



Calumet County Economic Development Plan 2017

Developed by the Calumet County Planning, Zoning
and Farmland Preservation Committee

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Mission

Calumet County's Economic Development program promotes the county's economy and contributes to the quality of life in Calumet County by supporting existing businesses, entrepreneurs, employees, residents and visitors through community partnerships and the leveraging of local, regional and state economic development partnerships.

Acronyms

A list of organizational acronyms used in the plan.

CAP Services	Community Action Program Association
CCCED	Calumet County Community Economic Development
DATCP	Department of Agriculture, Trade and Consumer Protection
DWD	Department of Workforce Development
ECWRPC	East Central Wisconsin Regional Planning Commission
FCRP	Fox Cities Regional Partnership
FSA	Farm Service Agency
FVTC	Fox Valley Technical College
FVWDB	Fox Valley Workforce Development Board
ITBEC	International Trade, Business and Economic Development Council
NEWREP	North East Wisconsin Regional Economic Partnership
PDPW	Professional Dairy Producers of Wisconsin
PZ&L	Planning, Zoning and Land Information Department (Calumet County)
SBDC	Small Business Development Center
SCORE	Service Corps of Retired Execs-Counselors to America's Small business
WEDC	Wisconsin Economic Development Corporation

Strategic Plan Goal 1: Create and retain jobs

- Calumet County works with partner organizations to create and retain jobs by
 - Supporting business development and entrepreneurship;
 - Promoting business retention and expansion efforts throughout the county by addressing individual business needs through increased interaction;
 - Devising a method for assessing business needs; and
 - Identifying funding from available state or regional sources.

Create and retain jobs		Lead Organization
Objective 1.1	Engage with the UW Green Bay Small Business Development Center to offer small business counseling for existing businesses and entrepreneurs	Small Business Development Center, CCCED
Objective 1.2	Engage with and promote services of other business counseling services to assist existing small businesses and entrepreneurs	Fox Cities SCORE, CAP Services, FVTC, CCCED
Objective 1.3	Assess Calumet County's primary employers to understand their business needs in order to help retain and/or expand them as an employer in the county	Fox Cities Regional Partnership (FCRP), CCCED
Objective 1.4	Provide assistance to existing or new businesses and entrepreneurs that want to locate in Calumet County by participating in the In Force Network, Locate in Wisconsin, and Golden Shovel programs	WI Economic Development Corporation (WEDC), FCRP, CCCED
Objective 1.5	Identify public and private funding sources to help meet the needs of existing and new businesses	CCCED
Objective 1.6	Assess the effectiveness of the Calumet County Revolving Loan Program	Calumet County Finance Dept, (PZ&L can help also)
Objective 1.7	Participate in regional efforts to deliver streamlined services to entrepreneurs and businesses	East Central WI Regional Planning Commission's (ECWRPC) Initiative 41 program, New North
Objective 1.8	Identify business development funding gaps and work to fill those gaps	CCCED
Objective 1.9	Make businesses aware of exporting opportunities as a business development strategy	UW Oshkosh SBDC, International Trade Consultant
Objective 1.10	Coordinate with partner organizations implementing the Community Economic Development Strategy (CEDS) goals	ECWRPC and participating member communities

Objective 1.11	Identify broadband access opportunities to enhance economic development	CCCED, WI Broadband Office
Objective 1.12	Participate in regional, state, and national events to maintain relevance and identify economic development trends pertinent to Calumet County	CCCED, FCRP, WEDC, FCEDP, New North

The status of achievements regarding this goal will be consistently and continually assessed for performance and capacity using the process described on page 10.

Strategic Plan Goal 2: Support agriculture

- Calumet County works to support the agriculture sector by
 - Assessing the needs of agricultural producers and working to meet their needs;
 - Partnering with organizations that serve the agriculture sector to enhance their efforts locally; and
 - Promoting agriculture business retention and expansion efforts throughout the county by addressing individual business needs

Support agriculture		Lead Organization
Objective 2.1	Engage with and promote services of organizations that already support the agriculture sector	Professional Dairy Producers of WI (PDPW), UW Extension, UW, WI DATCP, Dairy Business Association, Midwest Forage Council, WI Milk Marketing Board, FSA, etc
Objective 2.2	Assess and support the needs of Calumet County's agriculture sector	CCCED, UW Extension, WI DATCP, Land & Water Conservation
Objective 2.3	Amend the county's zoning code to be consistent with efforts to preserve agricultural land.	PZ&L

The status of achievements regarding this goal will be consistently and continually assessed for performance and capacity using the process described on page 10.

Strategic Plan Goal 3: Support local community development efforts

- Calumet County works with local cities, villages and towns to help them enhance their quality of life and achieve local economic development priorities which may include;
 - Downtown revitalization and Main Street programs
 - Quality of life issues to help communities be desirable places to live and work; including housing, trails, parks, and public infrastructure
 - Business retention and development
 - Entrepreneurship
 - Workforce development – helping employers attract and retain skilled employees

Support local community development efforts		Lead Organization
Objective 3.1	Meet with all local communities to understand and help them establish their economic development priorities	CCCED, local government officials
Objective 3.2	Monitor availability of funding programs that can assist local governments and promote appropriate programs accordingly	CCCED, Fox Cities Economic Development Professionals, Northeast WI Regional Economic Partnership, WEDC
Objective 3.3	Develop a plan to assist local communities with their economic development priorities	CCCED, local governments
Objective 3.4	Coordinate with partner organizations implementing the Community Economic Development Strategy (CEDS) goals	ECWRPC and its participating member communities
Objective 3.5	Coordinate with partner organizations to assist local governments in implementing their own programs	CCCED
Objective 3.6	Identify broadband access opportunities to enhance economic development	CCCED, WI Broadband and E-Commerce Center

The status of achievements regarding this goal will be consistently and continually assessed for performance and capacity using the process described on page 10.

Strategic Plan Goal 4: Support and grow the county’s tourism economy

- Calumet County supports the contributions of the tourism industry by
 - Promoting existing tourism opportunities to attract more tourist spending; and
 - Supporting and growing public and private tourist destinations.

Support tourism		Lead Organization
Objective 4.1	Provide technical assistance to our tourism destinations.	PZ&L, CCCED
Objective 4.2	Collaborate with the Calumet County Parks Department on marketing county-owned tourism destinations	County Parks, PZ&L
Objective 4.3	Utilize TravelCalumet.com and other social media tools to market Calumet County’s tourism destinations	PZ&L
Objective 4.4	Continue being an active member of East Central International Trade, Business and Economic Development Council focusing on Regional tourism efforts	ITBEC, PZ&L
Objective 4.5	Support Joint Effort Marketing (JEM) applications and other grant application as a way to leverage additional funds for tourism destinations	PZ&L
Objective 4.6	Develop and distribute county tourism promotional materials	PZ&L
Objective 4.7	Maintain Supper Club Capital of the Midwest™ trademark promoting an unique County experience	PZ&L
Objective 4.8	Research alternate funding sources that can be used to further promote tourism efforts within the County	PZ&L

The status of achievements regarding this goal will be consistently and continually assessed for performance and capacity using the process described on page 10.

Strategic Plan Goal 5: Workforce Development

- Calumet County supports the workforce development needs of employers and employees by partnering with local schools, technical colleges and workforce organizations on workforce skills

Workforce Development		Lead Organization
Objective 5.1	Understand the workforce development needs of local employers through improved communication	Fox Valley Workforce Development Board (FVWDB), CCCED, Local Chambers
Objective 5.2	Develop a program that supports the workforce development needs of local employers	CCCED, FVTC, K12-Schools
Objective 5.3	Assess the skill development needs of the current labor force and work in partnership to address those needs	FVWDB, technical colleges and universities, CCCED
Objective 5.4	Assess the skill development needs of the future labor force and work in partnership to address those needs	K-12 schools, technical colleges and universities, CCCED
Objective 5.5	Anticipate future labor force needs of local employers and identify policies that align with demographic trends and social characteristics of the future workforce.	FVWDB – Regional Economist, CCCED

The status of achievements regarding this goal will be consistently and continually assessed for performance and capacity using the process described on page 10.

Strategic Plan Goal 6: Program marketing and outreach

- Calumet County will market its economic development programs and services

Program Marketing		Lead Organization
Objective 6.1	Promote the county's current incentive program, the revolving loan fund	CCCED
Objective 6.2	Promote availability of services that support local businesses	CCCED, WEDC, DWD, FVWDB, SBDC
Objective 6.3	Promote tourism efforts within Calumet County	PZ&L
Objective 6.4	Engage with economic development programs at the state and regional level to assist in the marketing of available buildings and property	CCCED, FCRP, WEDC, local governments

The status of achievements regarding this goal will be consistently and continually assessed for performance and capacity using the process described on page 10.

Program Assessment

Calumet County will consistently and continually assess its economic development program to assure accountability to public and private stakeholders through regular updates and providing current, relevant, and results-oriented information regarding economic development at the Planning, Zoning and Farmland Preservation Committee meetings. We will also monitor progress quarterly and annually as a part of the County Board Strategic Planning process. Metrics (measures) will be developed to ensure successful program implementation.