



Waukesha County
CENTER FOR GROWTH
Advancing business. Growing communities.

YEAR-IN-REVIEW 2019





MISSION

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

VISION

A vibrant economy where businesses and citizens thrive



2019 was another strong year for Waukesha County in terms of economic growth, as well as a critical year for the Waukesha County Center for Growth.

Celebrating our third anniversary, the Center for Growth task force convened on several occasions to refresh our Business Growth Strategy. We recommitted to be the central point of contact for economic development in the County; to retain, attract and expand business in the County; and to connect businesses to workforce solutions.

In addition, four lenders active in the Center for Growth and the County committed \$2 million in low-interest funds to establish the GROW Fund. The GROW Fund is a revolving loan fund with two core purposes – the first is to support businesses with the capital they need to grow, and the second is to develop residential housing to meet workforce needs. Agreements were negotiated for administration of the fund, and more than a dozen businesses have begun the process of securing financing.

We also worked with more than 25 businesses to start, expand or locate operations in Waukesha County. These businesses committed more than \$28 million to capital expenditures, and to creating more than 250 jobs. Late in the year, Milwaukee Tool announced creation of a second campus in Menomonee Falls, which will result in another \$100 million in capital and 770 jobs.

In just three years, the Center for Growth has worked with more than 60 business to assist and facilitate over \$210 million in capital expenditures, and commitments to creation of more than 1,600 jobs. All of this is accomplished through the active involvement of Waukesha County leadership, our municipal partners, our partner economic development agencies, and our WCCG Board members.

The new year promises many more opportunities, as the GROW Fund makes its first loans and staff continues to work with existing and new businesses to assist their growth. We ask for your continued support as we enhance Waukesha County as a great place to live, work and play.

Sincerely,

A handwritten signature in blue ink, appearing to read "Tim Casey". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Tim Casey
Director, Economic Development

SUPER PRODUCTS

Size of project: 171,000 sq ft
Capital expenditure: \$15 million
Expected job retention/creation: 110/40



Super Products LLC is a leading manufacturer of vacuum trucks for a variety of municipal and contractor applications. In 2018, local leadership at Super Products began the search for shovel-ready sites that could accommodate its need for a large industrial building to include headquarters offices, as well as a plant to consolidate several area facilities.

In June of 2018, the Center for Growth began assisting the leadership team to understand where current employees lived and what impact that would have on the new location. The Center for Growth advised Super Products

on available sites in Waukesha County and discussed sources for additional labor force needed for future growth.

Super Products looked closely at options to build in a cost-effective manner, as earlier proposals for a new facility had exceeded budget. The Center for Growth assisted the management team as they considered options and recommended an owner's representative to oversee construction.

As an active partner with the WCCG, the Village of Mukwonago made a strong commitment to its new industrial park just south of I-43 on State Highway 83 in the Village. After surveying employees, Super Products became confident they would respond well to a Mukwonago location.

In April of 2019, Super Products broke ground on a new 171,000-square-foot facility with an estimated value of \$15 million. With Briohn Building as the design/build contractor for the new facility, Super Products will move 110 current employees to the new location and anticipates growth of 40 additional jobs.

As a result of providing improved business park sites, Mukwonago continues to retain existing companies and attract new industrial development. •



DAWN'S EARLY LIGHT

Size of new facility: 7,500 sq ft
Capital expenditure: \$250,000
Expected job creation: 9

In 2002, Pewaukee natives Mark and Ann Meyer, established Dawn's Early Light Flags in Bellevue, Washington. 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.

The Waukesha County Center for Growth began working with Ann and Mark in early 2018 to assist with the move to Waukesha County. Dawn's Early Light found a 2,500-square-foot, Pewaukee-based, multi-tenant building to begin operations. However, in 2019 they continued to move additional production to our area, which led the company to a 7,500-square-foot space in Gateway Commerce Center in Brookfield. Ann and Mark have continued to grow employment at their new location and are well positioned for continued growth. •



In 2002, Pam opened YogAsylum, which was one of only two yoga studios in Wisconsin at the time. In the years to come, the studio expanded its wellness services and acquired Milwaukee School of Massage in 2016. Along with the growth and expansion of the business came a new name, Everyday Bliss Yoga + Massage, as well as the need for more space.

After a series of unfortunate leasing events, the studio unexpectedly found itself with just 180 days to find a new space. After being introduced to the Waukesha County Center for Growth, Pam was exposed to resources that helped her not only find a new studio, but one that she could purchase as her own. While the process of finding a loan was daunting, Lucy Waldhuetter, Business Consultant for the Center for Growth, helped Pam stay the course.

Today, Everyday Bliss has grown to over 15 employees and is settling into its new location on Bluemound Road in Waukesha. •

EVERYDAY BLISS YOGA + MASSAGE

Size of new facility: 12,230 sq ft
Capital expenditure: \$1.4 million
Expected job creation: 12



PAUL DAVIS RESTORATION

Size of project: 100,000 sq ft
Capital expenditure: \$500,000
Expected job creation: 120



As a contractor specializing in cleanup of fire and water damage, as well as restoration and remodeling services, Paul Davis of Southeast and Fox Valley, Wisconsin is a locally owned and operated franchise. After starting on Milwaukee's north side in 1990, the company moved to the south side. The move to a new site on Northmound Drive, just south of Interstate 94 is a strategic decision.

"There is a desire to be on the corridor west of Milwaukee as we see a more convenient location for reaching potential clients and projects," said Brady

Chuckel, President of the Paul Davis office. "Paul Davis will provide an environment that encourages growth of the company and its employees with state-of-the-art equipment, calculated workplace layouts, and ample room for growth."

The Center for Growth has worked with Paul Davis to consider financing options. Company leadership has become actively engaged with the Center for Growth and Waukesha County Business Alliance in a number of programs, including those that expose future workforce to opportunities in the construction industries.

More than 100 Paul Davis employees and over 70 company vehicles will be housed at the new two-story 100,000 square foot space currently under construction. An additional 55,000-square-foot of space is available in the new building, which provides excellent visibility from Interstate 94. •



MILWAUKEE TOOL

Size of addition: 170,000 sq ft (Phase 1)

Size of site: 65-acre site

Capital expenditure: \$100 million

Expected job creation: 770

In December of 2019, Milwaukee Tool announced plans for continued expansion in Waukesha County. The Waukesha County Center for Growth has worked with Milwaukee Tool and other partners since 2016 to assist with the company's rapid growth.

Milwaukee Tool has added more

than 1,000 employees since 2011 at their Brookfield campus alone. Even as the company developed more than 316,300 square feet of office, R&D and lab space at its headquarter campus along Lisbon Road in the City of Brookfield, it became evident that additional space for continued growth would be needed.

In December, Milwaukee Tool announced it had purchased the office building at 800 Flint Road in Menomonee Falls, formerly owned by Kohl's Corporation, and was renovating the 52,000-square-foot facility. In addition, Milwaukee Tool purchased 65 adjacent acres owned by the Village of Menomonee Falls. The company has submitted plans for a 120,000-square-foot building and has preliminary plans for a campus that could accommodate 2.5 million square feet at full build-out.

The Center for Growth has worked with local partners on approval of Tax Increment Finance (TIF) support for these projects. The Village of Menomonee Falls plans to extend Flint Road and provide a new northern access to the area as additional phases of development move ahead. The Wisconsin Economic Development Corporation has approved \$20 million in Business Investment Tax Credits in support of Milwaukee Tool's expected \$100 million investment and creation of 770 jobs over the next

several years. In addition to its Waukesha County plans, Milwaukee Tool announced an expansion at its Imperial Blades subsidiary in Sun Prairie, as it has done previously with investments at Empire Level in Mukwonago.

"Milwaukee Tool is a Wisconsin success story and an economic powerhouse for the Milwaukee region and the entire state," said Missy Hughes, Wisconsin Economic Development Corporation Secretary and CEO.

Waukesha County is proud to be home to Milwaukee Tool's headquarters and will continue to work with local, regional and state partners to accommodate the company's tremendous growth. •



BRELIE GEAR

Size of project: 36,800 sq ft
Capital expenditure: \$3.3 million
Expected job creation: 15



Brelie Gear is a full-service manufacturer of fine and medium pitch spur and helical gears, worms and worm gears. Brelie's existing facility in Milwaukee had gone through several additions, their its flow was not optimal, and the site did not allow for future expansion.

Brelie Gear identified a four-acre site in the Waukesha Corporate Center, just south of State Highway 59 (Les Paul Parkway), to build its new 36,000-square-foot facility. The Corporate Center saw increased development in 2019. In addition, access to this location will be enhanced

by the completion of the Waukesha West Bypass, providing a direct arterial connection to Interstate 94 to the west.

The larger space will continue to run as a full-service gear manufacturing facility that houses the latest in equipment technology and automation. "This new space will increase our production and ensure continued quality to best serve our customers. We will have room to expand our company for years to come," states Steve Janke, President of Brelie Gear.

The Center for Growth assisted Brelie Gear with development approvals and worked to expedite the extension of telecommunications infrastructure to the site. The Center for Growth continues to work with Brelie and other firms to consider financing options from the new GROW Fund - established in 2019. Brelie moved in to the new \$3.3-million facility in late 2019 and currently has 15 employees. Steve and his team are looking forward to continued expansion in Waukesha. •



RECOLLECT2

Capital expenditure: \$75,000
Expected job creation: 9

Nine years ago, Ann Riphenburg decided she wanted to design a recycling product that was simple, easy to use and provided a small step towards a larger purpose. In turn, the reCollect2® receptacle was born.

Several years into the business, Ann and her husband Jason realized that their existing tooling to make their product was deteriorating. With new

tooling, they developed a new product design. This was integral to their company's growth and success, but without the right lender they would not be able to secure the necessary funding for a new design. The business consultants at the Waukesha County Center for Growth proved to be pivotal in this process.

Lucy Waldhuetter with the Center for Growth provided them with financial projections and connected them with the right lender. Because of this, they are able to sustain their business to move forward and grow. •



As an underground construction contractor, Unite Utility specializes in the installation of fiber optic mainlines. Unite Utility has experience in the fiber optic arena, as well as the natural gas and electric sector with clients such as We Energies, Alliant, MG&E, Peoples Gas, Nicor, and more.

Being a small business, Unite Utility has a limited number of resources, whether it's equipment or support staff. However, what they lack in size, they make up for in team members. Owners Grant and Katie Klumb truly believe that the company's success starts and ends with the Unite Utility team.

While applying for a loan, Grant and Katie were referred to the Center for Growth for help with financial projections. In addition, the Center for Growth helped with their overall business plan and market research. •

UNITE UTILITY

Capital expenditure: \$1+ million
Expected job creation: 5



BUSINESS & EDUCATION PARTNERSHIPS

As we reflect on 2019, we are proud to report that our business and education partnerships are stronger than ever. This past year was filled with numerous opportunities to develop our future workforce by connecting businesses and educational institutions.

The following is just a portion of the work completed in 2019. Thank you to all of our education and business partners who are supporting these efforts!

KIDS BUILDING WISCONSIN - WAUKESHA

In February, Kids Building Wisconsin – Waukesha Expo hosted 800 fifth through eighth graders at Milwaukee Tool to learn about construction and skilled trade careers.

DISCOVER HEALTH CARE EXPO

In March, middle and high school students attended the Discover Health Care Expo at Carroll University. In its four years, over 2,000 students have attended.

SCHOOLS2SKILLS™ HEALTH CARE

In its first year, Schools2Skills Health Care had 256 middle and high school students participate in eight tours.

SCHOOLS2SKILLS™ MANUFACTURING

We hosted 26 Schools2Skills™ Manufacturing tours with 728 students. Celebrating 10 years, we are proud to announce that more than 4,000 students have participated in Schools2Skills.

M.A.D.E. CAREER EXPO

The M.A.D.E. Career Expo hosted 800+ middle and high school students at the Waukesha County Expo to learn about manufacturing and engineering careers from 35 different companies.

CAREERS UNCOVERED™

Six Careers Uncovered™ programs brought 52 educators from 26 schools inside the doors of area businesses.

SUPERINTENDENT/PRESIDENT ROUNDTABLES

Our four Superintendent/President Roundtables gave education leaders from 17 different schools the opportunity to sit down with business leaders.

CONNECTING COUNSELORS

Four Connecting Counselors programs connected 44 K-12 counselors from 22 schools with innovative programs being offered by area post-secondary colleges and universities.

MINI BUSINESS WORLD

We again partnered with Wisconsin Manufacturers and Commerce to bring Mini Business World to Waukesha County. In its three years, more than 300 high school students have participated in the event at Carroll University.

BY THE NUMBERS



	ANNUAL	3 YEAR TOTALS
New companies/expansions:	26 +	60
Total capital expenditures:	\$128,000,000	\$210,000,000
Total jobs created:	1,038	1,682
Total jobs retained:	110	256
WEDC tax credits received:	\$20,140,000	\$28,230,000
Companies worked with:	322	700 +
Site searches conducted:	100	300 +
Companies given strategic workforce assistance:	16	
Job seekers worked with:	954	
Employees hired from Joseph Project:	64	
Companies supported career-based learning:	102	
Educators exposed to career pathways:	157	
Students exposed to career pathways:	3,342	
Schools involved in business/education efforts:	43	
Grants received by organizations and school districts with Center for Growth support:	\$250,000	

THANK YOU TO OUR PARTNERS!



MUNICIPAL PARTNERS

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

Village of Butler
Village of Dousman
Village of Eagle
Village of Lannon

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

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