



Q3 2023 Economic Development Report



Economic Development Report: Updates

Octoberfest & License to Cruise impact on the Fox Cities

Another successful License to Cruise and Octoberfest are in the books! Held the last weekend in September, this year's event drew over 300,000 for the 2-day festival. But it's more than just a good time.... the impact of these events, which are put on by the Fox Cities Chamber, is felt throughout the area:

- An estimated \$11-12 million economic impact on the community
- Nearly \$3 million given to local nonprofits since inception
- Over 800 volunteers give their time and support.

Thank you to all who helped make this possible so we can make a difference in the Fox Cities.



@ the Chamber

Membership Maximizer

Our quarterly member networking, orientation, and refresher event was held in August, with 30+ businesses attending to learn how the Chamber can help grow their business.

Grow Seminar

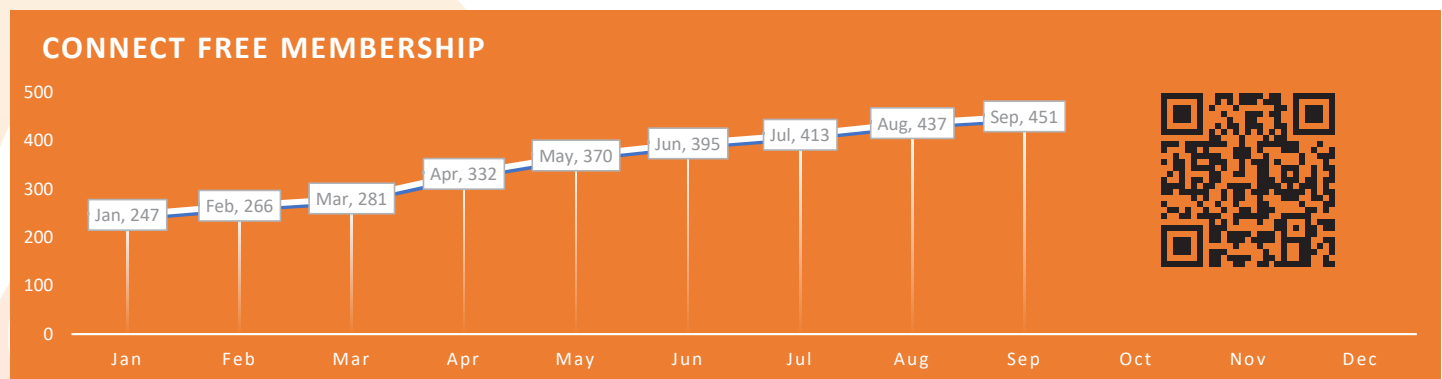
Our Grow Seminar offering for Q3 was "Low Cost Marketing for Small Business" featuring local business experts and with 75 in attendance. Special thanks to our host sponsor, **Community First Credit Union.**

Getting Business Feedback

We are gathering 1:1 business feedback in the Fox Cities, starting with downtown Appleton. We met with 28 businesses to discuss their needs, connect owners to area resources, and help identify common themes throughout the region.

Chamber; Regional Partnership help small businesses grow

Small businesses in the Fox Cities continue to appreciate the Chamber's Connect Free membership level. In Q3 we saw 56 new members join, bringing our YTD total to 451. If you know a small business with 5 or fewer FTEs*, a nonprofit with 10 or fewer FTEs, or a restaurant, let them know about this free membership level.



*Full Time Equivalents

Economic Development Report: Impact

Focusing on our Young Professionals

The number of new PULSE Young Professional members from July to September was 58. We reached hundreds of YPs through our third quarter programming: Future 15, Mile of Music Volunteering, Small Business Start Up Panel, PULSE at the Park, and Dale Carnegie Leadership Training.

Congratulations also to our new Champions of Young Professionals for the third quarter: **Quill Creative Studio, Renewal by Anderson, and FVTC.**



Business Attraction Update

In Q3 the Fox Cities Chamber Regional Partnership conducted 36 **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 Vita, Project Lever, Project Monday, and Project Winnebago. We responded to 9 requests for Fox Cities economic data

Discover Calumet County

Calumet County is a hidden gem in the Fox Cities. In August, the Chamber partnered with **AriensCo Hospitality, Calumet County**, and the city's Chambers (Brillion, New Holstein, Kiel, and Chilton) to host Discover Calumet County. Hundreds of attendees attended the event at **Round Lake Farms** in Brillion to learn more about the county and all the great things it has to offer.

New Fox Cities economic development magazine available

Get your free copies of our new economic development magazine. It's a great recruitment/retention tool published annually that focuses on why the Fox Cities is a great place to work, live, and play.

Contact Eric Broten at ebroten@foxcc.net for copies.



Economic Development Report: Partnerships

Dream Up Grant awarded to Calumet County

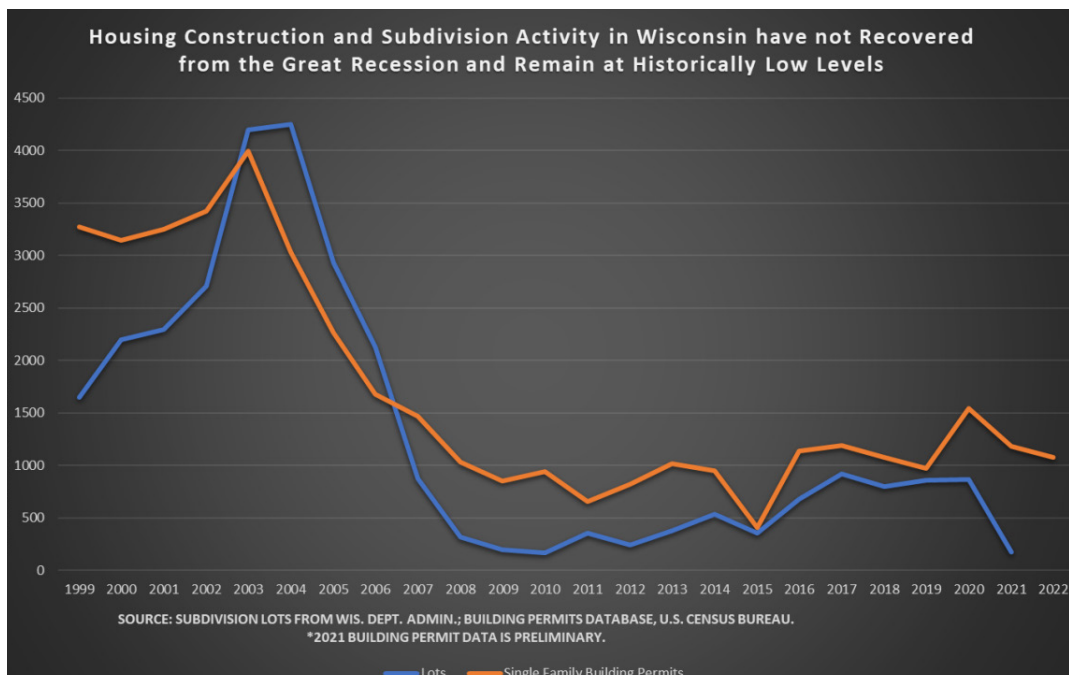
The Fox Cities Chamber Regional Partnership partnered with **Calumet County** to apply for and receive a \$75,000 Dream Up Grant through the state to help support child care in four zip codes within Calumet County (City of Chilton, Town of Stockbridge, Town of Hilbert, City of New Holstein). The funds will be used in the following way:

- A survey will be sent to residents to assess how child care is affecting workforce
- Anyone interested in starting a regulated family childcare program within the four zip codes can apply for a family childcare recruitment bonus of \$2,000.
- Any new family provider can get a family start-up kit of supplies worth over \$1,000.
- Rent and utilities reimbursement for current licensed child care facilities with the listed municipalities.



Regional Partnership working with Housing Now Coalition

Housing Now Coalition is a group of stakeholders from across Northeast Wisconsin including the REALTORS® Association of Northeast Wisconsin, builders associations, local chambers, economic development groups, businesses and others who have come together to raise public awareness of the current housing crisis and advocate for creative solutions to provide more housing for everyone. Together we hope to help alleviate the current housing issues in the Fox Cities and beyond, which are illustrated in this chart.



Questions?

Contact Eric Broten,
VP of Growth & Business
Development, ebrotten@foxcitieschamber.com

Interested in setting up a BRE?

Contact Nick
Oostmeyer, Director of
Business Retention &
Expansion,
noostmeyer@foxcitieschamber.com

Online

FoxCitiesRegion.com