



WAUKESHA COUNTY  
CENTER FOR GROWTH  
*Advancing business. Growing communities.*

The logo features three vertical bars of varying heights in shades of green and blue to the left of the text.

**YEAR-IN-REVIEW 2018**

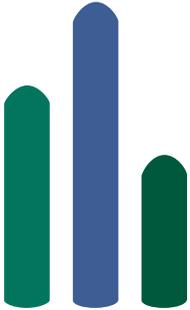


## **MISSION**

To connect businesses with the resources  
they need to grow in Waukesha County

## **VISION**

A vibrant economy where businesses and  
citizens thrive



2018 was a strong year for the Waukesha County Center for Growth.

Our role is to connect businesses with the resources they need to grow. Most of our companies say their number one concern is workforce. Because of that, we implemented a workforce development strategy this past year to develop Waukesha County students and prepare them for jobs after graduation, attract new workers to live and work in our area and retain the workforce we already have by giving them new tools to be successful.

In addition to that, in 2018:

- We helped 22 companies choose Waukesha County as their preferred place to start, expand or locate their business. Of these, 17 were small business start-ups.
- Companies invested nearly \$67 million in buildings, equipment and more in Waukesha County.
- Collectively, these small and large businesses are creating 460 jobs, while retaining 30 more.

Looking forward to 2019, we have a lot of important projects in the pipeline. We're constantly working to create a vibrant economy where businesses and citizens thrive, and we're honored to work with so many smart and talented business leaders, nonprofit leaders, public officials and educators to make Waukesha County a great place to live, work and play.

Sincerely,

Tim Casey  
Director, Economic Development

# BRINGING BUSINESS TO WAUKESHA COUNTY



## FROM VACANT TO VIBRANT

### **OFP Ingredients**

**Size of project:** 200,000 sq ft

**Capital expenditure:** \$3.23 million

**Expected job creation:** 25

In early 2018, Lake Country Foods closed its 200,000-square-foot, 100-year-old plant in Oconomowoc. Vacant industrial buildings tend to have a negative impact on adjacent parts of the community.

The Waukesha County Center for Growth worked with the City of Oconomowoc, Wisconsin Economic Development Corporation (WEDC) and other partners to assist a Missouri-based ownership group interested in acquiring the vacant plant.

The principals of Osage Food Products (OFP) in Washington, Missouri were familiar with the idle plant, which specialized in agglomeration of powdered food products, such as malt, cocoa mixes and others. Local officials and the Center for Growth aided in permitting, utility connections and referrals to vendors, contractors and potential sources of financing.

OFP Ingredients purchased the plant in late 2018 and is in the process of major renovations which will bring the facility up to current food-grade production standards. While much of the equipment left in the building is reusable, OFP is

investing millions in upgrading the process equipment.

The Center for Growth continues to work with OFP on additional sources of capital to assist the project and will assist in addressing workforce needs when the company is ready. OFP will start production of powdered food ingredients in 2019. The company anticipates 25 jobs will be created as production ramps up.

The Center for Growth and local partners welcome the opportunity to work with OFP Ingredients to bring a vacated facility back to production. •



## LAND OF THE FREE

### Dawn's Early Light

**Size of new facility:** 2,500 sq ft

**Capital expenditure:** \$20,000

**Expected job creation:** 4

Mark and Ann Meyer, Pewaukee natives, established Dawn's Early Light Flags LLC in Bellevue, Washington in 2010. Dawn's Early Light manufactures United States flags for the federal government, including military branches and the Department of Homeland Security. With costs rising in Washington, they decided to move a portion of the operations back home to Pewaukee.

With the help of the Waukesha County Center for Growth, Mark officially opened a second location in Pewaukee in September 2018, in the hopes of eventually transitioning the entire business to that location.

Mark's biggest concern is workforce, so the Center for Growth connected him with Waukesha-Ozaukee-Washington Workforce Development. Mark has hired a production manager and two industrial sewers to date.

Pewaukee is a perfect fit for Mark and Ann, as they are already connected to the community. We're happy to welcome them home! •



In search of better work/life balance, Becky Pease moved from a successful but stressful corporate accounting career to pursue her two passions: swimming and pets. In 2013, she opened Aqua Therapups in Slinger. Among other things, the pool offers a place for dogs to achieve fun, weight loss and rehabilitation.

Her business has since proliferated, and she decided to open a second location in Brookfield. However, obtaining financing was a problem. That's when she was introduced to the business consultants at the Waukesha Center for Growth. The business consultants helped Becky tweak her financial projections and pro forma statements and introduced Becky to a number of commercial lenders. Within a few short months, Becky had received several loan approvals and secured funding through Ixonia Bank. Her Brookfield location opened in December 2018. She also purchased a pet hydrotherapy certification business and is working on scaling her invention, the Walk-EZ Leash. •

## POOL TIME WITH A PURPOSE FOR DOGS

### Aqua Therapups

**Size of new facility:** 5,000 sq ft

**Capital expenditure:** \$260,000

**Expected job creation/retention:**

5/2



# HELPING BUSINESS EXPAND IN WAUKESHA COUNTY



## EXPLOSIVE GROWTH IN BROOKFIELD

### Milwaukee Tool

**Size of addition:** 114,000 sq ft  
**Capital expenditure:** \$32 million  
**Expected job creation:** 350

Milwaukee Tool has seen significant growth at its headquarters in Brookfield over the last several years. The company completed construction of a new four-story office building on Lisbon Road and occupied it in fall of 2017. As that project was being completed, Milwaukee Tool indicated the need for additional facilities to accommodate continued growth.

The Waukesha County Center for Growth worked with the City of

Brookfield, Milwaukee 7, the Wisconsin Economic Development Corporation (WEDC) and other partners on a package of assistance for a new three-story facility across Lisbon Road, focused heavily on research and development.

The City of Brookfield proposed and approved an amendment to the existing TIF (tax increment financing) district to support the new project, while WEDC approved \$8,000,000 in business tax credits toward the project.

The Center for Growth worked with all parties to develop detailed plans, arrange tours of the facilities for

local officials and obtain the necessary approvals.

Many of the 350 jobs projected to be added are in engineering, product development and testing and other highly-skilled positions with salaries averaging \$75,000 per year. Milwaukee Tool has added 1,000 jobs in Brookfield in the last seven years and is poised for continued growth.

The Center for Growth is working with Milwaukee Tool on a number of initiatives to interest young people in career opportunities and to attract the next generation of workforce to our area. •

**“We are proud to partner with the Waukesha County Center for Growth to grow our world-class work environment here in Wisconsin so we can attract, retain, and recruit the best talent in the world.”**

-TY STAVISKI, CFO, MILWAUKEE TOOL



# WE ALL SCREAM FOR ICE CREAM



## Denali Ingredients

**Size of addition:** 96,000 sq ft

**Capital expenditure:** \$26.2 million

**Expected job creation:** 25

Denali Ingredients is the company that brings you Moose Tracks®, along with many other flavors, fruits, inclusions (think cookie dough), coatings and other ingredients to enhance your ice cream, custard and other food experiences.

Denali completed a major addition to its plant on Calhoun Road in New Berlin in 2017, but soon needed additional capacity. The Waukesha County Center for Growth met with Denali to assist in identifying potential sites and facilities. When a former food plant became available nearby, Denali moved to acquire it.

The Center for Growth met with Denali and the Wisconsin Economic Development Corporation (WEDC) to discuss

financing options. WEDC was able to provide business tax credits to assist the acquisition, remodeling and equipping of the new plant. The plant will be ramping up for production in early 2019.

The Center for Growth and Waukesha County Business Alliance have worked with Denali for several years on workforce initiatives. Denali and other manufacturers have worked with the Joseph Project to bring workforce in from the inner city of Milwaukee. Denali joined with several other Waukesha County manufacturers to donate a van to the Joseph Project, which provides more opportunities for workers from Milwaukee to access jobs in our area.

Denali is more than just an ice cream manufacturer—it is a socially-conscious company that is invested in the local community, and we're happy to see the business grow. •

## THE JOSEPH PROJECT

The Joseph Project is a collaborative initiative run by Senator Ron Johnson's office and Greater Praise Church of God in Christ on Milwaukee's north side that provides job training and transportation to work for low-income Milwaukee residents. The Joseph Project expanded to Waukesha County in 2017, and as of December 2018, six Waukesha County employers have hired 64 people, with 31 currently on the job. Because of our efforts in Waukesha County, \$1.55 million in taxpayer dollars has been saved and \$967,000 has been brought back into the local community in Milwaukee.

In October 2018, the Center for Growth supported Greater Praise Community Development Corporation and the Joseph Project in their request for funds through the Commute to Careers grant from the Wisconsin Departments of Workforce Development and Transportation. A total of \$333,113 was awarded to purchase two vans and run routes for those vans to connect workers from Milwaukee to jobs in Waukesha County.



# PURSuing THE AMERICAN DREAM



## Taco Amigo

**Capital expenditure:** \$330,000

**Expected job creation:** 13

Joe Woolfolk of Waukesha had a vision of opening a Spanish-themed restaurant that offers Latin American and European Spanish cuisine in addition to the standard Mexican cuisine. Being raised in a family of restaurateurs, running a restaurant has always been his goal.

Although he spent a year searching for the ideal location, developing a business plan and forming financial projections, in

fall 2018 an opportunity fell into his lap.

His uncle, who owns several Spanish family restaurants in the area, was looking to sell one of them. Joe leaped at the chance and purchased Taco Amigo, an existing restaurant in Waukesha, in October of 2018.

Once Joe made his decision to purchase Taco Amigo, the Waukesha County Center for Growth helped him realize his dream.

The process of purchasing a

business is involved, and the Center for Growth helped Joe develop a business plan, perform market research, build out revenue models and financial projections, meet commercial lenders, conduct site searches and more.

Although Joe no longer needed to build a restaurant from the ground up, he had work to do to make it his own and plan for the future success of the restaurant.

Joe is in the process of rebranding the space to fit his own vision. He wants to

maintain the turn-of-the-century Spanish culture and tradition while utilizing modern ordering systems and the latest technology.

“The staff at the Waukesha County Center for Growth are my true business advisors,” said Joe. “I’ve wanted to own my own restaurant for years, and because of their help, I’ve finally achieved my dream. I will definitely continue to take advantage of these resources in the future.” •





# MEASURING STUDENTS' PREPAREDNESS AFTER HIGH SCHOOL

Currently, the state of Wisconsin has a tool that measures how prepared high school students are to attend college. The tool measures standardized test scores and more.

However, those indicators aren't necessarily representative of all the skills a high school student may need to be successful after high school graduation.

The Waukesha County Center for Growth and the Waukesha County Business Alliance developed the Workforce Readiness Dashboard to measure how well schools are preparing their students for college, a

career and life. A committee was formed to develop the dashboard, made up of educators, business leaders, public officials and nonprofit and community leaders.

The dashboard is broken up into three sections:

1. The academic measurements for college skills can be used to predict student success in a two- or four-year college program.

The measurements include GPA, ACT scores, percentage of students who completed college credits in high school and percentage of students

who were accepted into a two- or four-year college or university.

2. The career skills section measures the percentage of students who had access to and took advantage of opportunities that connect classroom learning with a student's interests and career aspirations, transform the high school experience and provide context for learning.

Opportunities include career exposure activities, work/career-based learning experiences (internships, co-ops, mentorships, job

shadows, etc.), earning industry certifications prior to graduation, joining the armed forces and more.

3. The life skills metrics evaluate a student's growth mindset, perseverance to achieve goals, self-reliance and connection to a community.

These skills can translate to success in many facets of life. The measurables include attendance rate, completing financial literacy courses, participating in school-sponsored activities and completing community service.

Each school district's dashboard for the previous full academic year will be published on the Center for Growth's website at the beginning of each calendar year.

The Center for Growth and Waukesha County schools are focused on making sure our high school graduates are prepared for all the opportunities that exist for them after high school, whether that involves going straight to a higher education institution or joining the workforce right away. •

# BY THE NUMBERS



	ACTUAL	GOAL
New companies/expansions:	22	24
Total capital expenditures:	\$66,744,000	\$42,000,000
Total jobs created:	460	500
Total jobs retained:	32	
WEDC tax credits received:	\$8,090,000	\$9,000,000
Companies worked with:	554	
Site searches conducted:	110	
Companies given strategic workforce assistance:	16	
Companies involved in job fairs:	272	
Job seekers worked with:	954	
Employees hired from Joseph Project:	64	
Companies supported career-based learning:	52	
Students exposed to career pathways:	2,503	
Grants received by organizations and school districts with Center for Growth support:	\$398,213	

# THANK YOU TO OUR PARTNERS!



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## MUNICIPAL PARTNERS

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City of Brookfield  
City of Oconomowoc  
City of Waukesha  
Village of Big Bend  
Village of Butler

Village of Dousman  
Village of Eagle  
Village of Hartland  
Village of Lannon

Village of Menomonee Falls  
Village of Mukwonago  
Village of Pewaukee  
Village of Sussex

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