

Master Strategic Work Plan
 Waushara County Economic Development Corporation

12/6/2005

Vision Statement					
The Waushara County Economic Development Corporation's goal is to be an active leader in the community, working in cooperation with other entities, creating and retaining viable living wage jobs in a user-friendly manner.					
Item	Goal Objective	Timeframe	Person(s) Responsible	Estimated Expense	Description of Goal Strategies to Achieve Objective
1	<u>Develop WCEDC Staff</u>				WCEDC will have sufficient volunteers and/or staff to carry out its mission.
1.A	Develop WCEDC Skill Assets	Current	The board will decide at each meeting what training is needed. Currently, bringing in representatives from utilities in the county to monthly meetings.		The Board of Directors, standing committee members, volunteers, and employees will have the education and training necessary to carry out the mission of WCEDC.
1.A.1	Join TEAM Network/Other Associations	Begin in May to hear from various organizations	The board will explore the benefits of joining and participate in various economic development organizations. The Waushara Area Chamber will be invited to June monthly meeting. WHEDA to the May meeting.	To be determined	The WCEDC will determine what associations to join and actively participate in. These may include the Waushara Area Chamber of Commerce, Wisconsin Housing & Economic Development Authority (WHEDA), and others
1.A.2	Training opportunities and needs of Board and committee members, i.e., credit analyzing, loan evaluation, grant, loan and other incentives, available state and federal resources, participation in WI Bankers Association, etc.	Current	Regular monthly agenda item to determine what skills are needed.		Determine what skills are needed by board members and volunteers and arrange for training opportunities.
1.A.2	Training Opportunities and needs of employees.	Wait until an employee is hired			Similar to 1A2, determine the skills needed and arrange for appropriate training opportunities
1.B	Register with WI DOR & obtain WEIN		Done		File appropriate forms with the state

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1.C	Develop employee handbook/contract	To be determined at February meeting with other EDCs	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		Serve on committee to organize to come up with scenarios for the organization of a tri-county economic development effort with Green Lake and Marquette Counties.
1.D	Clerical Staff	To be determined at February meeting with	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		Adequately qualified and trained staff employed to perform support tasks of the day to day operations of WCEDC.
1.D.1	Obtain funding	To be determined at February meeting with	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		Funding available for wage and equipment. See 2A and 2B
1.D.2	Write job description	To be determined at February meeting with	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		
1.D.3	Determine hours & wages	To be determined at February meeting with	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		
1.D.4	Determine furniture & equipment needs	To be determined at February meeting with	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		
1.D.5	Install workstation	To be determined at February meeting with	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		
1.D.6	Hire staff - county administration	To be determined at February meeting with	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		

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1.D.7	Train staff	To be determined at February meeting with	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		
1.E	Administrative staff	To be determined at February meeting with other EDCs	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		Adequately qualified and trained staff employed to perform administrative tasks of managing and directing the day to day operations of WCEDC.
1.E.1	Obtain funding	To be determined at February meeting with	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		See 2A and 2B
1.E.2	Write job description	To be determined at February meeting with other EDCs	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		Serve on committee to organize to come up with scenarios for the organization of a tri-county economic development effort with Green Lake and Marquette Counties.
1.E.3	Determine hours & wages	To be determined at February meeting with other EDCs	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		Serve on committee to organize to come up with scenarios for the organization of a tri-county economic development effort with Green Lake and Marquette Counties.
1.E.4	Determine furniture & equipment needs	To be determined at February meeting with other EDCs	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		Serve on committee to organize to come up with scenarios for the organization of a tri-county economic development effort with Green Lake and Marquette Counties.
1.E.5	Install workstation	To be determined at February meeting with other EDCs	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		Serve on committee to organize to come up with scenarios for the organization of a tri-county economic development effort with Green Lake and Marquette Counties.

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1.E.6	Hire staff	To be determined at February meeting with other EDCs	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		Serve on committee to organize to come up with scenarios for the organization of a tri-county economic development effort with Green Lake and Marquette Counties.
1.E.7	Train staff	To be determined at February meeting with other EDCs	Tri-County employee committee Waushara representatives Dick Reese and Don Guiselman		Serve on committee to organize to come up with scenarios for the organization of a tri-county economic development effort with Green Lake and Marquette Counties.
2	Develop Financial Resources				WCEDC will have funding and current information to carry out its mission.
2.A	County funding	July	Board		WCEDC will request adequate annual funding from county to budgeted operation. A board member should be available to answer any questions.
2.A.1	Develop a process whereby WCEDC can be assured of getting necessary annual funding from the county.	July	Board		WCEDC develop materials describing accomplishments, future plans, etc. like as described in 4A and 4B.
2.B	Private funding.	July	Board		WCEDC will contact county businesses and individuals to provide additional operating income. This should be done by the Board Members and Board Members should make some contribution as they are asking individuals to do.
2.B.1	Develop a process whereby WCEDC can be reasonably assured of getting desired funding from voluntary donors.	July	Board		WCEDC develop materials describing accomplishments, future plans, etc. like as described in 4A and 4B and ways in which businesses and individuals can contribute to the WCEDC. Individuals and businesses can be asked to pledge an amount over multiple years or be asked to pledge for the next year when the current year's contribution is collected.

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2.C	Project funding.	As funding is needed.	Board		Availability of a current listing of financial resources available to various projects, including application requirements, deadlines, etc.
2.C.1	Create and maintain a list of project funding sources available to business prospects.	Current	Agenda item each month to create a list of project funding sources available to business prospects.		By asking the contacts listed in 4B2 and 4C, create a master list of funding sources available to business prospects. Create a user-friendly format to distribute this information in paper form and/or on the website.
2.C.2	Develop efficient, cost effective application review process.	Done	Applications are available on the web site and by request from the WCEDC office, the UW-Extension office, and CAP Services office. Applications are submitted for review by the whole WCEDC with input from the County Corporate Council		WCEDC will write down the application and review process for the Revolving Loan Fund. The process will be reviewed every 2 years.
3	<u>Educate Public about County EDC</u>				WCEDC will have a program and process operational whereby public awareness and support of economic development issues is increased, sufficient to support and facilitate WCEDC carrying out its mission.
3.A	Develop a process whereby all successes of the EDC are well publicized within the county.	Future Years			WCEDC will send out at least 2 press releases every year.
3.A.1	Regularly review public relations efforts being conducted by WCEDC.	Future Years			WCEDC will discuss their public relations efforts every 6 months.

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4	<u>Promote Intergovernmental Cooperation</u>				County municipalities will be informed and supportive of WCEDC's activities and availability as an economic development forum, including 100% representation on the Board.
4.A	Achieves as close to 100% participation as possible of all municipalities in WCEDC's activities. Begin by sending an annual letter to municipalities.	December	Deb Beringer will include an invitation to participate on the board and some of the accomplishments, activities, and future plans of the WCEDC in the letter she is drafting for item 4B1.		WCEDC will send an annual letter to municipalities, possibly containing accomplishments, activities, future plans, and an invitation to participate on the board or for a specific project. The letter could be followed up by a personal visit.
4.A.1	Maintain a process whereby municipal leadership is educated on the countywide benefits of ED activity anywhere in the county.	Future Years			WCEDC may visit local municipal leaders to inform them of the countywide benefits of ED activity, provide an annual or quarterly report as in 4A, or a newsletter.
4.B	Develop a rapport with local municipalities.	Future Years			WCEDC will visit and/or correspond with local municipalities at least once a year. This may include an annual report of accomplishments and activities as in 4A. This activity can be combined with 5F.
4.B.1	Develop and implement a response plan with which to respond to inquiries by business prospects.	December	Deb Beringer will bring a draft letter to the next meeting to send to Municipal Clerks and other Economic Development People asking them to pass on business inquiries to the CNRED Agent to distribute to municipal contacts and ED contacts in the County. State inquiries will be distributed by the CNRED Agent for municipality/ED groups to respond to.		WCEDC will create, annually review, and update a plan on how to route business inquires and respond to those enquirers.

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4.B.2	Maintain a list of contact people for each municipality and other ED organizations within the county.	Done for 2003	Beth Baar		WCEDC will contact each municipality and other ED organizations at least once a year to confirm that their contact information is still correct.
4.C	Establish contacts with State agencies, utilities, other county ED organizations, and others to be respond to inquiries from business prospects.	December and January	Betty Eanelli will contact local utilities		WCEDC will have a contact person for State agencies, utilities, and other ED organizations. WCEDC will the use of the response plan in 4B1 above to route any inquires about new and existng business prospects. This way the county will have a uniform, coordinated approach and response to business prospects making inquiries within the county.
5	<u>Identify and Market to Suitable Businesses</u>				
5.A	Work with each municipality in the county to develop uniform community profiles for each municipality through website.	Long Term Goal to Start in December 2004	Don Guisleman will contact area banks to see what they are looking for		WCEDC will develop a community profile template and help municipalities gather community data to make it readily available to respond to business prospect inquiries.
5.B	Develop a brochure to promote the WCEDC and the RLF funds to municipalities and businesses including prospective businesses through website.	Done	Web Site created by Best Author		WCEDC will have FAQ data readily available to respond to inquiries regarding WCEDC's activities and the RLF program.
5.B.1	Present a positive influence on existing or new businesses so that they will expand or locate within the county. This could be done through the Chamber newsletter, press release, business visits.	Start in December and ongoing	December - Don Guisleman and Dick Reese will visit Milsco		In addition to providing information through Chamber newsletter, press release, business visits, etc., the WCEDC should find out what the needs are of existing businesses and respond to them. Visiting or personally contacting local businesses help to let them know that they are wanted here.

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5.B.2	Present strengths and assets of Waushara County to encourage existing and new businesses to expand or locate within the county. This could be done through presentations at sport shows, trade shows.	After June 2004	Professional Staff Person		WCEDC should develop marketing materials on Waushara County or assemble marketing materials from other sources into one customizable packet. This maybe using the materials described in objectives 2C1, 5A, 5B, 5D, and 5E. Efforts should particularly be targeted to the business identified in 5C below. The WCEDC should visit local businesses to gauge there interest in expanding or relocating. The WCEDC can look at partnering with others the Waushara County Chamber of Commerce, Waushara County Job Center, or Alliant Energy to have a presence at trade shows and other shows.
5.C	Determine and define target businesses WCEDC should concentrate on marketing to.	June-04	NEW Economic Opportunity Study conducted by Workforce Development, Regional Planning Commission, UW-Extension, area economic development organizations		Guidelines relating size, product(s), job creation, diversity and "fit" with existing businesses for WCEDC to target. This should involve some market analysis and may involve looking at what sites are available (see 5E below).
5.D	Develop and launch a website controlled by WCEDC promoting WCEDC and Waushara County, containing WCEDC contact information, Board member identification, available resources, industrial park info, county demographics, and links to other sites with relevant information.	Monthly Meetings	Monitor by Dick Reese Creation by Best Author Update material - Board	\$ 200.00	Website is created and updated through Best Author, Candace Eiche. The site needs to be monitored by WCEDC. New material and updates need to sent to Best Author to add to or update the site.

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5.E	Identify existing county sites on which business prospects might locate.	<p>Next Meeting</p> <p>Updated monthly as new information is received by Realtors and Municipalities</p>	<p>Coldwell Banker-Betty Eannelli Eagen Agency-Dick Reese</p> <p>Municipalities - see 5F</p> <p>Person realtors and municipalities can contact for updates - UW-Extension CNRED Agent-Patrick Nehring</p>	\$ -	<p>Potential location sites can be readily recommended to business prospects for immediate results. WCEDC needs to request available space information from realtors, local government officials, and property owners. The WCEDC should be seen as a contact to list commercial and industrial properties. Information needs to be formatted for easy distribution on paper, electronically, and or on a website.</p>
5.F	Work with interested municipalities to assist in improving their position for ED activity.	<p>Next Meeting</p> <p>Provide assistance at time need is identified</p> <p>Annually</p> <p>Contact Local Government Boards / Councils</p>	<p>Redgranite-Betty Eannelli Lohrvile-Betty Eannelli Coloma-Art Dee Plainfield-Art Dee Hancock-Art Dee Wild Rose-Dick Reese Wautoma-Dick Reese Berlin-Mary Lou Neubauer Poy Sippi-Mary Lou Neubauer</p>	\$ -	<p>WEDC needs to visit or contact the municipalities in Waushara County. Find out their interest in local economic development and what assistance they may need. The WCEDC will then respond to their needs, by providing information, directing them to the assistance they need, and/or taking some kind of action.</p>
<p>Vision Statement</p> <p>The Waushara County Economic Development Corporation's goal is to be an active leader in the community, working in cooperation with other entities, creating and retaining viable living wage jobs in a user-friendly manner.</p>					