



WELCOME TO THE

2020
COMMUNITY &
ECONOMIC
DEVELOPMENT
AWARDS

Presented by





2020 Community & Economic Development Awards Ceremony

September 16, 2020 | 6:30 pm - 7:30 pm

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Thank You to Our Committee Members

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Business Retention and Expansion

This award honors innovative economic development projects where communities have successfully mobilized to help retain and potentially expand the operations of an existing business critical to the economic vitality of the community.

FINALISTS

Aprilaire *Poynette*

Aprilaire, a subsidiary of Research Products Corp, broke ground on its \$16 million, expansion project in Poynette in 2019. The project includes a 100,000 square foot distribution facility and a 60,000 square foot building addition allowing the company to add new production lines. Space efficiency improvements throughout the existing facility will allow the company to add new subassembly operations, raw materials staging and shipping and receiving. When the project is complete, Aprilaire will operate in 346,000 square foot in Poynette with over 150 employees and plans to add 100 new jobs. As demand for indoor air-quality products has increased, Aprilaire is experiencing 10-20% annual sales growth.

Masters Gallery Foods *Plymouth, Oostburg*

Founded in 1974 by Leonard “Butch” Gentine, Jr., Masters Gallery Foods is a family-owned, cheese packaging company that services private label, retail and foodservice customers around the world. Consistent growth and multiple expansions of its Plymouth, Wisconsin campus necessitated construction of a second manufacturing facility. By expanding locally in Oostburg, Wisconsin, the company solidified its exceptional corporate culture across both locations, reinforced workforce retention and attraction, and strengthened Sheboygan County’s economy by creating 210 new jobs. The Wisconsin legislature passed Senate Bill 1 in 2016, enabling the Village of Oostburg to raise its tax increment financing cap from 12% to 15%. TIF, along with Wisconsin Economic Development Corporation tax credits helped catalyze this \$61 million investment by Masters Gallery Foods.

VES *Chippewa Falls*

Chippewa Falls-based VES has made a name for itself in building Animal Centered Environments that improve animal health, wellbeing and productivity on dairy farms throughout the world. Working with the Chippewa County Economic Development Corporation throughout its start-up and business growth, the company is now showcasing its commitment to the local community with the construction of its 114,000 square foot, state-of-the-art global headquarters and research facility — further establishing Chippewa Falls and VES as centers for agricultural tech and advancement. This \$10 million project will retain 20 existing jobs and create 32 new jobs.

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Alliant Energy delivers the energy solutions and exceptional service customers and communities count on – safely, efficiently and responsibly. Serving 965,000 electric and 415,000 natural gas customers across Iowa and Wisconsin, the company is powering beyond to create a better tomorrow with its goal to cut carbon emissions 80% and eliminate all existing coal from its energy mix by 2050. Alliant Energy is proud to provide energy to more than 1,300 communities in Iowa and Wisconsin, and have its stock listed as is a component of the S&P 500, Bloomberg’s 2019 Gender-Equality Index and the Nasdaq CRD Global Sustainability Index. Alliant Energy’s Wisconsin energy company, headquartered in Madison, Wis., provides service to 475,000 electric and 190,000 natural gas customers in 35 of the state’s 72 counties.



Economic Development Initiative

This award honors innovative community and economic development efforts that successfully promote growth and prosperity in Wisconsin communities.

FINALISTS

Beaver Dam

Beaver Dam/Alliant Energy project

The Beaver Dam Commerce Park is a prime example of Wisconsin communities and businesses collaborating to encourage economic development. In the fall of 2018, Alliant Energy worked with the City of Beaver Dam, the Beaver Dam Economic Development Corporation and land owners in the Town of Trenton to take a 520-acre undeveloped mega parcel and turn it into a certified site. In August of 2019 the site was officially certified by WEDC and Governor Evers. Having a 520-acre mega site certified and ready to develop will help WEDC and the State of Wisconsin attract a significant business, bringing quality jobs and tax base to Beaver Dam.

CREATE Portage County

Portage County

CREATE Portage County leads community development through arts advocacy, creative placemaking, and activating entrepreneurs. The organization was established in 2004 as the Arts Alliance of Portage County and was rebranded to become CREATE Portage County in 2016. They support public arts and culture experiences to improve quality of life and attract new residents to Central Wisconsin. The CREATE Idea Center is a maker space in Stevens Point for people to invest in their creative ideas and expand entrepreneurship. It offers a blend of social and work spaces; allowing for both creativity and collaboration. Recently, the Idea Center equipment was used to create high-demand face masks and valves for ventilation equipment during the COVID-19 pandemic. Not only is CREATE having direct impact in Portage County, but they have been asked to educate others on their model at conferences hosted by the National Consortium for Creative Placemaking, the Levitt Foundation, Arts Midwest, and other statewide and national organizations.

Wisconsin Economic Development Administration

Statewide

In 2018 the Bad River Band of the Lake Superior Tribe of Chippewa Indians developed a community workshop designed to build awareness of the funding and development resources available to assist tribal nations in diversifying and growing their local economy. As a result of the workshop, the Economic Development Administration Chicago Office significantly increased support for all eleven federally recognized tribal nations in Wisconsin. Using their Economic Development Integration platform and a \$5 million investment in Wisconsin tribal entrepreneurial ecosystems, the EDA's support and engagement with local, state and federal partners has strengthened and diversified Wisconsin tribal economies statewide. These efforts have also led to additional funding from other sources, such as the Wisconsin Economic Development Corporation, the Great Lakes Inter-Tribal Council and several commercial banks.

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U.S. Bank's history dates back to 1863 when First National Bank of Cincinnati opened for business. After a series of mergers at the turn of the 21st century, the company formally took on the U.S. Bank name and established its headquarters in Minnesota. Today, U.S. Bank is the fifth-largest bank in the country, with more than 70,000 employees and \$495 billion in assets as of December 31, 2019. They work as a partner to provide financial products and services that make banking safe, simple and convenient for their customers



Public-Private Partnership

This award honors projects, programs or initiatives that have been successful due to exceptional collaboration between the public and private sectors.

FINALISTS

Pioneer Square Project *Platteville*

The Pioneer Square Project, a partnership between the City of Platteville, General Capital, and Movin' Out, Inc., transformed the former car dealership and grocery store site into an urban, workforce housing solution. The deteriorating site with minor environmental challenges is located along two major transportation corridors at the entrance to Downtown Platteville. The redevelopment project consists of the 71-unit Ruxton mixed-income apartments and 2,500 square feet of commercial space, occupied by Southwest Wisconsin Technical College's outreach site. This \$14 million project was made possible with the use of WHEDA Low Income Housing Tax Credits, CDBG, WEDC programs, Tax Increment Financing and more.

T. Wall Enterprises – CityDeck Landing *Green Bay*

When Schreiber Foods approached the City of Green Bay about developing a new office building on the site of a closed downtown mall, T. Wall Enterprises agreed to relinquish its purchase option on the property and instead focus on a complimentary development on a nearby site. CityDeck Landing was the first luxury residential development in Downtown Green Bay, bringing nearly 100 new residents into the heart of the city and contributing to the downtown renaissance Green Bay is experiencing. The project also incorporates 6,800 square feet of retail space. Given the redevelopment challenge of a \$12 million project, strong partnerships and financial support of the City of Green Bay, WEDC, Bank Mutual and local investors were instrumental in bringing CityDeck Landing to fruition.

Village of Mukwonago Development *Mukwonago*

Between August of 2018 and September of 2019, the Village of Mukwonago entered into development agreements with five manufacturers - Banker Wire, Touchpad Electronics, Super Products Triple Crown and Malcolm Drilling - for 478,500 square feet of new development, valued at \$68.7 million in the community's new 115-acre industrial park. These developments retained over 150 jobs, brought in 200 and created 60 new jobs to Mukwonago. Partnering with private developers and these companies, the Village invested \$10.5 million into the new park and expedited the design and construction process. Close communication and trust between public-private partners was essential to the success of these projects.

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Real Estate Redevelopment and Reuse

This award honors innovative real estate redevelopment or reuse projects that have had a positive impact on a community's economy, including job growth and increased tax base.

FINALISTS

The Brewing Projekt

Eau Claire

The Brewing Projekt is a microbrewery located in the Cannery District of Downtown Eau Claire. Starting in 2015, The Brewing Projekt quickly outgrew its initial space and has now found its home in a 50,000 square foot former furniture store and meat canning facility. The facility features a taproom, outdoor seating, meeting space and is located along a 34-mile hiking/biking trail system. This redevelopment provided an opportunity to save one of the last old brick buildings in downtown as part of a plan the Eau Claire Redevelopment Authority began over 10 years ago. The Brewing Projekt has added over \$1.5 million in new tax base and 36 full and part-time jobs.

Landmark by the Rivers

La Crosse

Located in historic downtown La Crosse, Landmark by the Rivers features both the adaptive reuse and restoration of a former La Crosse Plow manufacturing plant and foundry. This 250,000 square foot facility located near the confluence of the Mississippi, La Crosse and Black Rivers, was renovated into 64 luxury loft apartments, more than 101,000 square feet of commercial/retail space and 30,000 square feet of covered parking. This once blighted area on the northern edge of downtown was revitalized by the \$40 million project, which was funded by federal & state historic tax credits, the WEDC Idle Sites Grant, and private investment.

West Bend Medical

West Bend

West Bend Medical is a dream come to realization by a trio of family practice doctors. A 13,000 square foot, state-of-the-art medical facility now stands on what was an underutilized and contaminated parking lot on the east side of downtown West Bend. Utilizing incentives from the City of West Bend, the Redevelopment Authority and the Wisconsin DNR's Petroleum Environmental Cleanup Fund, the doctor's invested in this project with the goal of bringing back personalized medical care and creating a beacon for community health. West Bend Medical has added \$3.3M in new tax base and 20 new full-time jobs while also spurring additional development activity in the area.

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The Touchstone Energy Cooperatives of the Dairyland Power System provide power to homes, farms and businesses in western Wisconsin, southeast Minnesota, northeast Iowa and northwest Illinois. These 24 electric cooperatives are owned and governed by the member-consumers we serve. We are dedicated to facilitating positive economic and community development outcomes throughout our service territory. We look forward to assembling a project team to help bring your project to fruition by focusing on your specific needs.



Talent Development

This award honors initiatives or programs that have driven successful talent development efforts to strengthen the Wisconsin Workforce.

FINALISTS

Chippewa County YouthBuild

Chippewa County

YouthBuild is a community-based alternative education program for low-income youth which integrates and aligns economic and workforce development. The program prepares disadvantaged youth through education and career development, equipping them for in-demand skilled construction trade and apprenticeship pathways. While teaching youth leadership and construction skills, YouthBuild is building affordable housing for low-income families, addressing the housing challenges in the community. Workforce Resources, Inc. is partnering with the Chippewa County Housing Authority and Chippewa County Economic Development Corporation to implement this initiative throughout Chippewa County, as well as with other partners to deploy this in Eau Claire, Ashland and Bayfield Counties. The program in Chippewa County is funded by a U.S. Department of Labor Grant, the HOME Revolving Loan Program, the Rutledge Foundation and many local businesses.

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MarketReady Program

Madison

MarketReady is a small business development program connected with the soon-to-be-built Madison Public Market. Funded by the City of Madison and administered by the Northside Planning Council, MarketReady is geared towards strengthening the local food economy. MarketReady prepares new entrepreneurs who have dreamed of starting a food-based or craft-based business for success in the new Market through business training, mentorship, and/or start-up capital. The program supports 30 entrepreneurs, prioritizing populations facing historic barriers to entrepreneurship. Other partners in the program include FEED Kitchens, Wisconsin Women's Business Initiative Corporation and Dane County UW Extension.

Rock Internship Program

Rock County

The Rock Internship Program is a paid earn-and-learn model that provides high school seniors with meaningful career pathway experiences and relevant skills development opportunities. In addition to gaining first-hand exposure to a career identified in their Academic & Career Plan, interns benefit from being immersed in a mentor-rich environment. Employers are afforded an opportunity to elevate the profile of their companies while building relationships with educators and shaping the future workforce. The program's first cohort in 2018 included 22 interns and 12 employers, growing to 35 interns and 23 employers in 2019. The program is a collaboration between Blackhawk Technical College, the Southwest Wisconsin Workforce Development Board and Rock County Economic Development Agency, in collaboration with education and business partners throughout the county.

For over 150 years, Madison Gas and Electric, a local utility company in Madison has been generating and distributing natural gas and electricity to nearly 150,000 customers in several Wisconsin counties. MGE is committed to healthy growth and a healthy economy in the Greater Madison region. We partner with business, education and government leaders to ensure our area businesses have the resources and connections they need to start, stay competitive and grow within the region.



Economic Driver

This award honors businesses committed to long-term investment in their Wisconsin operations that have a significant economic impact in their community and across the state.

Finalists are not revealed in the Economic Driver category.
The winner will be announced at the Sept. 16 awards ceremony.

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From modest beginnings in 1919 as a small business in a fledging league, the Green Bay Packers have gone on to win 13 championships and be a dominant force in the nation's most popular sport. The Packers continue to service our customers today with that small-business touch. We salute the championship drive of Wisconsin small businesses and the great impact they have on our communities' economies.



WEDA and its partner organizations created the Community & Economic Development Awards (CEDA) program to recognize economic development best practices of businesses and organizations that are making their community a better place to live and work. The CEDA Award program celebrates the dedicated efforts of local, county, regional, state, and private organizations that are advancing Wisconsin's economy.