

**Waushara County Economic Development Corporation
Business Response Plan**

Business Idea refinement (Assist in narrowing down potential business products and concepts):
CAP, FVTC, SBDC, UWEX

Organizational structures (Educate and assist in formation of the organization):
Nonprofit structure – SCORE, UWEX
Cooperative structure – USDA RD, UWEX
For profit structure – CAP, FVTC, SBDC, SCORE

Business Plan (Provide examples to educate and review proposed plans):
CAP, FVTC, SBDC, SCORE

Market research (Assist in determining the vitality of a business in a particular area or business sector):
Municipalities, SBDC, UWEX

Employee and operational training courses (Provide technical support and educate on regulations, technology, and skills for employees):
FVTC, SBDC, SCORE, UWEX, WACC, WWBIC

One-on-one technical services for specific operational questions (Provide information and instruction to address specific questions of a business):
CAP, FVTC, SBDC, SCORE, UWEX

Location availability (Identify properties that fits the needs for the business):
Municipalities, WCEDC

Finance package assemblage (Discuss how grants, loans, and capital can be bundled together to finance the project):
CAP, SBDC, SCORE

Financing (Entities working with business on providing financing of the project):
CAP, Municipalities, USDA RD, WEDC, WWBIC

Advocate for the business when dealing with financiers and regulators (Support the project to assist in making the project successful):
CAP, WACC, WWBIC

Business appreciation visit and communication (Direct visits on site with business asking about the vitality of their business and other types of communication such as quarterly meetings or emails):
CAP (assist in visits), Municipalities, UWEX (assist in visits), WACC, WCEDC

Follow-up on potential business changes (Outreach to the business when there might be good or bad changes occurring at the business):
CAP (assist in visits), Municipalities, UWEX (assist in visits), WCEDC

Recruiting business (Reaching out to entrepreneurs or existing businesses to relocate to the area):
Municipalities, NEW North (Northeastern Wisconsin), WCEDC, WEDC (Wisconsin)

Including Waushara County in state and regional economic development conversations (Local representatives have regular meetings with state or regional ED leaders to express area needs):
CAP, Municipalities, UWEX, WACC, WCEDC

Housing (Discuss with employers the needs of housing for workforce recruitment and assist in the conversations with developers):
CAP, Municipalities, WCEDC

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Banks and Lenders in the Community

Community banks and lenders are the primary source for business financing.

- Assist in assembling a financial package from various sources
- Provide financing primarily in the form a loan

<http://www.wausharachamber.com/list/ql/finance-insurance-9>

CAP – CAP Services

CAP Services offers programs to help people obtain economic and emotional self-sufficiency. Their mission is to transform people and communities to advance social and economic justice. Assistance is available at no charge to low-income individuals starting a business or to businesses committed to creating jobs that will be filled by low-income individuals.

- Assists with business idea refine
- Business structure assistance
- Directions to develop a business plan
- Technical assistance for specific operational questions
- Assists in assembling a financial package from various sources
- Provides gap financing primarily in the form a loan
- Advocate for the business with when dealing with financiers and regulators
- Assist Municipalities, WACC, and WCEDC with business appreciation visits and communication
- Inquire into potential business changes and assist them in addressing their needs to remain or expand in the county with assistance from UW-Extension or CAP Services
- Ensuring the Waushara County is included in regional and state economic development discussions and activities
- Advocate for affordable housing
- Provide housing and assistance

<https://capservices.org/>

FVTC – Fox Valley Technical College

FVTC and the Venture Center are committed to servicing the needs of small and emerging businesses with affordable training and technical assistance. FVTC works in partnership with other organizations and small businesses to ensure services address the critical needs of start-ups and small employers.

Assistance can be provided at the FVTC Wautoma Regional Center.

- Assists with business idea refine
- Business structure assistance
- Directions to develop a business plan
- Employee and operational training courses in Wautoma and online
- Technical assistance for specific operational questions

<https://www.fvtc.edu/About-Us/Contacts-Locations/Locations-Maps/Wautoma>

<https://www.fvtc.edu/Training-Services/Business-Industry-Services/Venture-Center>

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Municipalities

The business assistance from municipalities in Waushara County varies from one municipality to another. Municipalities have the opportunity to work together through membership in the WCEDC. Typically a municipality will work with businesses and entrepreneurs located or interested in their municipality.

- Provide financing primarily in the form a loan, grant, or infrastructure often financed through Tax Incremental Financing or the municipal general fund
- Business appreciation visits and communication
- Inquire into potential business changes and assist them in addressing their needs to remain or expand in the county
- Recruitment of business to the municipality
- Ensuring the Waushara County, especially their municipality, is included in regional and state economic development discussions and activities
- Assist in research for the demand in the municipality or county
- Provide available locations within the municipality or county for business to relocate or expand
- Determine the needs for housing in the municipality or county, which typically is due to workforce shortage

Cities and villages:

Berlin: <https://cityofberlin.net/>

Coloma: <https://villageofcoloma.com/opportunities/>

Hancock: <http://villageofhancock.org/>

Plainfield: <http://plainfieldwis.com/>

Redgranite: <http://www.redgranitewisconsin.com/>

Wautoma: <http://www.cityofwautoma.com/>

Wild Rose: <https://www.villageofwildrose.com/business-opportunities/>

SBDC – Small Business Development Center

The Wisconsin Small Business Development Center network provides consulting, education, referrals, sophisticated tools and resources to help businesses evolve while delivering value to our stakeholders.

- Assists with business idea refine
- Business structure assistance
- Directions to develop a business plan
- Assists in research about the market for business
- Employee and operational training courses online
- Technical assistance for specific operational questions
- Assists in assembling a financial package from various sources

Oshkosh: <https://wisconsinsbdc.org/oshkosh>

Stevens Point: <https://wisconsinsbdc.org/stevenspoint>

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SCORE

SCORE is a network of volunteer expert business mentors dedicated to helping small businesses get off the ground, grow and achieve their goals.

- Business structure assistance
- Directions to develop a business plan
- Employee and operational training courses online
- Technical assistance for specific operational questions through a mentoring program
- Assists in assembling a financial package from various sources

<https://foxcities.score.org/>

USDA RD – United States Department of Agriculture Rural Development

USDA Rural Development helps improve the economy and quality of life in rural America through financial and technical assistance.

- Provides instruction on cooperative startup and operation
- Provides gap financing through loans, grants, and loan guarantees

<https://www.rd.usda.gov/wi>

WEDC – Wisconsin Economic Development Corporation

USDA Rural Development helps improve the economy and quality of life in rural America through financial and technical assistance.

- Provides gap financing through loans, grants, and tax credits
- Recruitment of business to the state

<https://wedc.org/>

NEW North

NEW North is a regional marketing and economic development organization that fosters collaboration among private and public sector leaders throughout the 18 counties and Northeastern Wisconsin.

- Recruitment of business to the Northeastern Wisconsin

<https://www.thenewnorth.com/>

UWEX – University of Wisconsin-Madison Extension Waushara County

The University of Wisconsin-Madison Extension Waushara County brings the knowledge and resources of the University of Wisconsin to the people of Waushara County.

- Assists with business idea refine
- Provides instruction on nonprofit or cooperative startup and operation
- Assists in research about the market in Waushara County
- Employee and operational training courses in Waushara County
- Technical Services for specific operational questions, particularly for nonprofits and agriculture
- Directions to financial resources
- Farm management
- Assist Municipalities, WACC, and WCEDC with business appreciation visits and communication
- Ensuring the Waushara County is included in regional and state economic development discussions and activities

<https://waushara.extension.wisc.edu/>

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WCEDC – Waushara County Economic Development Corporation

The Waushara County Economic Development Corporation works in cooperation with other entities to foster and encourage economic development activities that result in job creation and retention, increase the tax base, and improve the quality of life for the citizens of Waushara County.

- Provide a list of potential locations for a business
- Business appreciation visits and communication
- Inquire into potential business changes and assist them in addressing their needs to remain or expand in the county
- Recruitment of business to the county
- Ensuring the Waushara County is included in regional and state economic development discussions and activities

WACC – Waushara Area Chamber of Commerce

The Waushara Area Chamber of Commerce (WACC) is dedicated to its members in assisting their marketing efforts and utilizing resources available to them. Their goal is maximizing a county-wide partnership that creates Waushara County as a destination for potential tourists, a place for local citizens to patronize, and a variety of attractive communities for future development.

- Employee and operational training courses in Waushara County
- Provides networking and peer learning opportunities with other local businesses
- Business appreciation visits and communication
- Advocates on behalf of businesses on the local, state, and federal level

<http://www.wausharachamber.com/>

WWBIC – Wisconsin Women’s Business Initiative Corporation

Wisconsin Women’s Business Initiative Corporation (WWBIC) assists individuals who are interested in starting, strengthening or expanding businesses. Services are open to anyone but their focus is on women, minorities and people of lower wealth – those most likely to face barriers in accessing financing or educational support.

- Employee and operational training courses online
- Provides gap financing primarily in the form a loan
- Advocate for the business with when dealing with financiers and regulators

<https://www.wwbic.com/>