



Q2 2023 Economic Development Report



FOX CITIES CHAMBER
REGIONAL PARTNERSHIP



Economic Development Report: Updates

500+ convene in Fox Cities for state DEI conference

The Fox Cities Chamber was proud to be a partner and sponsor of the **2023 Toward One (T1) Wisconsin Conference**. The two-day program brought more than 650 people together in April to connect and commit to taking individual and collective actions towards overcoming exclusionary practices and to help ensure our places of work, organizations, and communities are welcome to all. The event had a significant impact on our local economy, with hundreds patronizing our hotels, shops, and restaurants!



Childcare Alliance Learning + Action

The Greater Fox Valley Child Care Alliance came together a few years back to address growing concerns around how the accessibility, affordability, and quality of Early Care and Education (ECE) in the region was directly affecting families' stability and the region's economic recovery.

With support from the Basic Needs Giving Partnership, the Alliance developed a shared vision, explored the underlying systemic root causes contributing to current ECE challenges in the region, and prioritized a set of system change goals to inform action.

The Alliance has now launched the first of three strategy action teams to support advancement of goals. **Eric Broten from the Chamber's Regional Partnership** is participating on Action team #1: Advocate for sustainable funding mechanisms to support viable child care operations and workforce wages. Action teams for Strategy #2 and #3 will be launched by end of summer.

@ the Chamber

Assisting WEDC: The Regional Partnership assisted WEDC in conducting Fox Cities business interviews (small, rural and diverse) in an effort to improve services for Wisconsin's business communities.

Connect Free memberships: Small businesses in the Fox Cities continue to appreciate the Chamber's Connect Free membership level. In Q2 we saw 114 new qualified members join, bringing our YTD total to 395 Connect Free members!

Membership Maximizer: Our quarterly member networking, orientation and refresher event was held in May, with nearly 40 businesses attending to learn how the Chamber (and each other) can help grow their business.

New web site: We are launching a new, updated web site for the Chamber's Regional Partnership. The site is still a work in progress, so let us know if you have any suggestions.

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The Fox Cities is one of the largest and fastest-growing urban centers in Wisconsin. But don't just take our word for it. The Fox Cities Chamber Economic Prosperity Overview tells the story of our ongoing growth and prosperity.

Schedule a free business consultation

FoxCitiesRegion.com
or scan the QR code

Economic Development Report: Programs

Local CEOs provide advice to young professionals

At the April CEO Breakfast, Fox Cities business leaders provided insight into their own paths to success and offered advice to area young professionals looking to grow into positions of leadership. The moderated panel of CEOs from across the region shared insight and advice on career and leadership skills, to help YPs take charge of their future. Thank you to the following CEOs for sharing their wisdom: **Dr. Ashok Rai - Prevea Health; Laurie A. Carter - Lawrence University; John Schmidt - U.S. Venture; and Tom Boldt - Boldt.**



Fox Cities leaders graduate from program

Congratulations to the 42 area professionals who were named to the **2023-2024 Leadership Fox Cities** program through the Fox Cities Chamber. The Fox Cities' premier leadership program since 1991, Leadership Fox Cities has shaped community leaders with immersive educational experiences and engagements. Starting in October, participants gather monthly for day-long educational sessions in the community focused on topics including business, education, government and media, human services, health and wellness, law enforcement, environment, and the arts. Graduation is held in May each year.



Employers connect with students to fill their future pipeline

Regional employers were invited to set up booths and interact with local 8th-through-12th-grade-students at **Future Fox Cities Career Expo** in April. Seventy-plus companies were able to connect with the next generation of employees to discuss career pathways and incentivize future talent to invest in the Fox Cities.

Helping businesses grow and thrive

The Chamber and Partnership continue to offer low or no-cost educational programs to help members grow and thrive. The April Grow seminar series kicked off with a panel discussion on social media marketing. Presenters provided new insights and a well-rounded perspective on how to implement a successful social media strategy. A big shout out to local panelists **Brad Cebulski, President/Owner, BConnected; Cameron Wengrzyn, Vice President of Marketing, Employment Resource Group; and Karri Bedor, Founder/Marketing Coach, GoldenLink: Training Coaching and Marketing**, for sharing their expertise.

In June the focus was on customer service. David K. Aaker, IOM, an international speaker and trainer, presented a unique, energetic, and employee-focused seminar to help both small and large organizations implement positive changes that stimulate growth. Attendees were inspired by his tips and techniques as they learned how to build customers for life.

Economic Development Report: Ongoing

Employers designated as Champions of Young Professionals in Q2

Four employers in the Fox Cities have been recognized for their support of young professionals in the workplace. Congratulations to **Jewelers Mutual Group, Image Studios, Nutritional Healing LLC, and Walbec Group** for receiving the Champion of YP designation in Q2, which allows businesses to showcase their support of Young Professionals and assist with recruitment and retention efforts.



Employee Friendly Workplace Certification



Congratulations to two Fox Cities employers who were certified as an employee-friendly workplace in the second quarter: **Miron Construction and Hoffman Planning, Design & Construction**. These employers are committed to creating a positive environment and work/ life balance.

Business Attraction Update

In Q2 the Fox Cities Chamber Regional Partnership conducted 22 **Business Retention & Expansion** (BRE) visits. BREs are free for any employers in the Fox Cities region, to help businesses identify needs, challenges, and opportunities. Also, the Partnership is continually active in business attraction projects to bring employers to the region. We assisted with the following projects this quarter:

- Project Titan
- Project Greenlight
- Project Sunshine
- Project Lightsite
- Project Sandstone
- Project Jumpstart
- Project Apollo
- Responded to 17 requests for Fox Cities economic data.



Questions?

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Interested in setting up a BRE?

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