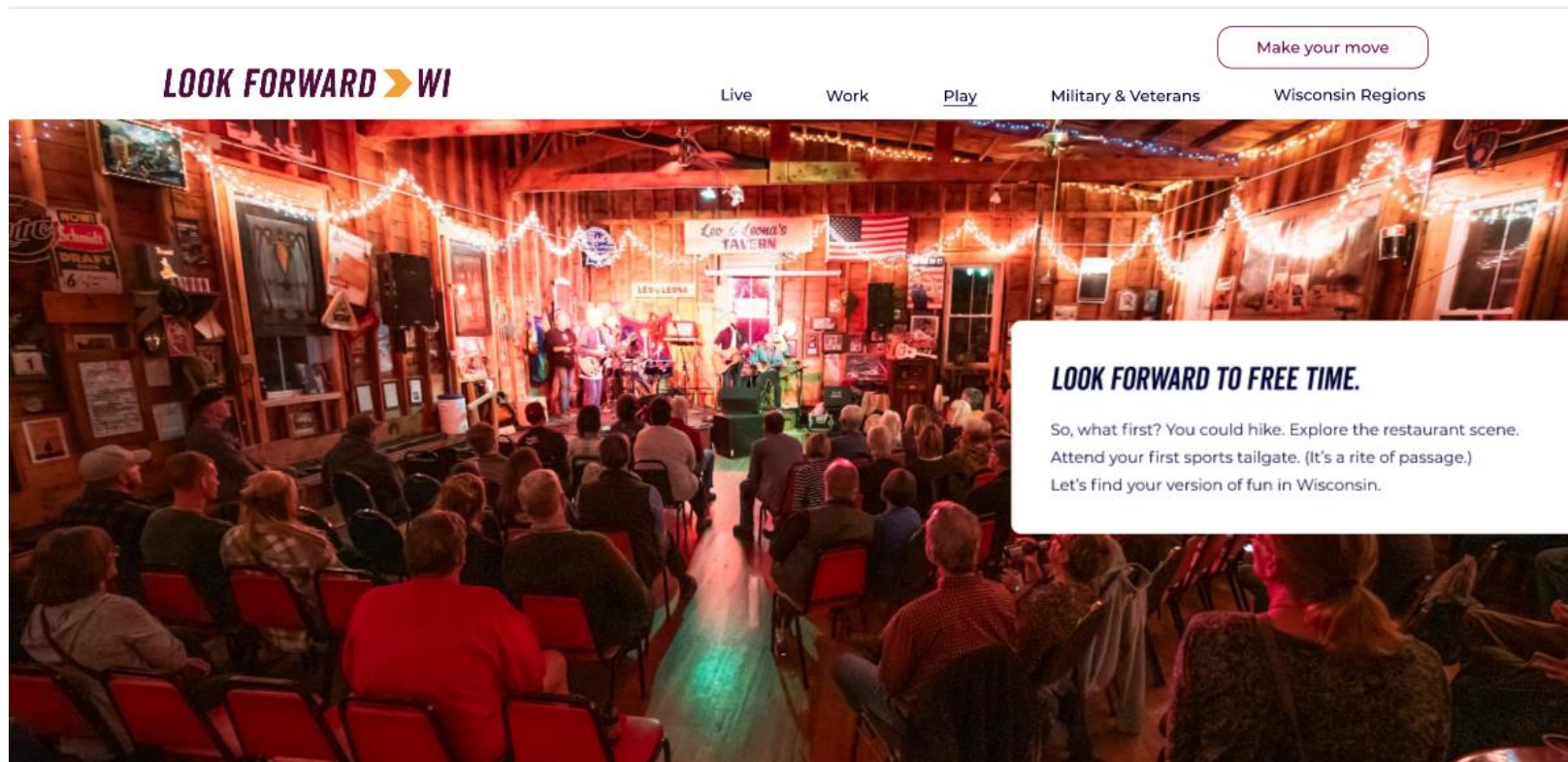
# WEDC Talent Marketing Assets (Brandfolder)





# New talent attraction website

- The new site will be welcoming, inviting, and enthusiastic
- Reflecting the optimism of the state
- Encouraging curiosity in Wisconsin and whether it's the right fit for them
- The site will follow a "Live, Work, Play" format to illustrate what makes Wisconsin a desirable place to live



# New talent attraction website

- Fully consumer-focused, separate from the multi-tiered messages on WEDC's primary website
  - Promotes Wisconsin as the ideal location to build a career, raise a family, and live a fulfilling life
  - Encourages deeper interaction, inviting prospects to engage with talent champions statewide
- Dedicated portal for veterans and transitioning military service members
- Lead capturing and nurturing
  - Lead capture form will ask prospects about their specific interests in living and working in Wisconsin (including area/town/community)
  - Captures leads will be shared with the participating community partner who matches the prospects indicated community interest



## **Economic Development Update**

*Thursday, May 9*