

The logo for Greater Oshkosh Economic Development Corporation features the word "GREATER" in a small, spaced-out, sans-serif font above the word "OSHKOSH" in a large, bold, sans-serif font. The letter "O" in "OSHKOSH" is white with a blue circular center. To the right of "OSHKOSH" is the text "ECONOMIC DEVELOPMENT CORPORATION" in a smaller, spaced-out, sans-serif font. A stylized blue arrow graphic, composed of several overlapping triangles, points upwards and to the right, passing through the "O" in "OSHKOSH".

GREATER  
**OSHKOSH** ECONOMIC  
DEVELOPMENT  
CORPORATION

## 2016 MIDYEAR REPORT



## LETTER FROM THE CHAIRMAN

This past year I assumed the role of Board Chairman for the Greater Oshkosh Economic Development Corporation. This organization has a special place for me as a multi-generational family business owner and a lifelong Oshkosh resident. Greater Oshkosh EDC was birthed as a private-public model for economic development inclusive of many of the organizations that support our community's growth. Those organizations were a part of the founding board of directors.



Greater Oshkosh EDC was many years in the making, but is still in its second year. That so many businesses, organizations and governmental entities stepped up to support Greater Oshkosh EDC in our early stages shows that our community desired to have an organization such as this dedicated to helping our businesses grow and compete for new capital investment.

"Oshkosh" is internationally recognized for excellence and quality, and Greater Oshkosh EDC carries that same commitment on behalf of our area. Our board is invested in the values and vision of Greater Oshkosh EDC and supports the great work of our staff in performing the organization's mission.

I would like to encourage the businesses and communities of the Greater Oshkosh region to connect with our staff anytime.

Tom Castle, Chairman  
Greater Oshkosh Economic Development Corporation

## LETTER FROM THE CEO

When I joined Greater Oshkosh EDC as Chief Executive Officer in April 2015, the board presented me with the charge and responsibility of building an organization that is connective, collaborative, and creates meaningful economic impact.



Over the past year, we have hit the ground running and in a short amount of time have positioned ourselves as an agent of positive change. We pride ourselves on assisting our established businesses expand their footing and helping new businesses find their footing.

Our professional team has a solid portfolio of companies that we work with – from early stage, to existing companies, to interested prospects. Coupled with a great location in the Fox Valley, to perhaps our strongest asset – our businesses and workforce – Oshkosh is well-positioned for long-term success. Oshkosh stands at an exciting precipice. From redevelopment in our central city, expansion of businesses in greater Oshkosh, our strengthening business climate, and our continual focus on regionalism - all these are creating a greater Oshkosh like we have never seen.

We are excited here at Greater Oshkosh EDC and we look forward to working with our partners and businesses to continue to create meaningful economic impact and bring visions to reality.

Jason E. White, President and CEO  
Greater Oshkosh Economic Development Corporation

## OSHKOSH-NEENAH MSA

### DEMOGRAPHICS

**171,238**

2016 Population

**92,175**

Total Labor Force

Source: LocatelnWI

**\$54,067**

Median Household Income

Source: LocatelnWI

**5.2%**

Increase in Average Hourly Earnings From July 2015 - July 2016.

Source: Bureau of Labor Statistics

**40%**

Percent of Population Under 30 Years Old

**37.7%**

Residents Have a Post-Secondary Degree

Source: LocatelnWI

**7,372**

Total Companies

Source: Hoover's Dunn & Bradstreet

**6th**

Biggest MSA in the State (out of 12)

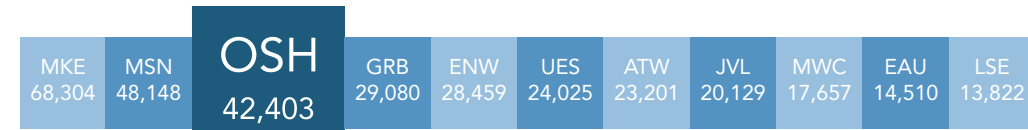
**37.3**

Median Age

**69**

Total Oshkosh-Neenah Companies that Export

Source: Hoover's Dunn & Bradstreet



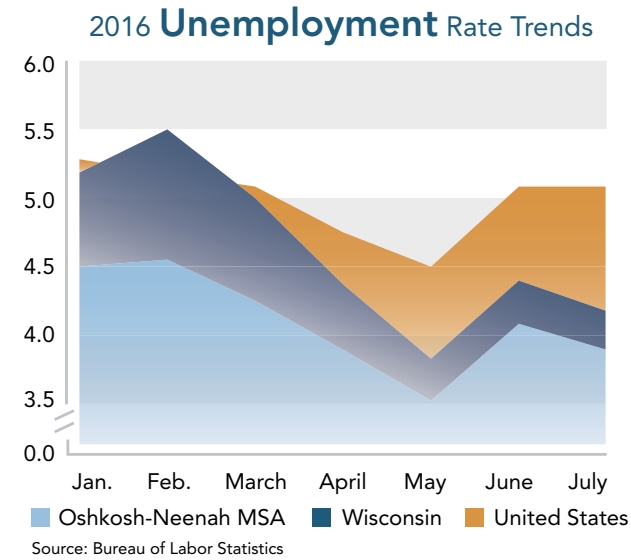
\*All Numbers Represent Tower Operations (January - July 2016)

Wittman Regional Airport is the 3rd busiest airport in the state

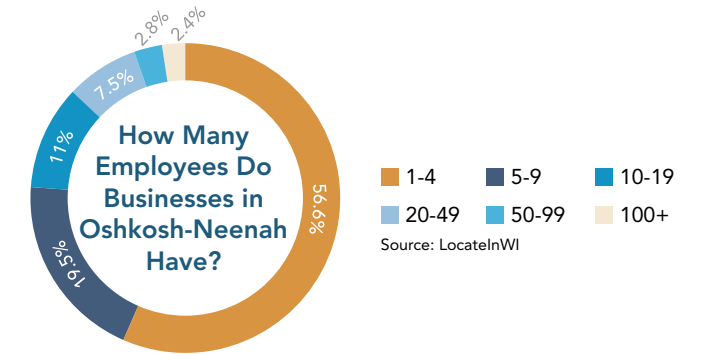
Source: Air Traffic Activity System (ATADS)

## EMPLOYMENT

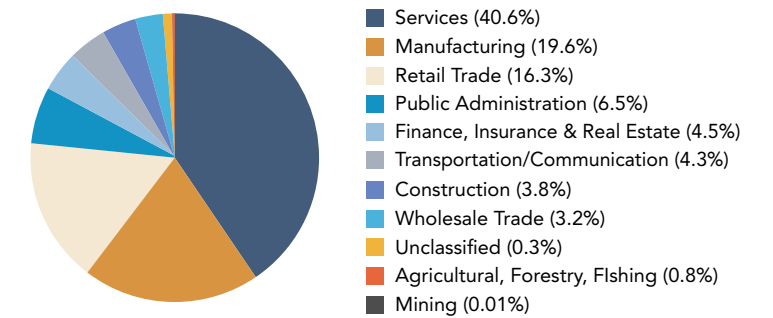
Oshkosh-Neenah MSA has consistently had a lower unemployment rate than Wisconsin and the U.S.



**87.1%** Businesses in the Oshkosh-Neenah MSA have 19 employees or less



## Total Employees by Industry (2016)



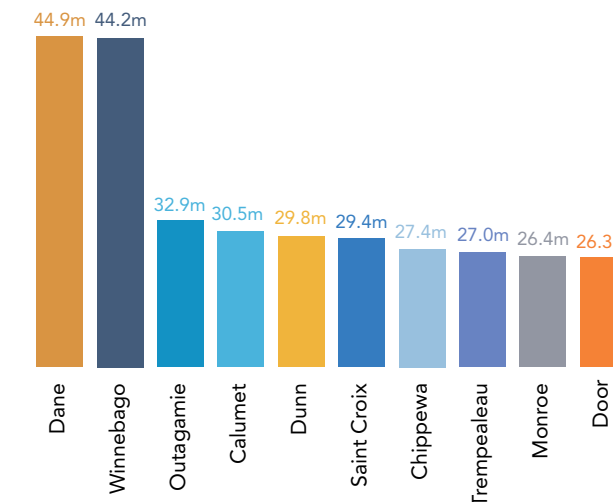
**\$63,651**

Of all Wisconsin counties associated with a MSA, Winnebago County ranked 3rd in average annual pay for the manufacturing sector in 2015

Source: WI Department of Workforce Development

## INVESTMENTS

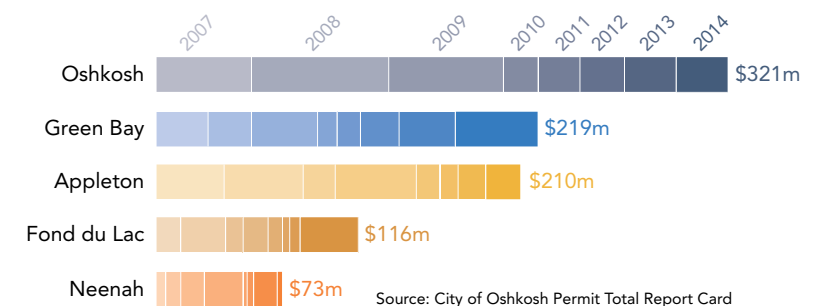
Winnebago County ranks 2nd in Wisconsin for places with the most incoming investments.



Source: SmartAsset, U.S. Census Bureau County Business Patterns Survey, U.S. Bureau Economic Analysis, U.S. Census Bureau Building Permits Survey

**47** Oshkosh-Neenah MSA companies have \$50 million+ in sales.

From 2007 – 2014, Oshkosh led the region in new commercial construction values by more than \$100 million. In 2015, the City of Oshkosh issued 5,212 construction permits that had a total valuation of \$90,128,617 (includes commercial & residential).



# GREATER OSHKOSH EDC PROJECT PORTFOLIO & INITIATIVES

## PROJECT PORTFOLIO

In 2016, we have placed an emphasis upon facilitating growth and creating wealth through the following ways: attending to the needs, issues and opportunities of existing employers in the Greater Oshkosh community; marketing our aviation, business and industrial parks; managing a portfolio of revolving loan funds to assist with business capitalization; collaborating with workforce partners to develop a pool of individuals with high-demand skills and talents; and, driving development into redevelopment and economic distress areas.

Business Visits To Date in 2016:

**83**

Prospect Site Visits In The Last 120 days:

**9**

Completed Projects:

**10**

New Jobs: Retained Jobs:

**287 916**

Capital Investment:

**\$25,175,000**

\*January 2015 - 2016

Open Projects:

**28**

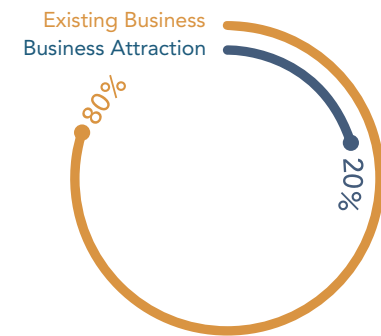
New Jobs: Retained Jobs:

**774 759**

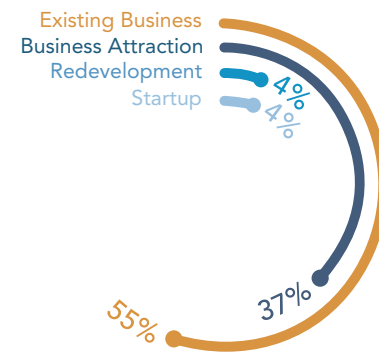
Capital Investment:

**\$308,500,000**

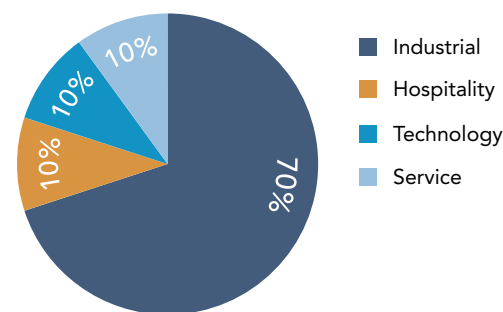
Completed Projects By Type:



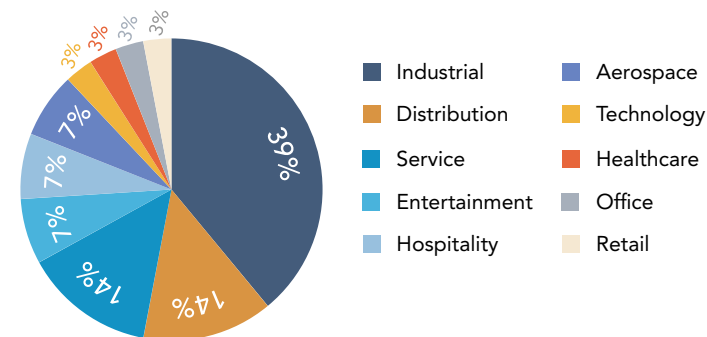
Open Projects By Type:



Completed Projects By Sector:



Open Projects By Sector:



## INITIATIVES

### Greater Oshkosh Capital Catalyst

In early 2016, Greater Oshkosh saw an opportunity to continue to contribute to the great entrepreneurial programs and growth in Oshkosh. Thanks to a matching award by WEDC of \$125,000 and a reallocation of \$125,000 from the City of Oshkosh's Revolving Loan Fund, Greater Oshkosh was able to develop a \$250,000 Capital Catalyst Fund with available funding just for startups. This funding is specifically focused on high technology growth sectors (aviation/aerospace, advanced manufacturing, IT, medical).

### Aviation Business Park

In early 2013, a joint venture by Winnebago County and the City of Oshkosh began the physical development of an aviation business park adjacent to Wittman Regional Airport with the aim of bringing a variety of aviation businesses to Oshkosh and the surrounding region. Infrastructure has now been installed and the Park is open for business.

The acquisition of the 80-acre property as a future aviation business park was consistent with a comprehensive plan developed by the City of Oshkosh in 1973 marking the land east of the airport for future industrial development. Over a ten-year period, the development of the park is projected to spur over \$73 million annually in additional economic activity in Winnebago County and supply 250-500 more jobs to the area.

### Greater Oshkosh Revolving Loan Fund

Greater Oshkosh continues to manage the City of Oshkosh's \$2.5M Revolving Loan Fund. This fund allows Greater Oshkosh to assist in filling gaps in financing that businesses may need to grow their business in Oshkosh. To date, Greater Oshkosh has loaned \$100,000 to Oshkosh businesses, which added or retained half a dozen jobs in Oshkosh.

The property is subdivided into two halves; the western portion belonging to the county will be leased and have taxiway accessibility. The eastern half is owned by the city and those parcels will be available for purchase.



### Initiative 41

In response to Oshkosh Corporation layoffs, in December of 2013, the East Central Wisconsin Regional Planning Commission (ECWRPC) applied for and received funding from the Department of Defense - Office of Economic Adjustment (DoD-OEA). The Oshkosh Region Defense Industry Diversification Initiative (ORDIDI) used the DoD-OEA funds to undertake studies of specific initiatives aimed at assisting in the growth and expansion of new industry clusters to create an economy more resilient to change in federal defense spending.

Over the course of two and a half years, ECWRPC received a total of \$2 million from the DoD-OEA

to support ORDIDI (currently known as Phase I) recommendations that further regional economic diversification and resiliency. Recently, the Wisconsin Economic Development Corporation (WEDC) received an additional \$3.1 million in funds from DoD-OEA to continue addressing critical needs discovered during Phase I by carrying out specific recommendations for aerospace cluster development; recruiting, retaining and developing talent; and promoting and building regional capacity around the I-41 Corridor. This second phase of funding, known as Initiative 41, consists of the area between Fond du Lac and Green Bay along Interstate 41.

### GO-EDC Foundation, Inc.

Recognizing that economic opportunity often has imbalances in a community, Greater Oshkosh EDC established a charitable foundation in 2015 with the purpose of enhancing areas of economic distress and combat poverty in such areas. These areas specifically include Oshkosh's inner core, downtown and redevelopment areas that have received a designation of 'slum and blight' or 'economic distress' by a state or federal governmental agency, or the city. The Foundation is complementary to existing community efforts to

strengthen neighborhoods. The Foundation's specific objectives within areas of economic distress include: facilitating the creation and extension of financial capital to businesses who wish to locate in a distressed area or hire individuals residing in such areas; restore blighted properties to a more productive economic use; and, raise the standard of living through the creation of better paying jobs and forming collaborations with partners who offer workforce development assistance, training, or education.

## INVESTORS

### FOUNDERS CLUB



### DIAMOND



### PLATINUM



### GOLD



### SILVER

- Baker Tilly Virchow Krause
- Evergreen
- Verve
- Bank First National
- Bergstrom
- CliftonLarsonAllen
- Blended Waxes
- Hoffmaster
- Best Western Premier Waterfront Hotel & Convention Center
- Stratagraph
- Town of Algoma

### BRONZE

- First National Bank Fox Valley
- Festival Foods
- Oshkosh Northwestern
- Fox Valley Savings Bank
- ImproMed
- US Bank
- Strang, Patteson, Renning, Lewis & Lacy
- BMO Harris Bank
- Lee Beverage
- Thomas James Real Estate
- TR Karrels & Associates
- Quill Creative
- Blue Door Consulting
- Reff, Baivier, Berminiham & Lim
- Village of Winneconne
- The Sullivan Group
- Marvel Manufacturing
- Valley Express
- Sonex
- New North B2B
- Barr Inc.
- Sadoff Iron & Metal
- Oshkosh Coil Spring
- EAA
- Omni Glass & Paint
- Schenck

### ASSOCIATE

- Lakeside Plastics
- Lakeside Packaging Plus
- Town of Utica
- First Business Bank
- Richards Insurance
- Basler Turbo Conversions
- SMC Metal Fabricators
- Choice Bank
- The Paine
- Wipfli

### IN-KIND CONTRIBUTORS

- 4imprint
- 44° North Advertising & Design
- Fox Valley Technical College
- Blue Door Consulting
- Oshkosh Country Club
- Dempsey Law Firm
- The Grand Opera House
- Paradime Media

## BOARD OF DIRECTORS

- Ken Arneson**, Evergreen
- Brad Baumann**, CliftonLarsonAllen, (Vice Chair)
- Tom Belter**, National Exchange Bank and Trust
- Tom Castle**, CastlePierce Corporation, (Chair)
- Sue Drexler**, Town of Algoma
- Kristin Fassbinder**, Bemis Healthcare Packaging
- Mark Harris**, Winnebago County
- Elizabeth Hartman**, Dempsey Law Firm
- Wendy Hielsberg**, Oshkosh Convention & Visitors Bureau
- Steve Hoopman**, FirstWeber
- Matt Jameson**, Jay Manufacturing Oshkosh, Inc.
- Carol Karls**, Wisconsin Public Service
- Melissa Kohn**, Fox Valley Technical College
- Erik Lampe**, Oshkosh Corporation
- Andy Leavitt**, UW Oshkosh
- Stan Leedle**, Choice Bank
- Stan Mack II**, Oshkosh Area School District
- Jeremy Normington-Slay**, Mercy Medical Center
- Diane Penzenstadler**, 44° North Advertising & Design
- Mark Rohloff**, City of Oshkosh
- Burk Tower**
- Bill Wyman**, Oshkosh Area Community Foundation

## EDC STAFF



**Jason White**  
President & CEO



**Audra Hoy**  
Director of Business & Economic Development



**Kimberly Maedke**  
Communications & Research Coordinator



**Amy Mehling**  
Office Assistant



**Joe Norton**  
Research Intern

# SUCCESS FOLLOWS WHERE CHARACTER LEADS



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