

PROGRESS

LAKE SHORE

Accelerating business success



Presentation to the City of Manitowoc

August 15th, 2016

Progress Lakeshore Ways to Impact

- ❑ Local Municipal Partnerships & Cross Municipal Coordination
- ❑ Business Retention & Expansion Committee
- ❑ Entrepreneurial Development Committee
- ❑ Workforce Collaboration Programs
- ❑ (RLF) Revolving Loan Fund & Business Financing Assistance
- ❑ Regional, State, and Federal Econ Programs
- ❑ Community Initiatives
- ❑ Business Attraction and Recruitment

Partnership: City of Manitowoc & Progress Lakeshore

- **In addition to area-wide initiatives, Progress Lakeshore works directly City of Manitowoc:**
 - **Connect & respond to site selector inquiries**
 - **Assist local companies with expansion and worker training needs**
 - **Work with development prospects to identify needs, assemble funding requests (Industrial Park and Econ Dev RLF)**
- **Coordinate WEDC & LTC programs to assist with local development & worker training**

Services to Municipal Partners to Maximize Economic Impact

- **Municipal Services Agreement**—Coordinate economic effort & pool annual investment with Two Rivers, Manitowoc, Kiel & private investment.
- **Regional & State Representation**-New Rep, New North, WI Econ. Development Assoc., International Econ. Dev. Corp.
- **Community Marketing**— Attraction/Expansion Marketing **LocateInWisconsin** hosted on Progress Lakeshore Website coordinated with NewNorth (18 Counties NE WI), WEDC- Wis Econ Development Corp. Listed properties are marketed across WI, Nationwide and International marketing trips.
- **Revolving Loan Funds**- Marketing Assistance in applicant business plan assistance & application, joint meetings with applicants, coordination with bank, input at IDC/meeting, track changes in CDBG regulations & requirements
- **Municipal Committees**-IDC/CDA provide economic development input. Additional Committee support as needed.

Impact of a Separate Economic Agency

- Fulltime Focus Econ. Development
- Private Public Partnership
- Advocacy
- Job creation
- Job retention
- Tax base enhancements
- Quality of life

Entrepreneurial Development

- ❑ Coordinate Start-up assistance with SCORE, Small Bus. Dev. Center, LTC, mentors
- ❑ Host SCORE & SBDC Mentoring at PL office
- ❑ Annual Entrepreneurial Training Program to assist companies to complete business plans with SBDC
- ❑ Coordinate with LTC (LEIN) Lakeshore Entrepreneur's & Inventors Network

RETAIN: Needed Workforce

- **1686 Job Openings** in Manitowoc County currently
- **58%** of employers have unfilled positions
- Population is declining **3%** per year through 2040
- **2025** 25% of population will be 67

Progress Lakeshore Workforce Collaboration

- **Manitowoc Workforce Steering Committee-Monthly Collaboration of Workforce Assistance:** Progress Lakeshore, Dept of Workforce Development, Manitowoc Job Center, Bay Area Workforce Development, Great Lakes Training, LTC & Forward Service Corp.
- **Rapid Response Team-**Coordinated Team to provide immediate assistance to workers impacted by layoff or shutdown
- **Manitowoc Job Fairs-**Partnership of Progress Lakeshore, LTC, Manitowoc Job Center & Dept of Workforce Development
- **Workforce Training Programs-**Partnership with LTC, UW-Manitowoc to coordinate needed training and connect with grants to assist companies workforce training.
- **Business Education Partnership-**Progress Lakeshore & Mishicot High School advisory councils of employers with the school

Finding the Needed Workers

- **Spring Job Fair**-Manitowoc & Sheboygan in April at Blue Harbor had 488 job Applicants
- **Individual company job fairs** at Manitowoc Job Center
- **Vride Program**- to provide transportation of workers to the companies, focus on those not working due to lack of transportation.
- **Foster Needle Worker Assistance**-Held Job fair July 14th assisted workers displaced by Foster Needle & Manitowoc Co earlier layoffs 260 attendees

2016 Expansion Current Projects

- **Artist Loft: \$9.4 Million Project** now open
- **Meijer – \$20 Million, 27.5 Acres Expo**
Redevelopment ETA 2017-18
- **Start Up Manufacturer-\$6.5 Million Project**
for equipment and new building in Industrial
Park
- **Maretti's/Schwarz Deli Two Rivers** -Assisted
with Two Rivers RLF & TIF to use former bank
- **(TIF) Tax Incremental Financing Districts-**
Ensure maximum impact

2016 Key Projects



Meijer Project



Business Education Summit



Schwarz Pub & Maretti's Deli



Spring & Summer Job Fairs

**Partnership:
City of Manitowoc and Progress Lakeshore**

Progress Lakeshore 2016 Budget

City of Manitowoc	\$66,663
City Of Two Rivers	\$24,705
Kiel	<u>\$ 8,760</u>
Total	\$100,128
Private	\$147,608
Other Events/Revenue	\$ 40,455
Total	<u>\$288,191</u>

THANK YOU for the Support!

We appreciate the City
of Manitowoc's support
to make Economic
Development possible!